

# The TALKING MACHINE WORLD

For dealers  
wholesalers  
& manufacturers  
of phonography  
& radio products

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



*"Radio is Profitable with Brunswick Radiolas"*

BRUNSWICK PHONOGRAPHS  
BRUNSWICK RADIOLAS  
BRUNSWICK RECORDS



*The Sign of Musical Prestige*

# Brunswick

PHONOGRAPHS • RECORDS • RADIOLAS

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*illustrated on pages 100 and 101*

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SONORA PHONOGRAPH COMPANY, INC.

279 Broadway, New York

# The Talking Machine World

Vol. 21. No. 9

New York, September 15, 1925

Price Twenty-five Cents

## A. W. Rhinow Now With Federal Telegraph Co.

**Announcement Made of Connection of A. W. Rhinow, Prominent in Talking Machine and Radio Trades, With Merchandising Division of Kolster Radio—Headquarters in New York**

Congratulations from many sources were extended recently to Arthur W. Rhinow, upon the announcement of his association with the Federal Telegraph Co. In the interest of Kolster radio. During the many years in which Mr. Rhinow has been connected with the phonograph and radio fields, both in a manufacturing and wholesale way, he has accumulated a wealth of knowledge and experience that fits him extraordinarily well for his new post.

Mr. Rhinow spent the past four years with the Girard Phonograph Co. of Philadelphia, well-known phonograph and radio distributor, for whom he was assistant general manager. Prior to that time he was associated for eight years with the Edison Laboratories at Orange, N. J., where he acted as special assistant to the late William Maxwell and helped to shape many of the merchandising policies which attracted such wide attention for a time in the phonograph industry.

Although the announcement did not say what Mr. Rhinow's new duties with the Federal Telegraph Co. are, it is understood that for one thing he will set about to create immediately a publicity bureau upon an elaborate scale. Aside from that, he will make his home at the New York office in the Woolworth Building, and for the time being absorb a portion of the multifarious duties attendant upon the launching of a new product.

## Demonstrate Panatrope at Brunswick Branches Soon

**Letter to Dealers Sent Out by Vice-President Deutsch Tells of New Instrument to Be Shown at Branches Around September 15**

The Brunswick Panatrope, new reproducing instrument developed jointly by the Brunswick-Balke-Collender Co., in co-operation with the Radio Corp. of America, the General Electric Co., and the Westinghouse Electric & Mfg. Co., was formally announced to Brunswick dealers in a communication from the office of P. L. Deutsch, vice-president of the Brunswick organization, on August 18. In referring to the Panatrope, Mr. Deutsch stated that it is so basically different from any reproducing instrument known to the trade to-day that it is impossible to adequately describe its musical performance in the letter.

In line with the Brunswick policy of extending advance information to its dealers, the firm is making arrangements for suitable introductory demonstrations at all branch organization headquarters on or about September 15. The Brunswick officials established this introductory date so that dealers might anticipate the demonstration and lay their plans accordingly.

In commenting on the value of the Panatrope, the letter reads, in part: "The vital importance of the Panatrope from our mutual standpoints makes it absolutely essential that this plan of introduction be followed closely to avoid the possibility of disappointments in supply which otherwise might arise.

"We believe that the new reproducing instrument will provide merchandising opportunities heretofore undreamed of by the trade."

## Geo. P. Hough Appointed Carryola Sales Manager

**Will Make Headquarters at Company's Executive Offices in Milwaukee—Identified With the Industry for a Number of Years**

Donald T. Allen, vice-president of the Carryola Co. of America, Milwaukee, Wis., manufacturer of Carryola portables, announced this week the appointment of Geo. P. Hough as sales manager of the company with headquarters at the executive offices. Mr. Hough has already assumed his new duties and is proving a valuable assistant to Mr. Allen in co-oper-



George P. Hough

ing with the company's clientele in the development of Carryola business.

Geo. P. Hough has been identified with the phonograph industry for a number of years, having previously been sales manager of Westpho, Inc., manufacturing portable phonographs. In this capacity he visited phonograph dealers throughout the country and gained an intimate knowledge of the portable phonograph business which will undoubtedly enable him to attain pleasing success in his new work. The Carryola Co. is making phenomenal progress in the marketing of Carryola portables and under Mr. Allen's direction sales have increased tremendously the past year. Mr. Hough's appointment as sales manager will enable Mr. Allen to carry out important executive plans which he has been working upon for some time past.

## F. L. Fritchey and J. H. Kellar With Buel Dist. Co.

CLEVELAND, O., September 8.—The Buel Distributing Co., of this city, wholesaler of musical and radio merchandise, announced this week the appointment of J. H. Kellar and Frank L. Fritchey as members of the company's sales organization. Mr. Kellar, who will travel eastern Ohio, was formerly a representative of the Cheney Phonograph Sales Co., which was absorbed by the Buel organization, and prior to that was associated with the Music Master Corp., Pittsburgh, Pa. Mr. Fritchey until recently traveled in western Ohio for the Perry B. Whitsit Co., Victor jobber at Columbus, O., and some years ago traveled through the same territory for Thomas A. Edison, Inc. He has been identified with the industry for nearly twenty years and is very popular in Ohio.

## Musical Products Co. Is Exclusive Federal Jobber

**To Distribute Products of Federal Radio Corp. Exclusively in New York, Brooklyn, Long Island and Northern New Jersey Territory**

Announcement has recently been made by the Musical Products Distributing Co., Inc., New York, distributor of Pooley-Atwater Kent radio receivers, Cunningham tubes, Eveready batteries and other radio products, by B. D. Colen, president of the company, of its appointment as exclusive distributor in New York, Brooklyn, Long Island and northern New Jersey, for the Federal Radio Corp., Buffalo, N. Y., manufacturer of Federal radio receiving sets.

In commenting on his company's appointment as distributor for the Federal Radio Corp., Mr. Colen said: "We have always distributed the products of the Federal Co. in the metropolitan territory, but, however, we were limited in our scope as we were not an exclusive distributor for the company. We cannot help but feel that our appointment by Federal to handle its new line in the metropolitan territory, which includes northern New Jersey, Brooklyn and Long Island, as well as New York City, is in the nature of a recognition by the company of our ability to merchandise and handle the line advantageously.

"We are particularly pleased at being able to offer dealers in the territory the opportunity of handling the new Federal line. It is in our minds most comprehensive and complete, both in the various models and range of prices, as well as in appearance and ease of operation.

"The sales plan for the new Federal line will include the appointment of a limited and restricted number of dealers in the various territories. Thus each dealer will be protected against competition in his locality."

The Musical Products Dist. Co. has secured space at the forthcoming radio exposition and hopes, in connection with the rest of its products, to be able to exhibit the new Federal line in its booth.

## Three New Music Master Distributors Appointed

KANSAS CITY, Mo., Sept. 8.—A. A. Trostler, who looks after the interests of the Music Master Corp. in this section of the country, reports the appointment of three new distributors for the Music Master product, namely, the Rocky Mountain Radio Corp., Denver, Col.; Artophone Co., St. Louis, Mo.; and the Electric Appliance Co., Dallas, Tex.

## New Gennett Recording Star

Buddy Lee, vaudeville artist, recently contracted to record for Gennett records, and his first recordings, "Oh, Say, Can I See You Tonight," coupled with "If I Had My Way About My Sweetie," are making a big hit with the trade. Mr. Lee sings in his own accompaniment on the ukulele. His second recording, "Want a Little Lovin'" and "Some Other Bird Whistled a Tune," will be released shortly.

## Okulski Bros. Incorporated

The Okulski Bros. Piano Co., Passaic, N. J., was recently incorporated at Trenton, to deal in pianos and talking machines with a capital stock of \$50,000. The incorporators are: Chester J., Alfred J., Benjamin J. and F. P. Okulski.

See second last page for Index of Articles of Interest in this issue of *The World*

# Where the Retail Trade Stands This Fall

Early Start of Fall Sales Promotion Drives Is Vital—Improvements in Products Give Trade Strong Talking Points to Exploit

Fall—and better business, according to the "profits"—are in the offing. That the "profits" are correct is a practical certainty, for, in this business at least, the cooler weather brings with it a greater tendency on the part of the public to buy talking machines, records, radio and other musical merchandise. By the time this issue of *The World* reaches the trade the vacation season will be definitely over and the public will once again have resumed the routine of every-day life. In short, the stage will be set for the dealers' sales promotion campaigns.

With new and improved models of talking machines and radio and with records of a quality which never before have been available to the public the trade has new and stronger talking points, which, properly developed, should be instrumental in creating much business. But it all depends on the dealer. The "sitter" will, as usual, merely sit and sigh; the "doer" will be up and doing—and reaping the profits. The fact that the public will buy does not mean very much for the lazy, short-sighted retailer or salesman. They will have to be content with the crumbs which through some mischance slip through the fingers of the active, aggressive dealer who plans his sales promotion campaign as the army general plans the movement of his troops. Business certainly should register a marked improvement during the next few months, but the dealer who wants to get his share of the "sales harvest" will have to meet it half way. The live wire will; the sloth will not.

With the retail trade in a stronger position than ever before in its history to present to

the public new and improved products at prices that are certain to interest many who have held off buying, and the vast army of people who want "something better," the Fall offers a wonderful opportunity for bringing up sales volumes to a satisfactory point if the dealer does his share by bringing his line to public attention.

*While all indications point to a marked revival in the retail business during the next few months, the success of individual retailers is controlled largely by other factors which are emphasized in the accompanying article. . . . .*

Now is the time to get after those prospects who have been "waiting for something better"; now is the time to stage that advertising campaign; now is also the time to think of direct mail as a sales stimulating force; of window displays which will bring the merit of the lines handled home to the passing public in a way that will leave no room for doubt as to the wisdom of "buying now."

Advertising is, of course, the medium through which the trade reaches the public and for that reason this part of the sales drive should be planned with the greatest care. Of equal importance to planning is timeliness. Don't wait until your competitor has the edge on you by starting a business-getting campaign while you

are merely thinking about it. Business is a race and the one who crosses the line first wins. Remember every sale made by the other fellow means one potential sale lost to you. And the fact that business has not been of "rush" character lately should not delay the start of the Fall drive now. Money must be spent to make money and it can be spent most effectively in advertising.

The writer recently asked a dealer how business was and whether he, the dealer, was doing anything to stimulate sales. Here is the answer: "Business isn't so good. In fact it has been so slow the past few months that we have eliminated all sales promotion work. We will start again this Fall when conditions improve."

Contrast that with one of the leading dealers in Paterson, N. J., who spends between seven and fourteen thousand dollars a year in advertising and other sales promotion work, especially in view of the fact that the latter does a tremendous business the year around, regardless of weather or season.

Is not this an indication that the state of business depends largely on the dealer and is it not an argument in favor of really getting in back of the merchandise you handle? And what better time can be selected to really make a serious effort to move merchandise than right now, when the public is receptive to what the dealer has to offer? Make the most of the improvements in the lines you handle by bringing them before the buying public. The momentum of an early start should make itself felt through the Fall, especially the holidays, and early Winter to the first of the new year.

**NYACCOFLEX**  
R. P. 1.



Dealers, write your jobber for details, or address

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

WE  
MAKE IT



YOU  
PREPARE  
FOR BIG  
DEMAND

LESS USUAL DISCOUNTS

**Radio Panels**  
for  
**Console Phonographs**

R. P. 3

R. P. 5

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

List . . . . . \$45.00

5-tube tuned radio frequency receiver. Two sizes: 14½x17 3/16 or 15 3/16x16 5/8

List . . . . . \$65.00

**New York Album & Card Co., Inc.**

23-25 Lispenard Street, New York

*Brunswick*  
PHONOGRAPHS

THE BRUNSWICK-BALKE-COLLENDER CO.  
623-633 SO WABASH AVENUE  
CHICAGO

August 25, 1925.

TO THE TRADE:

It is with great and just pride that we announce to you the BRUNSWICK PANATROPE -- The New Reproducing Instrument.

This remarkable new product is the joint development of Brunswick in cooperation with The Radio Corporation of America, General Electric Co., and Westinghouse Electric & Manufacturing Co.,

The PANATROPE is so basically different from any reproducing instrument known to the Trade today that it would be impossible to adequately describe its musical performance, in this letter.

In line with our policy of extending advance information to Brunswick Dealers, we will, therefore, arrange suitable introductory demonstrations at all Branch Organization Headquarters, on or about September Fifteenth.

We are establishing this introductory date purposely so that our Dealer Cooperators may anticipate a demonstration, and, accordingly, make their plans.

The vital importance of the PANATROPE from our mutual standpoints makes it absolutely essential that this plan of introduction be followed closely to avoid the possibility of disappointments in supply which otherwise might arise.

We believe that the New Reproducing Instrument will provide merchandising opportunities heretofore undreamed of by the Trade.

Cooperatively yours,

THE BRUNSWICK-BALKE-COLLENDER CO.

*P. L. Weutsch*

VICE-PRESIDENT.

PLD EM



## Retail Prices Maintained

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

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

### DISTRIBUTED BY

Capitol Distributing Company, Inc.	New York City
Shuster & Patterson, Inc.	New York City
Bufile Radiophones Company	Buffalo, N. Y.
C. J. Serfass Appliances & Radio Co., Inc.	Burlington, N. Y.
M. Steiner & Sons	Boston, Mass.
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Cohen & Hughes, Inc.	Philadelphia, Pa.
Cohen & Hughes, Inc.	Pittsburgh, Pa.
Cohen & Hughes, Inc.	Baltimore, Md.
C. B. Hays Co., Inc.	Washington, D. C.
Earle Rogers Co.	Richmond, Va.
American Sales Company	Wheeling, W. Va.
Harbison & Dairmont, Inc.	Charlotte, N. C.
Electric Power & Equipment Co.	Louisville, Ky.
J. J. Cooper Rubber Co.	Columbus, Ohio
John J. Baillie Co.	Toledo, Ohio
Eastern Auto Supply Co.	Detroit, Mich.
The Schreiber Company	Ann Arbor, Mich.
Langstadt-Meyer Co.	Ashtabula, Ohio
Lee-Knighte Mfg. Co.	Ada, Okla.
W. & E. Radio Service Co.	Tulsa, Okla.
J. H. Goodness Radio Co.	Omaha, Neb.
Radio Electric Company	Fort Worth, Tex.
The F. Hornell Company	Uticon, Ariz.
Cast Radio Supply Co.	San Francisco, Cal.
Herbert C. Moss	Seattle, Wash.

Write your nearest distributor or us direct.

### DISTRIBUTORS

Some profitable territory is still open.

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

## W. L. Eckhardt Returns From Vacation in Europe

Popular Executive of Music Master Corp. Visited Capitals of Continental Countries—Used Aeroplane for Rapid Transit

Walter L. Eckhardt, president of the Music Master Corp., Philadelphia, Pa., arrived back at Music Master headquarters on Saturday, August 8, after a vacation spent in Europe. Mr. Eckhardt was accompanied by Mrs. Eckhardt and their youngest son. Mr. Eckhardt is one of the most popular executives in talking machine and radio circles and is equally popular with the co-workers and employes in his own organization. Accordingly he was given a royal welcome.

Due to the concentration which Mr. Eckhardt has given to the building of the Music Master Corp., this constitutes the first real vacation he has enjoyed in many years. Although his time was limited, Mr. Eckhardt visited the capitals of most of the European countries. This was made possible through the fact that he and his family traveled from point to point by aeroplane, using one of the famous Aero Lloyd Air Cruisers. As his vacation was entirely given over to pleasure, Mr. Eckhardt did not make an exhaustive survey of radio conditions abroad. However, as he fairly lives in radio he naturally observed conditions. It was Mr. Eckhardt's impression that the United States is far advanced over the European countries in both the construction and merchandising of radio.

Immediately upon his return he plunged right into the activities of the Music Master Corp. and is already at work directing the affairs of the organization into one of the biggest seasons in its history.

## Two New Distributors Are Appointed by Sleeper Corp.

Announcement Made by Gordon C. Sleeper of the Appointment of Langstadt-Meyer Co. and Duluth Electrical Supply Co. as Jobbers

The appointment of the Langstadt-Meyer Co., of Appleton, Wis., as wholesale distributor in northern Wisconsin and the northern peninsula of Michigan and the Duluth Electrical Supply Co., of Duluth, Minn., as distributors in Minnesota, eastern North and South Dakota and northern Wisconsin, was recently announced by Gordon C. Sleeper, president of the Sleeper Radio Corp., Long Island City, New York, manufacturer of Sleeper radio receiving sets. In commenting on the appointment of these two companies as distributors of Sleeper products, Mr. Sleeper said, "The Langstadt-Meyer Co. has been well known throughout the territory for many years. It is enthusiastic concerning the new Sleeper models and predicts a brisk demand throughout its sales district. Our appointment of the Duluth Electrical Supply Co. came after a visit to our factory here in the East by W. M. Hogan, general manager of the company. After Mr. Hogan had examined and become very familiar with the new Sleeper models, the appointment of his company as distributors in the territory was made."

The Sleeper Radio Corp. has recently increased its manufacturing space approximately 60 per cent. The new space has been taken in a new building near the company's present factory at Washington and Sixth avenues, Long Island City. The company announces that this increase of space was made necessary in order to meet the heavy demand for its products.

General James G. Harbord, president of the Radio Corporation of America, will address the members of the Advertising Club, New York, at a noon-day luncheon on September 16, on the subject "The Relation of Radio to the Farmer." WJZ will broadcast the address.

## Buel Distributing Company Has Wide and Varied Line

Carries Big Assortment of Talking Machines, Records and Parts, Radio Sets and Accessories—Extensive Advertising Campaign

CLEVELAND, O., September 10.—The Buel Distributing Co., of this city, which was recently formed as a wholesaler of musical and radio merchandise, is moving ahead with tremendous strides, and the officers of the company have made arrangements whereby this concern will represent many important lines in this territory. In the musical field the following lines will be handled: Adler-Royal and Mastercraft phonographs and Carryola portables, Okch and Odeon records, Little Tot records, Honest Quaker main springs and parts, Okch and Truotone needles and Peerless albums, all well known products.

In the radio field the following products will be handled in this territory by the Buel organization: Adler-Royal, A-C Dayton, Sleeper and Thermodyne receiving sets, Dictograph speakers, head sets and phone units, Ray-O-Vac dry batteries, Budisco storage batteries, Balkite chargers and eliminators and Magnatron tubes.

Tom R. Buel, president and treasurer of the Buel Distributing Co., and Edward B. Lyons, vice-president and general sales manager, stated this week that they had completed plans whereby their company would be represented in the September issue of The Talking Machine World with the most striking and pretentious advertisement ever used by any jobber in the talking machine field. Both Mr. Buel and Mr. Lyons are planning to attend the annual convention of the Ohio Music Merchants' Association to be held in Cincinnati next week, and it is expected that their advertisement in The World will be centers of attraction among the dealers who are expected to attend this convention.

## Charles V. Logwood Made Chief Radio Engineer

Electrical Products Mfg. Co. Announces Appointment of Well-known Radio Engineer and Inventor as Chief of Radio Division

PROVIDENCE, R. I., September 8.—The Electrical Products Mfg. Co., of this city, manufacturer of Dymac Selecto Five receiving sets, Dymac loud speakers, head sets and radio parts, has announced, effective September 1, the appointment of Charles V. Logwood, as chief engineer of the radio division of the company.

Mr. Logwood has contributed much to the development of radio in the past. As early as the latter part of 1903 he became associated with the development of radio telephony. Later he became identified with the Poulsen Wireless Telephone Co., which seventeen years ago had its system in use by three broadcasting stations in this country. In 1911 Mr. Logwood invented a rotating ticker which was later supplanted by the ultra audion jointly patented by Mr. Logwood and Dr. Lee de Forest, and which was said to be very similar to E. H. Armstrong's method.

It is stated that the audio amplifier which is now known to every radio fan was discovered independently by Mr. Logwood and put into actual operation in the Spring of 1912, although Dr. de Forest had experimented as early as 1907. He then became associated with Dr. Lee de Forest and their joint inventions in amplifier circuits and their many successful oscillating and modulating circuits are recognized the world over. Mr. Logwood was chief assistant to Dr. de Forest from 1911 to 1921. Mr. Logwood brings with him to the Electrical Products Mfg. Co. a wealth of experience and will no doubt develop many new ideas of his own in this field in the advancement of the products of the Electrical Products Mfg. Co.



THE AYON MODEL ADAPTO—also with two speakers only, concealed horn, and equipped to enclose any—this radio-cabinet mahogany and walnut. Price, \$65. West of Rocky Mountains, \$75.



Friendly, Modern  
 Merchandising Policy  
*back of Brunswick Products*  
 makes greater profits  
 for all progressive dealers

THE Brunswick line is selling today — consistent, steady full-profit business — at a time when the phonograph industry as a whole is beset by price cuts, slumps and threatened loss of business. However, Brunswick products continue in strong public demand. The consistent friendly cooperation between Dealers and Manufacturer has much to do with the position of the Brunswick products in the trade today.

Rapidly approaching is the date of introduction of the new Brunswick Panatropé . . . a new reproducing instrument that widens, almost without limit, the scope of the music dealer.

Which heralds the greatest era in the industry . . . an era which Brunswick Dealers — operating under Brunswick's equitable and practical sales policy — will dominate, to their greater profit and influence.

*Again, and truly, Brunswick is making musical history!*

THE BRUNSWICK-BALKE-COLLENDER CO.  
Manufacturers—Established 1845

GENERAL OFFICES: CHICAGO

Branches in all Principal Cities New York Office: 799 Seventh Avenue

THE BRUNSWICK-BALKE-COLLENDER CO. OF CANADA, Ltd.

Main Office: 358 Bay St., Toronto Branches at Montreal, Winnipeg, Calgary, Vancouver

*The Sign of Musical Prestige*

**Brunswick**  
 PHONOGRAPHS • RECORDS • RADIOLAS

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# Traces 90 Per Cent Sales Gain to Service

International Phonograph Co. Has a Plan of Giving Service and Follow-Up That Is a Winner—An Efficient Stock Record System

In analyzing the policies and practices followed by a successful establishment, it is sometimes possible to pick out one dominant factor and safely state that it is, in a large measure, responsible for the success of the house. Location, aggressive sales policies, lack of competition, and the keeping up of an efficient credit and collection department all have played their share in the building of successful retail talking machine establishments, but it is doubtful if any one factor has played as important a part as that of service.

## How Service Adds 90 Per Cent to Sales

It is to service that the International Phonograph Co., New York, owes much of the success which it has had for the twenty-two years in which it has sold talking machines while located on the lower East Side of New York. George Sklar, general sales manager of the company, when asked point blank to what he attributed the success of the company stated that more than anything else the policy of giving free service to a purchaser of an instrument is responsible. To keep this service at the highest possible notch, a repair department of experts, who are at the call of customers at all times, is maintained. In proof of his assertion that service more than any other factor is responsible for the large volume of business done, Mr. Sklar points out that 90 per cent of the sales made on the floor are to customers who have come to the store from all parts of the city upon the recommendation of their friends.

Again, when this establishment added radio and made a success of it, it was to talking machine customers that the sales department looked for business and a check-up reveals that 90 per cent of the radio sales were to former talking machine purchasers. A proportionately large percentage of piano sales are made to the same clientele.

As the great bulk of the customers of the store are people in moderate circumstances, fully 99 per cent of the business done is on the instalment basis. When these accounts are paid up, a salesman from the store calls at the home of the customer and presents the bill of sale, thanks the customer for his patronage and inquires as to whether he is interested in either radio, piano or some other musical instrument. The amount of business done through this act of contact reaches a large figure.

## Making Good Use of Prospect File

It is but natural that with such a high standard of service the other angles of the sales force

are taken care of in an equally workmanlike fashion. The prospect file, as an example. The name and address of everyone entering the store are taken and should they fail to purchase the instrument in which they are interested, the name and address are placed on a filing card which is kept alphabetically. A duplicate card is also made out and given to one of the sales force who calls at the prospect's home. This

that the cost of this method of selling is much greater than other methods, it has the advantage, in addition to the profit made, of keeping the sales force intact and the stock moving.

## Efficient Stock Record System

The method of keeping a close check on stock is most interesting. Each of the members of the sales force has especial responsibility for some angle of the business and each of them makes his report on that phase of the business to the general manager, Mr. Sklar. He has evolved a system of keeping track of the merchandise that is practically self-explanatory and can hardly be bettered. It consists of a two-card system, both of which are made out on receipt of any merchandise and which contains a full description of the instrument, including the make, style, finish, serial number and the address of the warehouse in which it is stored. One of these cards is given to the office department, the other is retained by the sales manager who keeps these cards under lock and key. When a sale is made the card pertaining to the instrument is taken out by the sales manager and attached to the delivery receipt, which has been signed by the customer and turned over to the office force for filing with the duplicate card. It can be readily seen that this system provides for a double check-up of the stock and allows of no dishonesty or loss of merchandise.

The management of the record department, under the direction of Jack Alick, is on a par with the rest of the sales methods. It is one of the most complete record departments in lower New York, with a stock of more than 10,000 records. The complete Victor Red Seal catalog is carried and a large stock of Jewish, Russian, Italian, Greek and Armenian records. A mailing list of 7,000 is kept and the record supplements are sent out regularly. Many customers who purchased their instruments at the International during the twenty odd years of its existence and have since moved to other States continue to send prepaid orders and though not a feature of the store, a rather large record business is done by mail.

## Opens Branch in El Dorado

A new branch of the Bensch Music Shop was recently opened at West Main and Cleveland streets, El Dorado, Ark., recently. This concern has stores in Camden and Fordyce and carries a full line of musical instruments at all its establishments.

MACHINE		PROMISE	SERIAL NO.
TITLE	FINISH		
SHIPPER'S		RECEIVED FROM	
DATE	DATE		
NAME	NAME		
ADDRESS	ADDRESS		
BILL NO.	ACCOUNT NO.		
INTERNATIONAL PHONOGRAPH COMPANY			
MACHINE		PROMISE	SERIAL NO.
STYLE	FINISH		
REMARKS			

## STOCK

card with the salesman's report is then placed in a file which is kept by dates. If after the first call no date is made with the prospect to call at the store, the card is placed ten days ahead for another call to be made. This following rarely fails to secure results. When a date is made for the prospect to visit the store, a salesman calls at the appointed time and accompanies the prospect, making the trip in a taxicab if the distance warrants it. This is another angle of service which is always appreciated.

## Extensive Canvassing

House-to-house canvassing over a radius of 150 miles is one of the features of the store and this method of selling accounts for between 60 and 70 per cent of the total volume of business done during the Summer and early Fall months. Two crews of canvassers, each under the direction of a crew manager, cover this wide territory all through the year, making the trips in large trucks carrying a variety of models of talking machines and radio. While it is true

## Times have changed in the Record Business

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

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

## The Audak System

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

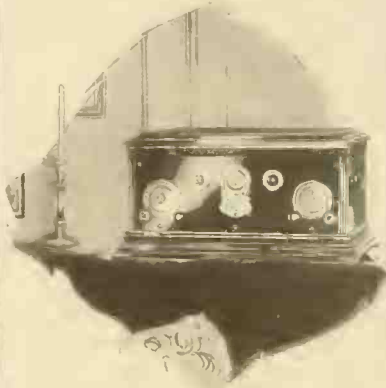
Dealers place as many as six Audak units in space formerly occupied by one booth. There are Audak models to suit each particular need. Write for full information.

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

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







## Stromberg-Carlson, again sets Radio's Standards of Sensitivity, Tone Purity, Selectivity and Beauty of Design

The new 6-tube, dual control, Stromberg-Carlson Receivers, with three totally shielded stages of radio frequency and detector, a volt meter and perfected audio amplifier, revolutionizes even Stromberg-Carlson standards of owners' results.

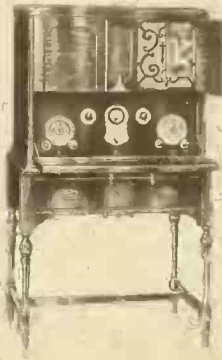
The table and floor cabinets in which this advanced example of radio engineering is contained, set new standards for radio even if regarded wholly as "Fine Furniture."

Other Stromberg-Carlson models, with their celebrated range and tonal beauty, have been perfected along the lines of the most advanced engineering principles and are being retained at full former prices, making a complete quality line.

*Stromberg-Carlson policies, which have established radio merchandising standards, remain in as full force as ever.*



Stromberg-Carlson Telephone Mfg. Co.,  
Rochester, N. Y.



No. 602 Receiver, Drawing Room Model. Finished in American Walnut; built-in Loud Speaker; space for "A", "B" and "C" batteries also for battery charger; 6-tube; totally shielded; dual control. Equipped with voltmeter. Price \$340.

No. 601 Table Model, 6-tube; totally shielded; dual control; equipped with voltmeter; takes new tube bases; operates either horn or cone type loud speaker; perfected audio amplifier. Mahogany finish. Price \$210.

No. 1 Type Table Model, 5-tube; shipped arranged for five 201-A type tubes, also can be arranged for UX-112 type power tube and 135 volt "B" Battery for second stage of audio frequency amplifier. Has antenna coupling switch; also key for switching from first to second audio frequency amplifier. Mahogany finish. Price \$180.



# Stromberg-Carlson

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



(Registered in the U. S. Patent Office)

**PUBLISHED BY EDWARD LYMAN BILL, Inc.**

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NEW YORK, SEPTEMBER 15, 1925

### The Necessity of Real Merchandising Effort

CHEERING will not sell goods any more than it will elect presidents, governors or mayors, for it happens that cheering requires only a bit of vocal effort without expense of money or energy. This point is to be borne in mind in connection with the marketing of the various new products in the talking machine and radio field which have been and will be put on the market this Fall. The new products in most cases have been received with great acclaim by the dealers, but their enthusiasm, even coupled with the merits of the new products themselves, will not move the goods unless some real merchandising effort is expended.

We hear a great deal of comment regarding the sellers' market with the public clamoring for goods in greater quantities than can be produced and the general feeling is that any industry is sitting pretty when this condition exists. It is a moot question, however, as to whether the sellers' market does not do more harm than good in the long run. The talking machine had its years when demand far exceeded production and it appears, frankly, that because of this condition selling astuteness was lost when there was a change in market conditions and intensive merchandising was required.

For the past year or two the radio enjoyed a sellers' market, and we have witnessed the effects in the poor merchandising methods, or rather lack of them, that existed in the early days of the industry, with all the thought of the manufacturers going into the matter of increasing production rather than to that of selling. It took a quieting down of the market to make possible the establishment of sound merchandising policies, making for permanency and getting away from the get-rich-quick methods that had existed largely because there was not time to give to adjustments.

This Fall there exists in a large measure the buyers' market, so far as both talking machines and radio receivers are concerned, and the dealers will be able to approach this market with lines of instruments strongly exploited by the manufacturers and calculated to break down sales resistance. It means, however, that the time is past when either radio receivers or talking machines will be bought in large quantities voluntarily by the public. On the contrary, they

will have to be sold and it depends on how they are sold to know just how profitable the results will be.

It is not an uncommon thing to run across a dealer who comments enthusiastically regarding a new line of talking machines or records or of radio receivers and states frankly that he is waiting for the demand that is sure to come for the new product. It is this attitude that is largely responsible for many of the ills of the trade to date; the attitude of waiting for business to come back. Those who have not waited for business but have gone after it may not have broken the world's record for volume, but they have certainly had the least complaint to make. Some of them have even made house-cleaning sales profitable ventures through energy and intelligent effort.

In the months to come there will be offered to the retailers of this trade great opportunity for placing new and improved products in the homes of the public, but it rests entirely with the individual dealer to just how great an extent that opportunity will be capitalized. He will be able to offer to the public, and have offered for him by the manufacturer, new sound-producing and reproducing mediums that are little short of remarkable, but if the watchful-waiting attitude is pursued, he is going to do little more business with the new product than he did with the old.

The manufacturers in most cases have done, and are doing, their part in the planning and carrying out of profitable selling campaigns, and in the majority of cases have announced plans for limiting retail distribution to franchised dealers with a view to insuring territorial restrictions that will give to each retailer an opportunity to build up and maintain for himself a profitable volume of trade. It remains with the retailer whether the manufacturers' efforts in developing his line and his sales system will prove worth while from the standpoint of increased retail sales volume.

### Conclusions From Recent Freight Decision

THAT it pays for industries to put forth organized effort for their own protection has been exemplified in the case of the new freight classifications on radio receiving sets and on radios and talking machines combined, for it is due to the resistance offered by both the talking machine and radio trade to the demand of the carriers that the Interstate Commerce Commission saw fit to give proper and fair consideration to the matter.

It is true that the new classifications do not represent 100 per cent victory for the trades interested, but they received more than an even break, as, for instance, in the refusal of the Commission to increase rates on radio sets and talking machines combined, or to provide the higher classifications for accessories and for radio outfits themselves, in the belief that the accessories were actually a part of the complete instrument.

Although the trade has been saved many thousands of dollars through the fight against increased rates carried on by the Music Industries Chamber of Commerce and representatives of talking machine and radio manufacturers, as well as the radio trade associations, it is unfortunate that there is not more general interest shown in the matter on the part of the retail trade at large. Increased freight rates are not something that interests the manufacturer alone, for in many cases they are paid directly by the dealer, and even when the manufacturer actually pays them on an adjustment basis it represents a direct charge against the goods and must be absorbed in the wholesale price.

This question of freight rates is one to be watched carefully in every line of industry, for there are continual efforts being made to change classifications and increase charges on one pretext or another. Constant watchfulness means dollars saved.

### New Era in the Talking Machine Industry

THOSE members of the trade who are directly interested in the development of the talking machine, and they are many, are beginning to wonder just what the future holds in store for the industry in the matter of improved recording processes and reproducing media, for the past few months have brought about such startling innovations that there have been opened up entirely new prospects for the industry.

Where are those who a few years ago were inclined to believe that the talking machine and its accompanying records had come

close to reaching their final stage of development and that, while there would naturally be minor improvements here and there, the prospects for any radical changes were slim? It is true that to the radio can be credited in no small degree some of the improvements that are to be offered to the public this Fall, but there are many others that are due directly to the research and ingenuity of talking machine engineers.

Those retailers who have in any way lost confidence in the future of the talking machine trade should find much reason for renewed courage in this attitude of the manufacturers who have sufficient faith in the future to make heavy investments in the production of musical instruments that without question will have a strong appeal to the buying public. This Fall may be accepted as marking an entirely new era in the talking machine industry.

**Steady Improvement in Demand for Records**

ONE of the best signs as an indication of conditions and prospects in the talking machine field is found in the steady improvement in record business in most localities thus far this year which has totaled a volume month by month greater than that for the corresponding period of 1924.

This growth of record business indicates two important things: first, that those who have talking machines have not in any sense deserted them entirely, but are using them steadily for entertainment purposes, and, secondly, that there have been a substantial number of new converts to the talking machine, who have bought instruments and are building up record libraries, for it must be admitted that when records are bought they are bought to be played and the only medium for their reproduction is the talking machine.

It is noticeable that in this steadily growing demand for records there is a strong leaning toward selections of music of the better class, which may be ascribed to a number of causes, among them the practice of giving better attention each week to one or two high-class records in the regular catalog; secondly, substantial price reduction on records of the better sort, and, thirdly, the influence of radio, which it is conceded advances a desire in the hearer to have a permanent record of the various selections heard at intervals over the air.

This record demand is a healthy sign, for the record business is considered largely the fundamental feature of the talking machine trade. In the earliest days of the industry the fact was recognized that although only one machine might be sold to a customer, the real meat of the business was in the constant record sales to that same customer, representing a total amount often several times the value of the instrument purchased.

**Mapping Out the Sales Campaign for Radio**

THE passing of the Summer months, with their electrical storms and static and their humidity, removes from the field of the radio merchant the bugbear of poor Summer reception, although, when all is said and done, the owner of a radio receiver in any large center under present-day conditions has been able to enjoy most acceptable programs with little or no interference ninety per cent of the time.

Now with the coming of Fall there is nothing to interfere with the dealer who is really interested in radio, mapping out sales campaigns that will keep him in contact with all his prospects, including those who hesitated because of the coming of Summer, and those, perhaps in greater number, who have been waiting to see the new things in radio before making a final decision.

The coming Fall will see the average retailer, particularly if he has been in the trade for a season or two, better equipped than ever to handle his radio department intelligently and profitably. If he has watched the experiences of others and gained anything from his own experience he will have the service problem pretty nearly solved so far as the local situation is concerned. He will have his stock arranged both for display and demonstration in an efficient manner, and he will be able to offer to his clientele new receivers that will embody a sufficient number of important features to give them a genuine sales appeal.

Dealers nowadays are not inclined to stock radio on the old lit and miss plan, but are beginning to differentiate between the different types of circuits and are balancing their lines. This gives an opportunity for more intelligent selling, in short, quicker turnover.

Radio has apparently settled down to be a stable industry, for although there are many matters which still require adjustment the chief difficulty seems to have been overcome, which means that the distributors and dealer in radio products can look to the future with no small degree of confidence.

**Where Too Much Help May Be Harmful**

SOME years ago the business men of the country were much perturbed over what they termed the "paternal" attitude of the Government in its efforts to tell business men what they should or should not do or at least to suggest the best means for developing and handling trade. It was felt at the time, and perhaps rightly, that if the Government concerned itself with the passing of appropriate legislation and enforcing that legislation it would best serve the purpose of its creation.

To-day there seems to be a distinct change in this attitude toward Government help or interference, as the case may be, and each week almost we hear of the establishment of some new Bureau in Washington most frequently under the auspices of the Department of Commerce to solve problems for the business man and make his road smoother. We have seen the inauguration of the Standardization Bureau, which unquestionably has done much good. We have witnessed the efforts of Secretary Hoover to clear up the question as to the rights of trade associations. The big question, however, is that of how far the Government should go in aiding business and whether or not industry is not getting to a point where in many cases it is content to allow Government departments to do those things which by right each division of business should do for itself.

There is such a thing as too much help, which, through encouraging the individual or the industry to seek outside support, makes for weakness. There should be a distinct line of demarcation between what industry should accomplish and what the Government should do for it.

**RADIO**

**CABINETS**

**PHONOGRAPH**

*Quality Cabinets on a Quantity Basis*

Your inquiries will receive prompt attention.

**QUALITY—SERVICE—PRICE**

**JORDAN CABINET CORPORATION**

Telephone SUNSET 4453  
4454

EDWARD B. JORDAN, JR., President

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

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

## Important Policy Program Announced by Columbia Phonograph Co. Benefits Trade

Policy Outlined by W. C. Fuhrri, Vice-President and General Sales Manager, Gives Details as to New Recordings, Record Return Privileges and Advertising Allowance

The Columbia record policy for the coming season was outlined to Columbia dealers recently in a very important letter over the signature of W. C. Fuhrri, vice-president and general sales manager of the Columbia Phonograph Co., Inc. This letter, setting forth the fundamental features of the Columbia record policy for the coming season, reflects the consideration and attention that is being accorded the dealers' problems by Columbia executives. The directing heads of the Columbia business comprise executives who are thoroughly familiar with merchandising conditions in the phonograph industry and through their knowledge of the trade they are in a position to give the dealers exceptional co-operation in outlining a policy that will prove of benefit to every factor of the trade. The letter to Columbia dealers announcing the new record policy read as follows:

"In the present unsettled condition prevailing in the phonograph industry, we realize that to restore confidence and to assure to Columbia dealers a profitable business, the Columbia Co. can assist more than in any way, in the adoption of a policy which will protect the dealer and restore to him his peace of mind on the two main points on which the trade is constantly in doubt. We refer to the fear of list price reductions—which result in losses to dealers, and overstocking—which keep the dealer's profits on his shelves. To our efforts to correct the above conditions we add generous trade discounts and substantial assistance in advertising Columbia products.

"Our entire record manufacture has been renewed and improved to the end that we are now confident we are producing records superior in quality to any record manufactured to-day.

The public has recognized the wonderful improvement in both recording and manufacturing methods employed by Columbia and our dealers have been generous in their expressions of appreciation of our new quality record product. Everyone who hears the New Process Columbia records is immediately struck with the quality of tone, volume and clarity and the wonderful smooth surface.

"New Prices and New Labels. From now on, all records manufactured by Columbia will be of this new quality and will be identified by new labels as follows: 75 cents 10-inch and \$1.25 12-inch (a new black and gold label). Our Foreign or International Language Series, 75 cents 10-inch and \$1.25 12-inch (a new green and gold label of the same design). \$1.00 10-inch and \$1.50 12-inch (blue and gold label of similar design). \$1.25 10-inch and \$2.00 12-inch (purple and gold label same design).

"Return Privilege. Dealers may return Columbia records every three months to an amount equal to 10 per cent of the dealer's net purchases of Columbia records in the three months' period. We urge dealers to take full advantage of this liberal offer. It removes all uncertainty regarding your record stock and avoids all the expense incident to keeping overstock records for long periods awaiting the announcement of a cut-out exchange.

"Advertising Allowances. Until further notice Columbia will pay without limit 50 per cent of the net cost of all advertising inserted by Columbia dealers in newspapers in their vicinity, provided the copy exclusively features Columbia records at list prices bearing the new Columbia labels only. All the dealer need do is to place the advertising as above, then after he has paid

the bill, send the receipted bill to our branch or jobber from whom he purchased his Columbia product with a copy of the advertisement. The dealer will at once receive the company's check, or credit memorandum for 50 per cent of the bill. You may not deduct the amount from your account. No such deductions will be allowed under any circumstances. We are positive that you need only attract customers to your store, as sales will surely follow any hearing of new Columbia records. We urge you to take full advantage of this unprecedented offer of financial assistance in advertising Columbia records and directing the public to your store.

"Guarantee. We guarantee all Columbia dealers a full rebate in records, on all new Columbia label records should we reduce list prices on these records; that is, the black, green, blue and purple label records with gold lettering as described above, before May 1, 1926.

"We believe we have covered every point of vital interest to Columbia dealers and in a way which will convince them of our full appreciation of their problems and in a manner which cannot help but be highly satisfactory. We sum up as follows:

"1. Highest quality; 2. 10 per cent record return privilege; 3. 50 per cent advertising allowance without limit on newspaper advertising of exclusive Columbia new label records; 4. Guarantee against list price reductions up to May 1, 1926, on new label records."

### New Store in Olean, N. Y.

The Capitol Store, Olean, N. Y., recently added a music department and a program of musical entertainment served to inaugurate the inception of the new department. Local vocalists and instrumentalists were engaged to entertain those attending the opening ceremonies. A full stock of musical instruments is carried.

Geo. Cracknell has been appointed manager of the Conn-Portland Co., of Portland, Ore.

# PEERLESS ART MISSION ALBUMS



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

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

\*\*\*

## PEERLESS RECORD CARRYING CASE IS THE PORTABLE'S COMPANION

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

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

## PEERLESS ALBUM COMPANY

PHIL. RAVIS, President

636-638 BROADWAY, NEW YORK

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

L. W. HOUGH, 146 Mass. Avenue  
Boston, Mass.

# Honest Quaker

MADE IN AMERICA

Main Springs  
Repair Materials



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

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

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

\* Trade Mark Registered United States Patent Office and Canada.



## REPUTATION



HERE is no element in business of such strength and yet so intangible as reputation. Achievement follows endeavor with the same regularity as desire precedes the act, so that a succession of well handled orders gives our customer the opinion that Everybody's Service is operating for him.

Week after week, and month after month, the flow of orders from dealers here and abroad are handled with celerity and efficiency, and it frequently happens that hundreds of orders are received in a year from just one customer. These orders call for phonograph parts of all kinds, styles and sizes for today's phonographs and for the hundreds of obsolete models, as well as for tone arms, sound boxes, motors, needles and other accessories produced under the Quaker trade-mark.

To one unfamiliar with the workings of our expert organization and the modern methods of handling such a vast detail, it appears as a marvelous feat to handle such a volume of business without complaints. But our reputation for quickness, fair dealing and prompt shipments are at stake with every order—no matter how large or small—and the success of handling your order alone, gives you your opinion of Everybody's Service. Your good will is one of our fondest possessions, and everything we can do is done to enhance your opinion. Also we operate from what we believe is the greatest storehouse of phonograph parts and accessories—Everybody's Building—which we recently purchased to insure a continuity of this service.

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

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

# Turning Foreign Records Into Real Cash

Starting a Foreign Record Department and Making It a Success  
—How Live Retailers Are Profiting Through Foreign Records

(The World has been asked by dealers from time to time how to go about starting a foreign record department—how to select the record stock, prevent overloading and last but not least how to reach the foreign people in the community who might be considered prospects. In the following article an attempt is made to outline in a general way how to start the department and the methods of several successful dealers are given to concretely illustrate the best forms of sales promotion.—Editor.)

Many talking machine dealers have been seriously thinking of starting a foreign record department but they have hesitated for various reasons, among them being fear of stocking unsalable records through ignorance of the field, what foreign language records to handle and just how to go about creating a demand. The considerations involved in opening such a department, however, can be easily and simply solved in the following manner:

*Analyze your community with relation to the number of foreign-born residents of various nationalities residing therein.*

*Start the department by handling the records of the nationalities represented by the largest number of foreign-born residents.*

*Secure the latest foreign language record lists of the company whose products you handle. Then go to several of the leading members in the sections of the city in which live the people you desire to make patrons and ask them to go over the list and select those which are most popular with their countrymen.*

*Make your first order small in number of each record but complete in scope of numbers which are popular.*

A department started along the lines outlined above has the advantage of keeping down the investment of the dealer, eliminating the danger of loss through dead stock and at the same time giving the dealer a stock which is complete enough to meet the potential demand.

## How Barbieri Builds Sales

D. Barbieri & Bro., of Waterbury, Conn., are one of the most successful firms catering to the foreign-born in that section of the State. A large foreign record business has been built up by going after sales. For example, canvassing has been found most effective in selling records. D. Barbieri himself gets out among his customers and prospects and sells. In addition several men are employed in outside sales work. Holidays especially are tremendous sales boosters, as on these days the foreign-born people make merry. Wine and song are the order on these days and this enterprising dealer takes advantage of this to make vigorous drives for record and machine business several weeks in advance of each holiday. What the results are is indicated by the fact that during the past year approximately 300 talking machines and many thousands of records have been sold. "Among the foreign-born people," says Mr. Barbieri, "one sale leads to another. For instance, recently I sold a talking machine to one Italian family and as a result of that sale I have sold four instruments in that one tenement. Most sales are closed at night, for the reason

that at this time the entire family is at home. This is also a good time to get busy to sell records. Of the greatest importance is the type of salesman employed. The salesman, if possible, should be of the same nationality as the people he is trying to secure as customers. If this is not possible at least employ a man or woman who is sympathetic towards the foreign-born or who is prepared to study these people with a view to gaining their confidence and good will. Once a salesman or dealer gains the friendship of a foreign-born prospect he will be the only one in his line to do business with that individual. Also the news will spread and friends of the patron also will visit his store to buy. Another important point is the need for the dealer sending out supplements and advertising in the foreign language papers, if there are any in his community.

## Record Stock Numbers 70,000

James K. O'Dea, one of the most successful talking machine dealers in the State of New Jersey, who operates stores in Paterson and Passaic, N. J., also has built up an extremely large foreign record business. Mr. O'Dea believes that a complete foreign language record stock is the only way to build up a really lucrative business among the foreign-born. A stock of foreign language records numbering close to 70,000 and representing forty-eight languages or dialects is handled. On a counter are the record supplements of the foreign records handled so that customers can select the catalog in which they are interested with a minimum of trouble. At the present time approximately 50 per cent of the store's business consists of foreign language record sales. Manager Pulis, of the Paterson store, in commenting on this angle of the business, states that courtesy and knowledge of the catalog have been responsible for this large business. He also pointed out that many dealers fail in their attempts to build up this branch of their business through ignorance of the dialects which comprise several of the leading foreign languages. For instance, a Neapolitan Italian regards a Sicilian language record, if not with actual distaste, at least with complete indifference. He would not buy such a record under any circumstances. The dealer and his sales force should acquaint themselves with the catalogs as well as these differences in the various dialects.

Like-wise, the foreign language catalogs contain many musical gems of universal appeal. An instance of this is "Cielito Lindo" which was listed for a long time as a foreign language recording. It became so popular, however, that a short time ago it was released by most of the leading record companies in their regular catalogs.

## Profitable Field, Says J. P. Duffy

"The foreign language record field is one that is often neglected by dealers who feel that it is not profitable or that it is not worthy of culti-

vation," says J. P. Duffy, advertising manager of the Columbia Phonograph Co., Inc. "Such a feeling is untrue—and unprofitable, because it causes the loss of many sales that would materially increase the dealer's revenue and lead to many additional sales of records in the English language. It has been truly said that cosmopolitan America offers an unlimited field for selling to foreign-born people. This is particularly true of phonograph record selling because the records are made in the native tongue of the customer and with those instruments with which he or she is most familiar.

"The Columbia Co., with whose methods, of course, I am most familiar, has made special efforts to give the foreign-born record buyers their native music as it would be heard and played in their own countries. Special recording expeditions have been sent out to far countries to insure accurate reproduction of native selections. These expeditions, in addition to visiting European countries, have traveled to China, Siam, Java, etc., to secure suitable material for records, thus giving the dealer something worthwhile on which to concentrate his selling effort."

## An Interesting Experiment

An exceedingly interesting sidelight on the foreign language record business is given by Dan DesFolde, sales manager of the foreign record department of the Columbia Phonograph Co., Inc., following a trip to dealers in many parts of the country. He says:

"During my recent trip over the country I met the unique experience of playing a few instrumental records to dealers of as many as nine different nationalities. Each one of these dealers claimed that the records are of his particular nationality. The answer is that the selections contained in these records are so well known to every race and nationality in Europe that all the dealers were right by claiming them to be of their country.

"One of the leading phonograph dealers in Washington, D. C., who occupies a very busy corner, hearing these records, decided to put in a full line of foreign instrumental selections, which will be used exclusively on the "broadcaster" (outside horn). This American dealer recognized some of the melodies of these records and claims since that his purely American trade is asking constantly for more of this type of records."

## A. Levine With RCA Jobber

A. Levine, formerly connected with E. Blout, Inc., Victor wholesale department, recently joined the staff of the National Light & Electric Co., New York distributor of the radio products of the Radio Corp. of America. Mr. Levine will deal exclusively with the music trade and his familiarity with the trade and his wide acquaintance will prove of great assistance in his new connection.

STARR PIANOS STARR PHONOGRAPHS  
GENNETT RECORDS

*Represent the Highest Attainment in Musical Worth*

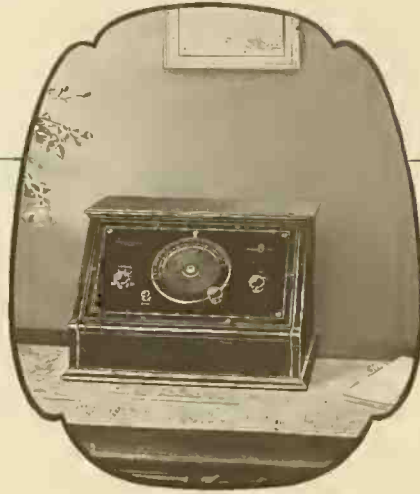
The STARR PIANO COMPANY

Established 1872

Richmond, Indiana

**Model Twenty**

A new one-dial Kennedy combining simplest operation with accurate control. All broadcast stations conveniently separated from one end of the dial to the other. Lists at \$90.00, without accessories. Slightly higher west of the Rockies.



**Royal Sixteen**

A completely self-contained set, including superb reproducer with full-throated tone chamber, all built-in. Lists at \$235.00 (without accessories). Slightly higher west of the Rockies.



**Model Fifteen**

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



**Royal Speaker**

**Model Six-Thirty**

A console speaker de luxe enclosed in mahogany cabinet with beautifully grained front. Lists at \$30.00. Slightly higher west of the Rockies.



**Speakers**

Embodies the same reproducing unit used in the Kennedy Royal Speaker. Two sizes. Model Six-Ten, 12 in. bell, \$20.00. Model Six-Twenty, 15 in. bell, \$25.00. Slightly higher west of the Rockies.

## Music Dealers are Flocking to this Highly Attractive Radio Line

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

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

### Real Protection for You in the Kennedy Franchise

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

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

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

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

COLIN B. KENNEDY CORPORATION,  
2019 LOCUST ST., ST. LOUIS, MO.

You may send particulars of the Kennedy Protective Dealer Franchise and full information on the complete Kennedy line.

NAME .....  
ADDRESS .....  
CITY ..... STATE .....

The Royalty  of Radio

# KENNEDY

# Effect of Broadcasting on Radio Industry

Broadcasting Has Been Important Factor in Development of Radio Popularity—Will Also Determine Future Growth of the Industry

By H. W. Brittain

The success of the entire radio business, so far as it concerns the manufacture and distribution of receiving instruments, depends entirely upon the maintenance and development of radio broadcasting. It was the establishment of broadcasting stations that was responsible for the new industry and its future is dependent entirely upon what the broadcasters offer and how they offer it.

There are those who, in the early days, were a bit pessimistic as to just how long broadcasting stations would operate or just how long they would continue to give programs sufficiently interesting to warrant the purchase of receiving instruments costing several hundred dollars in certain cases, for the purpose of hearing those programs. This feeling fortunately has to all intents and purposes disappeared, and there is a general belief well established in fact, that broadcasting in one form or another is now a permanent institution, and that the future holds sufficient promise in that direction to insure public radio interest for an indefinite period to come.

#### Responsible for Improvements

The broadcasting interests themselves deserve full credit for improvements in methods that have served to stabilize radio reception to a degree little dreamed of only a few years ago. While there have unquestionably been many improvements made in the means for reception, it would seem that a full proportion of the credit is to be given to those who have put on the air worth-while programs and improved apparatus to a point where these programs can be received with practically no interference, and with a minimum of uncertainty.

It is due to the broadcasters that Summer-time radio is possible, for it has been found that if sufficient power is used in the station, much can be done to overcome hot weather difficulties such as static, and insure clear reception under average conditions. Not that static has been entirely overcome, for probably it never will be, but at least high power has had the effect of minimizing the disturbance, and

often, in the case of local stations, eliminating it almost entirely.

#### Worthwhile Programs Have Counted

Another most important factor has been the development of the idea of broadcasting worthwhile programs through from a half dozen to a dozen or more different stations, thereby blanketing at least half the country and en-

**Maintenance and continual improvement of radio broadcasting programs are necessary if the industry is to grow in the future as it has in the past. Radio sets are purchased for one reason only — to tune in on the broadcast program. The programs have made radio desirable, and better "air entertainment" means more sales for the live retailer.**

abling the radio owner to enjoy the full metropolitan program from his own local station with a clarity difficult in distant reception.

Not so long ago the voice of the President of the United States was carried throughout the country in this manner, with the result that millions of radio fans heard his remarks through their local stations as clearly as though it were in the next room. Other programs of a purely entertainment character have been, and are being, sent out through chains of stations and it is the general belief that this practice will grow to a point where the buyer of a receiving set may demand distance-getting qualities simply for the novelty of hearing broadcast programs from two or three thousand miles away, but without any actual need for distance reception in order to enjoy first-class entertainment.

It is difficult to say just what the future of broadcasting holds for the public, but it is gratifying to note that broadcasting interests are constantly at work in the development of their particular department of the radio industry. The number of new stations is increasing steadily, to a degree that has actually brought forth protest from those who have found that even the best receivers are not sufficiently selective to pick out the various programs clearly, especially in the lower wave lengths.

In addition to the practice of linking up several stations for definite programs there are being carried out numerous experiments in connection with the use of super-power in broadcasting. One station not long ago, WGY of Schenectady, went on the air with a power of 50,000 watts, in some experimental broadcasting after regular stations had signed off. This broadcasting was heard on crystal sets thousands of miles away, although there is some question as to the advisability of permitting the use of such high power owing to the danger of blanketing completely the broadcasting of normally powered stations within a radius of some hundreds of miles.

#### Covering the Continent Effectively

As a matter of fact, however, several of the larger broadcasting interests have made definite arrangements for the building of super-power stations to span the country at definite intervals so that the entire United States can be blanketed. It is understood that a way will be found for the use of this high power without interfering with local reception from lower power stations, but whatever the final result may be it is interesting to learn in the interests of the manufacturer and distributor of radio sets that the question of better broadcasting is not simply being discussed in theory. Millions of dollars are being spent in experimental work looking to the improvement of broadcasting, and this in itself would seem to indicate that the permanence of broadcasting is insured, at least so far as can be determined at present.

## Vitullo & Ulisse Open New Home With Celebration

Utica, N. Y., September 5.—The formal opening of the new music store of Vitullo & Ulisse in the DeRosa building, 668 Bleeker street, was held recently with appropriate ceremonies. During the evening dancing was enjoyed on the block in front of the establishment, to music provided by the store. Floral greetings of congratulation were received from the Columbia Phonograph Co., the Victor Talking Machine Co., the Andrews Co. of Syracuse and C. Bruno & Sons, New York. The Columbia and Victor lines are featured and the Buescher line of band instruments is also carried. Pianos and sheet music departments are also well equipped. The firm of Vitullo & Ulisse has been in existence for ten years and has made rapid strides in reaching the position of one of the leading music houses in this vicinity. The new store, which is larger and more centrally located than the former location, is also better equipped to serve the ever-growing clientele of this successful concern.

### Recently Incorporated

The Minchenberg Co. was recently incorporated at Albany to deal in musical instruments with a capital of \$10,000. The incorporators are M. and A. Goldsmith and M. Minchenberg.



## Have You A Genola in Your Toy Shop?

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

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

Order Samples Today

**THE GENERAL PHONOGRAPH MANUFACTURING CO.**

Elyria, Ohio.





\$30

*At last*—a cabinet speaker that equals the tone and volume of the best horns!



Brandes speaker—Type H—gives new resonance and mellowness to the low register, new clarified lightness to the high. A graceful, simple, antique-finished horn. And adjustable. \$18

A CABINET SPEAKER that reproduces piano tone—every note of it—with perfect fidelity. That makes the human speaking voice sound as easy and natural as it really is. All this—and more—is now available in the new Brandes Cabinet.

It is smart. Made of mahogany in the popular brown finish. It is adjustable. And it has the same remarkable unit as the new Brandes horn speaker—Type H. The same volume, clarity, reality. It's the cabinet for which music dealers have been waiting. Just hear it!

If you sell a phonograph and a radio set—sell 'em this attachment, too. It has the same unit as the Type H speaker and the cabinet. Its performance is limited only by the quality of the phonograph horn. Furnished with attachment to fit all phonographs. \$10



Prices slightly more west of the Rockies and in Canada

**Brandes**  
*Experts in radio acoustics since 1908*

## Zenith Arctic Publicity of Historic Importance

Window Hanger Reproduction of Radiogram Received From MacMillan Arctic Expedition and Transmitted to San Francisco by Telegraphic Process Featured by Dealers

A few days ago the Zenith Radio Corp., manufacturer of Zenith radio receiving sets, Chicago, placed in the hands of its dealers a window hanger of an unusual type and one certainly capable of attracting the attention of the pedestrian. The hanger was a reproduction of a radiogram received from the MacMillan Arctic expedition and a photograph transmitted by the new telephotographic process from Chicago to San Francisco in less than one hour.

Commander E. F. McDonald, president of the Zenith Radio Corp., and second in command on the expedition, while at Etah, Greenland, sent a radiogram greeting to the Zenith experimental station 9XN, near Chicago, to be relayed to San Francisco. The message reached the Zenith offices, in Chicago's loop district, at 5:00 p. m., and executives of the firm decided that a photograph of McDonald and MacMillan should accompany the radiogram. Accordingly, at 5:30 the photograph was pasted to the radiogram, and sent to the telephotographic studio, where it was placed before the transmitting apparatus and the power applied. Simultaneously, the connected instrument in San Francisco responded, and in less than one hour the San Francisco studio delivered to Lee Roberts, Zenith San Francisco representative, a finished print of the original.

The Arctic expedition is expected to return to the United States around October 1, landing at Boston, Mass., after a hazardous and history-making exploration which consumed a period of over three months.

## Buel Dist. Co. Appointed Adler-Royal Distributor

Popular Wholesale Organization Will Distribute Adler Mfg. Co. Products in Northern Ohio

Lambert Friedl, vice-president and general sales manager of the Adler Mfg. Co., announces the appointment of the Buel Distributing Co., Cleveland, O., as Adler-Royal distributor for northern Ohio. The appointment forms the culmination of a series of conferences between the Adler-Royal and Buel executives.

In commenting on the acquisition of the Buel Distributing Co., Mr. Friedl expresses satisfaction with the splendid alignment of Adler-Royal national distribution, which includes twenty-four distributors of the highest caliber.

Ed. B. Lyons, of the Buel organization, states that he is more than pleased with the new connection and says that his organization is already pushing the Adler-Royal line.

## J. F. Fay Will Represent Broadcaster in the East

Will Cover New York, Pennsylvania, New Hampshire and Vermont Territory as Manager With Headquarters in Syracuse

The Broadcaster Corp., 2414 W. Cullerton street, Chicago, manufacturer of phonographs and radio combination instruments, announced several days ago the appointment of John F. Fay as Eastern sales manager. Mr. Fay will have charge of the territory including New



J. F. Fay

York, Pennsylvania, New Hampshire and Vermont and will make his headquarters at 509 West Onondaga street, Syracuse, N. Y. He is well known in the trade in the Eastern territory, having been active in the phonograph industry for the past fifteen years, and has occupied the position of Eastern sales representative of the Broadcaster Corp. for the past three years and his many dealer friends will be glad to learn of his new position of Broadcaster Eastern sales manager.

## Celebrity and Race Catalogs Issued by Columbia

The Columbia Phonograph Co., Inc., New York, recently distributed to its trade two new catalogs, one devoted to the Columbia celebrity records, listing the recordings of the Columbia series of Musical Masterworks and the recordings of concert and operatic music. The titles of the recordings are listed under an alphabetical index of artists and also under an index of titles and the name of the com-

poser. Brief resumes of the compositions and biographies of the artists are also contained in the catalog.

The second catalog is devoted to the Columbia race records, the latest blues made by Columbia colored stars. Illustrations of the artists and brief write-ups of their abilities are contained in addition to listings of records.

## Atwater Kent Broadside Outlines Ad. Campaign

Widespread Advertising Campaign in National Magazines, Farm Papers and Newspapers Will Carry the Message of Atwater Kent

A broadside of particularly large proportions upon the subject of Atwater Kent radio advertising has recently been issued by the Atwater Kent Mfg. Co., of Philadelphia, Pa. This broadside printed in three colors is entitled "Millions will see it" and it is sub-headed "The most powerful radio advertising story ever told."

This tremendous advertising campaign is expected to reach millions of homes throughout the country. The Atwater Kent message is being told through national magazines, farm papers, trade papers, newspapers, billboards, broadcasting and dealers. After treating upon "how the story is being told," the reason "why the story is being told" is given to the dealer as "as you profit we profit." The detailed information under each heading visualizes the wide scope and penetration of this campaign. In twenty-eight general magazines the total circulation will be 16,000,000. Among these magazines are included a number of women's magazines with more than 5,000,000 circulation, thus showing that the lady of the house will undoubtedly have much to say throughout the future as to what radio set is going to be bought. Thirty-three farm papers are being used reaching more than 6,000,000 farm homes.

Atwater Kent advertising will appear in hundreds of newspapers in hundreds of cities and towns. Distributors are backing the appropriation of the parent concern in this newspaper advertising, which is in the nature of a co-operative campaign in dominant space. The dealer is urged to add his own efforts in the local newspaper to tie up with this publicity.

The company was among the first radio manufacturers to use billboards. Starting this month, 4,345 Atwater Kent billboards and posters are blanketing the country in 182 cities and towns. The broadcasting needs no comment as it has become familiar to every owner of a radio set throughout the entire country and under the subject of dealer helps practically every known help is being provided. The back page of this folder depicts the complete Atwater Kent line.

A new music store has been opened at Chambersburg, Pa., by F. R. Robertson of Gettysburg. A full line is carried.

# National Record Albums

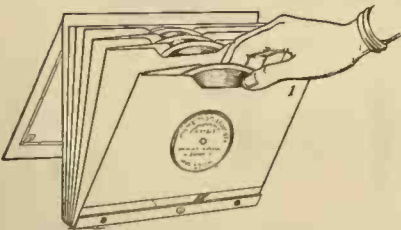
are

## Good Albums

Nationally known because they give real satisfaction.

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

Write for our list of 1925 styles and prices



NEW PORTABLE ALBUM



THE PERFECT PLAN

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

# We've Broadened Out!

HERE is a fact we want to register with every musical and radio dealer in Northern Ohio. This organization has really broadened out. We are equipped to serve every dealer in our territory in a bigger and broader way than ever before, and the musical and radio merchandise with which we can now supply you is of unquestioned merit, with established consumer approval and acceptance.

From an organization that originally wholesaled only phonographs and records, we have broadened and expanded into one that is ready to capably care for your musical and radio needs in a manner, and with a promptness, that will make your association with us decidedly pleasant and profitable.

These are the lines we distribute

## Musical

### PHONOGRAPHS

Adler Royal  
Mastercraft  
Carryola Portable

### RECORDS

Okel and Odeon  
Little Tot

### MAIN SPRINGS

and PARTS  
Honest Quaker

### NEEDLES

Okel  
Truetone

### ALBUMS

Peerless

## Radio

### RECEIVING SETS

Adler Royal  
A.C. Dayton  
Sleeper  
Thermodyne

### RADIO TABLES

Adler Royal  
Mastercraft  
Sleeper  
Thermodyne

### SPEAKERS

Dietograph

### HEAD SETS and PHONO UNITS

Dietograph

### DRY A and B BATTERIES

Ray-O-Vac

### STORAGE BATTERIES

Budisco

### CHARGERS and ELIMINATORS

Balkite

### TUBES

Magnatron

### RADIO ACCESSORIES

## The BUEL DISTRIBUTING CO.

TOM R. BUEL, President and Treas.

ED. B. LYONS, Vice-Pres. and Gen'l Sales Mgr.

*Wholesalers of Musical and Radio Merchandise*

1965 EAST 66th STREET

Telephone Randolph 7041

CLEVELAND, OHIO



**Spanish Gothic—Model 90**  
Height 35-in., Width 44-in.,  
Depth 26-in.

A phonograph of utmost quality. Guaranteed motor of six record capacity. Automatic Stop. In highly figured American Walnut or Mahogany. Gold plated metal fittings . . . . . \$200



**Pergolesi—Model 20**

Phonograph designed to permit installation of any standard radio panel. Guaranteed motor. Automatic stop. In Mahogany or Walnut. Nickel plated metal fittings . . . . . \$125



**Radio-Phonograph Console Cabriole—Model 10**

Height 34½-in., Width 34½-in.,  
Depth 21-in.

High quality Adler-Royal Phonograph. Switchover from radio to phonograph — no adjustments required. In Walnut or Mahogany. With Adler-Royal five-tube Neutrodyne radio set and unit . . . \$275  
Less tubes and batteries.  
Phonograph only (for installation of any standard panel) . . . \$225



**Radio-Phonograph Com-olr Elizabethan—Model 50**  
Height 34½-in., Width 36-in.,  
Depth 21-in.

High quality Adler-Royal Phonograph. Switchover from radio to phonograph — no adjustment required. In Walnut or Mahogany. With Adler-Royal five-tube Neutrodyne radio set and unit . . . \$225  
Less tubes and batteries.  
Phonograph only (for installation of any standard panel) . . . \$175

# Adler-Royal

*A Most Valuable Dealer Connection*

Before becoming Adler-Royal distributors we investigated the radio and phonograph field with extreme care, and we are thoroughly satisfied that this line offers dealers an extremely sound opportunity for profit.

The Adler-Royal proposition is founded on the recognition that radio should not compete with the phonograph, but should enable the dealer to make a *larger* success!

*“Radio made a true ally of the phonograph”*

The Adler-Royal dealer enjoys all the benefit of selling the line which *first* bridged the gap between these two great industries.

Study the Adler-Royal Models here shown and see how perfect the radio-phonograph alliance has been made.

And the selling policy is worthy the quality of the Adler-Royal line!

*We will be pleased to send our representative to explain the Adler-Royal proposition to dealers in our territory. Only a few franchises are still available.*

## BUEL DISTRIBUTING COMPANY

*Wholesalers of Musical and Radio Merchandise*  
1965 E. 66th Street, Cleveland, Ohio

*Distributors for*

# ADLER-ROYAL

*Phonograph and Radio*

The Adler-Royal line includes radio adaptable Phonographs, Radio-Phonograph Combinations, Radio Sets, and Radio Speakers to meet every quality demand.

Due to long manufacturing experience, and most efficient production, Adler-Royal models represent the utmost in value.

Note their superior salability through beautiful design and exquisite workmanship.



**Adler-Royal Radio Speaker Model 100**

For superiority of receiving results with beautiful appearance added, no better choice can be made. Does away entirely with the unsightly horn. Correct principles of sound reproduction as developed by years of phonograph manufacture are employed.  
In Walnut or Mahogany . . . \$25



**Radio-Phonograph Highboy Model F**  
Height 50½-in., Width 36-in.,  
Depth 21½-in.

Highest quality Adler-Royal Phonograph supplied with or without Adler-Royal five tube Neutrodyne Radio. In Walnut with birds-eye Maple and striped Walnut overlays. With Neutrodyne set and unit \$340  
Less tubes and batteries.  
For installation of set and unit . . . \$255



**Radio Highboy—Model E**  
Height 53-in., Width 35-in.,  
Depth 19-in.

With built-in speaker and ample battery space. Sliding drawer gives accessibility to radio set. In Burl Walnut with Birds-eye Maple overlays.  
With Adler-Royal five-tube Neutrodyne radio set and unit . . . \$210  
Less tubes and batteries.  
Cabinet only (for installation of any standard radio set) . . . \$125



**Neutrodyne Radio Set Model 199**

Five-tube Neutrodyne set, dry cell operated.  
In Mahogany or Walnut . . . \$125  
Less tubes and batteries.



**Console Speaker—Model 200**  
The most desirable furniture for any table type radio set.  
In Mahogany or Walnut. With high quality cord and plug . . . \$30

# The Finest Portable Made

## **CARRYOLA MASTER**



After studying the portable market from every angle—testing the many different machines offered—carefully investigating the factory and organization behind each—we have reached the conclusion that beyond doubt the CARRYOLA MASTER offers our dealers the ultimate in portable value and the best merchandising proposition to be had.

We believe that the CARRYOLA MASTER cannot be equalled in—

1. **Sturdy Mechanical Construction**—eliminating after-sale grief and customer complaints.
2. **Appealing Eye Value**—making the Master the easiest selling portable on the market.
3. **Merchandising Helps** — including window cards, pamphlets, window streamers, counter displays, etc., etc.
4. **Merchandise Guarantee**—the strongest ever written by a portable manufacturer—complete satisfaction for dealer and customer.
5. **Organization Behind Product**—a large strongly financed corporation whose reputation for service and merchandise is unequalled in its field.

To the manufacturer's strong guarantee we add ours—**IF FOR ANY REASON UNSATISFACTORY RETURNABLE WITH ALL CHARGES CANCELLED.**

We are pleased to announce our appointment as exclusive distributors of Carryola products for northern Ohio. We will carry at all times a large stock of Carryolas in all styles and colors and can make immediate shipment of your requirements.

Let us show you how you can build a Carryola business to be an appreciable part of your yearly sales and remember that every Carryola sale means the sale of at least six records *and* a new record customer whose value to you is cumulative.

## **BUEL DISTRIBUTING COMPANY**

*Wholesalers of Musical and Radio Merchandise*

1965 EAST 66th STREET

CLEVELAND, OHIO

Northern Ohio Distributors for Carryola Products

# And Now—The DICTOGRAND POWER-SIX

*Another Dictograph Achievement*



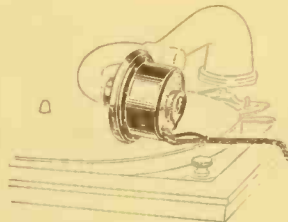
Single dial control. Operating on 110 volt AC 60 cycle current. No acid rectifier. Uses 2 R.C.A. "Rectron" tubes and 6 R.C.A. UV-199 tubes. Price without tubes \$225

**THE Dictogrand Upright LOUD SPEAKER**  
 [As Majestic and True as the Pipes of an Organ]  
 Price \$25

Manufactured by  
 DICTOGRAPH PRODUCTS CORPORATION  
 210 West 42nd Street, New York, N.Y.



THE DICTOGRAND R-12 PORTABLE MODEL  
 Price, \$24.50



DICTOGRAPH PHONO-UNIT  
 [Reg. U. S. Pat. Off.]  
 With Individual Fittings

- FOR VICTOR ..... \$10.00
- FOR COLUMBIA ..... 10.00
- FOR EDISON ..... 11.00
- FOR BRUNSWICK ..... 11.50
- FOR ALL OTHERS, with rubber tube adaptor ..... 10.00

**THE NEW Dictogrand Console LOUD SPEAKER**  
 [Solid Mahogany]  
 Price \$30

Improved Adjustable Air Gap—No Extra Batteries Required—  
 Manufactured by  
 DICTOGRAPH PRODUCTS CORPORATION  
 210 West 42nd Street, New York, N.Y.

*Distributed by*

## BUEL DISTRIBUTING COMPANY

Wholesalers of Radio and Musical Merchandise

1965 EAST 66th STREET, CLEVELAND, OHIO

# Honest Quaker

Main Springs  
Repair Materials

**I**T is with sincere pride that we devote a full page of this splendid display to one of the most popular lines in the phonograph industry.

HONEST QUAKER to-day represents more than a well known symbol or trade mark. It is a by-word which so nobly represents an organization in Philadelphia that during the past eleven years has given the entire phonograph industry real honest-to-goodness Service on Replacement Material.

We're certainly proud to have the distribution of HONEST QUAKER Main Springs and Repair Materials in the territory we hope to faithfully serve. To us it shall mean more than the mere shipping of your orders for replacement parts and HONEST QUAKER Main Springs.

We are going to maintain the most enviable reputation earned by the Makers of HONEST QUAKER products by giving our dealers the kind of Service they have received in the past and which they so nobly deserve in the future. To maintain this standard of Service we have on hand a complete stock of HONEST QUAKER Main Springs and Repair Materials. Try Us On Your Next Order!

## Buel Distributing Co.

*Wholesalers of Musical and Radio Merchandise*

1965 East 66th Street, Cleveland, O.

Distributors of HONEST QUAKER Main Springs and Repair Material

**FRENCH RAY-O-VAC**  
No. 9303

The most economical and satisfactory vertical battery for multiple tube sets using more than 15 milliamperes. 22½ and 45 volt taps. Size 8¾/16" x 4¼/16" x 7¾/16".



**FRENCH RAY-O-VAC**  
No. 231R

This 4½ volt "C" battery is also adjustable to 1½ and 3 volts. Size 4" x 1¼" x 2¾".



**FRENCH RAY-O-VAC**  
No. 1211

For "A" Circuits 1½ volts single cell. Also in 2 and 3 cell units.



**FRENCH RAY-O-VAC**  
No. 2301

On sets using not over 15 milliamperes, this 45 volt battery will give satisfactory service for a great many hours. Voltage adjustment 16½, 18, 19½, 21, 22½ and 45. Size ¾/2" x 6¾/8" x 3¼".



**FRENCH RAY-O-VAC**  
No. 2303

For vertical type sets requiring a large battery in small space, this battery is recommended. Size 8" x 7¾/8" x 3¾". 45 volt with 22½ volt tap.



**FRENCH RAY-O-VAC**  
No. 2151

Vertical type with same capacity and service as 2151, but 22½ volts only. Size 7¼" x 4¾" x 3¾".



**FRENCH RAY-O-VAC**  
No. 2151

Adjustable voltage 16½, 18, 19½, 21, and 22½ and will give long dependable service on sets using up to 15 milliamperes current. Size 6¾" x 4¼/16" x 3¼/16".

# GOOD BATTERIES

## Make a Good Set Better

Many thousands of set owners have proven to their own satisfaction that French Ray-O-Vacs will give clearer signals, purer tone, and many extra hours of good service.

## Stock the Full Line of French Ray-O-Vacs

It pays to handle French Ray-O-Vacs. Stock the full line of eleven models and you'll have a battery to fit the demand of every customer. You'll be making out cash slips instead of explaining why you can't give him what he wants.

French Ray-O-Vacs make repeat sales, too. They're built right, they give thoroughly satisfactory service, they're nationally advertised. They make money for you.

Investigate the attractive proposition we have for music dealers.

## The Buel Distributing Company

*Wholesalers of Musical and  
Radio Merchandise*

1965 East 66th Street  
CLEVELAND, OHIO





## Get an Okeh Dealer License

Licensed Okeh Dealers are making money.

The license is for the re-sale of records only. Therefore, large capital is not necessary.

Licensed Okeh Dealers will understand and appreciate the definite policy of the manufacturers.

Okeh Records are for everybody. Besides the latest popular American vocal, instrumental, dance and novelty, there are records in all foreign languages, and recordings by internationally famous artists imported from Europe and sold under the Odeon Label.

The prestige of Okeh Records is the result of a thorough understanding of the kind of records the customers want.

If you will take a moment to consider the many phonographs in your territory you cannot help but be impressed with the possibility for the sale of Okeh Records.

Many dealers have secured an Okeh License and are making money from the sale of records.

Write to us today for our proposition.

**The Buel Distributing Co.**

*Wholesalers of Musical and Radio Merchandise*

1965 East 66th Street  
CLEVELAND, OHIO



# Okeh

Records of Quality

# The New *SLEEPER* Models

Five Tube Tuned Radio Frequency Sets Built of  
Finest Materials to Exacting *Sleeper Standards*

Sold only through Authorized Sleeper Dealers



**SLEEPER  
SERENADER \$100**

This greatest value the radio business has ever known—deservedly the fastest selling set of the season. This handsome, finely finished set has a built-in loud speaker of exceptionally pure and agreeable tonal quality. The panel is of metal with grained dark wood finish to harmonize with the cabinet. It is etched in silver. Controls and tuning scales are recessed in panel and are indirectly lighted from above. Improved gear reduction permits knag tuning. Panel opens outward for easy servicing. The best material, assembled with painstaking precision, forms the rugged interior of this set. Powerful, super selective, thoroughly dependable, the Serenader appeals equally and irresistibly to those who demand the utmost in radio efficiency, and to those who are accustomed to the possession of fine things. Make it your leader this season. Easily sold, easily serviced on the infrequent occasions when service is necessary. Profit? The Serenader is the surest answer!



**THE SLEEPER  
SUPER-SYMPHONIC \$185**  
with Console Table

When the inquiry is for the superlatively fine radio ensemble, your logical answer will be the Super-Symphonic with Console Table. The desirability of this combination is apparent. No amount of money can buy a more satisfying and at the same time a more practical radio equipment. Express an insistent demand for it, especially during the holiday period.



**SLEEPER  
SCOUT \$75**

Set this set with the utmost assurance that it will stay sold and completely satisfy those who demand much for little money. They will get just that in the Scout. Powerful, selective and of excellent tone. Substantially built, rugged and dependable. Metal panel opens outward, affording access for quick and inexpensive servicing. Panel is etched in silver. Loud speaker connects to binding points in the rear of set. Tuning scales and controls are recessed in panel. Improved gear reduction permits finest tuning. A low priced set finely built of best materials. Guaranteed by Sleeper.



**SLEEPER  
SERENADER \$135**  
with Console Table

The picture tells the story. There is no better radio set. And this console table supplies the wanted element of convenience that is increasingly demanded by the public. Who could want a finer radio ensemble than this? Who would not take justifiable pride in its possession? The table has a compartment for "A" battery and one for charger, with switch for instantaneous change to charger. It accommodates any of the new Sleeper models. It lists separately at \$35.00.



**THE SLEEPER  
SUPER-SYMPHONIC \$150**

Delivered, November 1st, especially for the holiday trade. This set is sure to find quick favor among the vast number of Christmas buyers of radio. It employs the same powerful circuit used in the Scout and the Serenader, but the cabinet and trimmings are somewhat more elaborate. There is a built-in loud speaker in an exquisite cabinet of two-toned dark wood. Its many novel refinements include lights over the tuning scales, counter-balanced, hinged panel that opens outward and trimmings of solid gold. A braced wood front conceals controls when the set is not in use and acts as an armrest when tuning. A truly beautiful piece of furniture, housing a set of brilliant performance, the Super-Symphonic will be the choice of those who demand quality and, at the same time, appreciate a tasteful touch of the bizarre.



**SLEEPER  
SCOUT \$110**  
with Console Table

For graceful proportions of this combination appeal especially to women buyers. The table has a compartment for "A" battery and one for charger, with switch for instantaneous change to charger. A convenient and better radio installation that will harmonize with the furnishings of almost any living room or library. A sure and fast seller at the low price of \$110.00.

Distributed by

## BUEL DISTRIBUTING COMPANY

Wholesalers of Musical and Radio Merchandise

1965 EAST 66th STREET, CLEVELAND, OHIO

# This is *Thermiodyne* Year!

Pat. & Reg. U.S. [Ther-mi-odyne]



**THERMIODYNE—Model TF6—SIX TUBES**

Powerful, smooth-working instrument, with Three Stages of Thermionic Frequency before detector, Detector, and Two Stages of Audio Frequency. Master Control. Indoor or Outdoor Antenna. Genuine Walnut Cabinet with interior compartment for "B" Battery.

Price (without accessories) \$150  
Rocky Mountain and Coast States, \$160

**N**OW that the public is through fooling with inferior radio sets and tolerating only casual and occasional radio reception, the new THERMIODYNE'S day has come and this is THERMIODYNE Year.

There is no squealing or howling from THERMIODYNE. No internal noises are audible—THERMIODYNE delivers accurately and only that which is transmitted to it through the broadest channel.

But THERMIODYNE'S Master Control, more than any other one THERMIODYNE feature, has given THERMIODYNE its immediate and established popularity wherever introduced. Its Aladdin-like action is almost "meanny" and holds the listener spellbound as station after station, each in its proper place, is brought in and tuned out as the Master Control travels through its magic half circle.

Through Magazines, Newspapers, Circulars and Folders, the merits of Thermiodyne are being emphasized to the people of practically every city, town and village in the United States.

Double-page spreads in the Saturday Evening Post with its two and a half million circulation, and a reader interest several times that, are the backbone of the National Thermiodyne Campaign.

Tie Up to the New THERMIODYNE—Cash In on Thermiodyne's Big Advertising Campaign and Get Your Share of THERMIODYNE Sales Profits. Let Us Hear From YOU.

## Get your share of the Profits

Dealers are invited to get in touch with us at once. Stake out your territory before your competitor gets it! Make your application today!

Send for Catalogue Illustrating and Describing Thermiodyne Radio Sets, Speaker Table, Console de Luxe and Loud Speakers.

# BUEL DISTRIBUTING CO.

Wholesalers of Musical and Radio Merchandise

1965 EAST 66th STREET  
CLEVELAND, OHIO

## People are *buying* Thermiodyne

1. Because nothing like Thermiodyne has ever been seen or heard before.
2. Because the famous Master Control makes instantaneous appeal. It is a revelation to hear dozens of stations glide in and out, each in its proper place, as fast as the knob is turned.
3. Because Thermiodyne uses—instead of a neutralized circuit—an entirely new principle in radio that eliminates squealing, howling, or distortion, and converts metallic harshness into pure-toned melody.
4. Because in addition to these revolutionizing features there is a selectivity, distance-getting ability, clarity, tone quality, and smoothness of performance that make Thermiodyne's superiority incontestable.
5. Because one careful competitive demonstration is convincing Thermiodyne's performance cannot be equalled by any other receiver at any price.



**THERMIODYNE—Model CTF6—CONSOLE DE LUXE**

Model TF6, enclosed in Console Cabinet of genuine Walnut, with built-in Loud Speaker, and with space for Batteries and Charger. All equipment concealed. No wires required for local stations.

Price (without Tubes or Batteries) \$275  
Rocky Mountain and Coast States, \$290

## Dealers are *selling* Thermiodyne

1. Because we maintain a sound merchandising policy—we assign exclusive territory to every dealer.
2. Because a cash advertising appropriation is made for local newspaper advertising to each and every exclusive Thermiodyne dealer.
3. Because every Thermiodyne is backed with a written guarantee and the manufacturer stands behind every guarantee without alibis or excuses.
4. Because we help you develop sales volume; establish a sound partial payment plan; and assist you in your advertising in a dozen different ways.



**THERMIODYNE—Model TFS—FIVE TUBES**

Master Control Radio built on same principle as TF6. Phenomenal selectivity, distance-getting ability and tone quality. Two Stages of Thermionic Frequency, Detector, and Two Stages of Audio Frequency. Master Control. Outdoor Antenna. Finished in duo-tone Walnut.

Price (without accessories), \$100  
Rocky Mountain and Coast States, \$110

# DEALERS!

## "MASTERCRAFT" PHONOGRAPHS—RADIO CABINETS—

Built by the WOLF MANUFACTURING INDUSTRIES (Established 1890)—at Quincy, Illinois—are products of compelling advantage in Quality, Profit, Price, Economy, Beauty, Design, Utility and Year-'round Selection and Variety.



MODEL 121—RADIO CABINET.  
Loud Speaker Horn Built in with Removable 9 7/8 x 28 3/4 Mounting Board.  
Height, 46 in. Width, 35 in. Depth, 14 in.



MODEL 62  
Height, 44 in. Width, 18 1/4 in.  
Depth, 20 in.

Conviction and proof of the foregoing is yours for the asking — thru our franchised distributor—in your locality — who carries a complete stock—affording prompt and efficient service.



MODEL 105—RADIO ADAPTED  
Height, 33 in. Width, 32 1/2 in.  
Depth, 21 in.

*Insist on "Mastercraft" products—for "He profits most who serves best."*



MODEL 170—RADIO CABINET  
Size, 28 in. High. Top, 14 in. x 30 in.  
Interior Shelf, 11 in. x 26 in.  
Compartment, 11 in. High.

## THE BUEL DISTRIBUTING COMPANY

Wholesalers of Musical and Radio Merchandise  
EXCLUSIVE MASTERCRAFT WHOLESALEERS FOR NORTHERN OHIO  
1965 East 66th Street  
CLEVELAND

# Saleswoman Gives Hints on Retail Selling

Mrs. F. L. Reeder, Manager of San Antonio, Tex., Department,  
Draws on Long Sales Experience for Pointers on Salesmanship

By B. C. Reber

There are many men and women who mean well, who actually intend to put the best into their work that is in them; but there are very few who are never satisfied with their efforts, but are continually on the alert for some plan or some method which will help them to become better sales people. Mrs. F. L. Reeder, who is manager of the phonograph and record department of the King Furniture Co., of San Antonio, Tex., is a person of this character.

"Since I have had charge of this department," Mrs. Reeder explained, "I have always endeavored to show my customers that I appreciate their business. This has been a big help in getting new business through their recommendations. Only recently we closed for the first time at one o'clock on Saturday afternoon. This was a thing which we announced, and supposed that everyone knew about, but there were a few of my customers who had formed the habit of coming in on Saturday afternoons, and selecting new records. These came down as usual on this afternoon, only to find that the store was closed.

"We carry the Columbia line of phonographs and records, and we feel that we have worked up a very nice business in this class; but we did not know how much our customers appreciated our efforts until the following Monday morning when some of them came in and informed us that they had missed us on the previous Saturday afternoon. There were so many of these people, as we learned later, that we decided it would be best to send them all a letter, expressing our appreciation of waiting for us instead of seeking another store.

"I have found that it will help business more if you give a little time to the study of your product and the study of your sales canvass from time to time. I hunt for all the plans I can find which will help me to give better service to the customer I have, or will help me bring in new faces, and sell more goods.

**Ideas From Trade Journals**

"I think there is a great need for the people who sell phonographs and records to study

their stock more. The trade journals are always full of articles on selling and merchandising which contain good points which can be applied to each individual business. Some of these can be used as they are given, while others give only the idea, the rest of which must be worked out to suit the individual store or department and the conditions obtaining locally.

*Mrs. Reeder, manager of the phonograph and record department of the King Furniture Co., has been connected with the retail sales field for many years and she speaks as an authority. She expresses some thoughts on trade journals, record selling, advertising, etc., which are worthy of thoughtful reading by retail dealers and their salesmen.*

"By getting these periodicals when they come out and studying them carefully, I have been able to glean a lot of ideas which have helped me in building up the business, or in making my sales canvass better.

"We have worked up a very good trade among the colored people by featuring the 'blues.' This class of music is always popular among these people and we have taken advantage of this opportunity by getting in these hits for them.

**Featuring Single Records**

"Another thing that I have found that is of benefit in keeping up the business is to feature one record at a time. If you try to stress too many records, the public becomes confused and don't know which they want. On the other hand if only one record is featured, an instantaneous demand for it is created and a good

sale results. We have had to wire for repeat orders several times through this plan.

"We do this by taking one of the many popular tunes which come in with the new selections. Then, having chosen the one record which we intend to feature, we place a heavy order on this record alone, also requesting special advertising matter. Across the windows we paste streamers announcing this one record. We have a phonograph in the entrance of the store playing this one tune. Everywhere we feature this record and, as a result, we create a big demand which soon wipes out our entire stock. And this demand does not stop with the single record, but continues on through the other new selections.

"The big thing that results from this plan is the fact that by featuring the one record, the people are brought into the store. They see the streamers across the windows, and they hear the tune on the machine in the entrance. It catches their fancy, and they come in to hear it better in one of the booths.

"Once they come into the store, that is our cue to get busy and sell them. We not only show them the one record for which they ask, but we also show them the entire list of new records, giving them the lot and letting them play them all, picking out those they admire.

"We believe that this gets better results than by trying to stress every new record that comes in. People are attracted by one catchy tune played over and over more than would be possible if the record was changed every little while. The same people passing the store soon are attracted by the tune and wish to hear it better, or inquire the name.

**Effective Advertising**

"To do this, it brings them into the store. There is where the selling starts. The streamers and the music are only means of advertising, and are used to get people to come in. Then, when they respond, it is up to the sales person to see that a proper demonstration is made. It is an opportunity to not only show those people the one article in which they are interested, but it is an opportunity to show them any new models which have come in, any other records which might strike their fancy, and any other things which will make a sale. It is an opportunity to be taken advantage of.

**Too Low Terms Kill Prestige**

"We are strong for price maintenance. We have tried to sell on low terms and we find it is neither profitable nor reliable. It cheapens the products and it cheapens the store. Also, instead of bringing in a class of people whom we would be glad to accept as customers, it generally steers in a group who have little or no credit and who are unable to own and enjoy a real machine.

"Our experience has shown that the people who want a machine are also people who have backbone enough to get it and meet the payments. People who have to be drawn into a store on a dollar payment are not generally people who are big enough to keep up the instalments during the long period of months which must necessarily follow."

Mrs. Reeder has been connected with the department of which she is now manager for more than six years. She began as a clerk, learning the rudiments of selling and meeting people. Later, she was given bigger and better positions, and, two years ago, she was given full charge of the department, as well as other duties. Here is a well-earned success. It is one which has been accomplished by hard work and profit-giving service. It is one which can be read with profit.

## HARDWARE

for

### RADIO and PHONOGRAPH CABINETS

- |                   |                  |
|-------------------|------------------|
| LID SUPPORTS      | BULLET CATCHES   |
| CATCHES           | STOP HINGES      |
| CONTINUOUS HINGES | INVISIBLE HINGES |
| NEEDLE CUPS       |                  |



## WEBER-KNAPP CO.

JAMESTOWN, N. Y.

# Record System for the Credit Department

Filing Credit Data—Simple Record System of Phone Calls and Letters — Keying Collection Letters — Other Valuable Pointers

In order that credit and collection work in the retail music store may be organized on an efficient basis, the first duty should be to place the work in the hands of a responsible employe who should have sole charge of credits.

Such a credit department should be equipped with a card file in which to record the customers' credit standing and paying habits. The filing systems to be described in this article have been installed at hardly any cost by rep-

home address, occupation, whether married, real estate and other personal property and in whose name the real estate is recorded, etc.

In the margin on the right hand side of the card are filled in notations of the various credit reports on the credit customer's standing. Reports from the following agencies are recorded: The retail credit men's company, a co-operative credit checking organization usually maintained by local merchants; Dun's and Bradstreet's; the

case. This card is filed as a sort of permanent record of customers who have purchased and is a valuable asset to the selling department. To facilitate matters, this card may be of several colors, usually four colors. For instance, a white card may mean that the customer is average pay; a yellow card, that he pays very promptly; a red card would signify delinquency; orange, that he is very slow in paying bills. Of course, the color system is arbitrary. (Fig. 2). The second card is for a record of the customer's paying habits as well as a record of the collection methods used.

The reader will also note that at the bottom of this card (Fig. 3) are thirty-one numbers. These represent the thirty-one days in the month. The use of these numbers is explained as follows: When you plan that on a certain day of the month, say on the fifteenth, a letter should be addressed to the customer in reference to overdue payment, a signal of a certain color is clasped to the edge of the card at No. 15. If the signal is of a red color, then it would mean, according to the color arrangement, that on the fifteenth of the month the clerk should write a collection letter to that customer. Likewise, a yellow signal clasped at that date may mean that on that date the customer should be called on the telephone. If the signal is blue, it may signify that on that day a collector should call on the customer, etc.

Another thing that will be noticed is that the names are written on the lower ends of the cards. This is for the reason that these two cards are filed in a flat metal drawer. Where the cards are filed upright in a boxed cabinet, the position of the names and numbers is of course reversed. This card is illustrated by Fig. 4. On this card is noted the date of purchase, the credits and the balance due. Under "Phone" are noted briefly the dates when customer was called on the telephone and what results were obtained. The top line is numbered with the days of the month, for the purpose already described. An interesting feature about the use of this card is that only those accounts due or overdue are noted, other accounts, which the customers have paid up in accordance with terms, being recorded only on the ledger page.

#### Keeping Tab on Letters

Every establishment has its own set of form collection letters. These vary from two to five in a set, sent at intervals of once a week or twice a month. After a collection letter is sent out, the fact is noted on the record card as above described. This makes it necessary to key the letters, making possible the notations on the record card by means of symbols. Thus under the heading, "Letters Written," is jotted down, "a" to indicate the letter sent out in the particular case on a certain date. For that reason, the letters in a series of five form letters will be labeled consecutively a, b, c, d and e.

Every dictated letter usually contains at the lower left-hand corner a symbol to indicate the person who dictated and the person to whom the letter was dictated. Thus, WAJ/MT signifies that W. A. Jones dictated to Mary Thomas. In place of the initials M. T. you can substitute the initial "A," which would signify that the letter is the first of the series.

Thus, WAJ/D would signify that the letter is the fourth in the series. Therefore, if you desire to indicate on the card that on September 1, 1924, the customer was sent the fourth letter of the series you simply jot down 9/1/24/D. In like manner you may have a set of letters used for special occasions in the collection process. These you can initial EXA, EXB, EXC, etc. These would signify: first letter in the extra series; second letter, third letter, etc.

#### Forms for Use in the Collection Department

representative firms, and, with a few modifications, can be adopted by the average music store.

#### Suitable Record Systems

The simplest practice in filing credit information is to paste the customer's account in a folder, and to transcribe the important facts on the face of this folder. The folder thus becomes a filing card. In the lower right hand corner of the face of this folder sufficient space is reserved to note what methods in collecting the account have been pursued, such as letters sent, telephone calls and personal collections, with dates and other notations.

Another practice is to transcribe the facts from the account or lease onto a small filing card, size three inches by five inches (Fig. 1). Both are then filed separately. Throughout the collection process the employe in charge has but to refer to the card for any information relative to the account. On this card you simply jot down the name, business address and

report of the dealer's own investigator. In the right hand corner are stated the terms on which the instrument has been sold, together with the facts of the lease.

On the reverse side of this card are recorded the payments made and dates on which they are paid, as well as the collection methods employed to secure them.

All letters sent to the customer during the collection process, and letters received from that customer, are filed separately, but dates of such letters are noted on the card, so the original letters can be referred to quickly.

#### Two-Card System

Another record system involves filing two cards to every account. On one card is kept a record of the lease, notations of his credit standing from credit checking agencies as well as reports by the dealer's own investigator, a notation of how the customer pays, etc. Special space is reserved for remarks relative to the



## ADD-A-TONE

*A Revelation In Sound Reproduction*

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

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

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

## *It is Indexed!*

Easy and quick to find the part you want at your finger tips.

100 pages—the largest line of talking machine repair material in existence.

*Merchandise accurately described.*

**New tools for the repairman.**

**Many other features.**

It's all in our catalog (just issued) and will rapidly become the standard reference book of the Talking Machine Trade of the World.

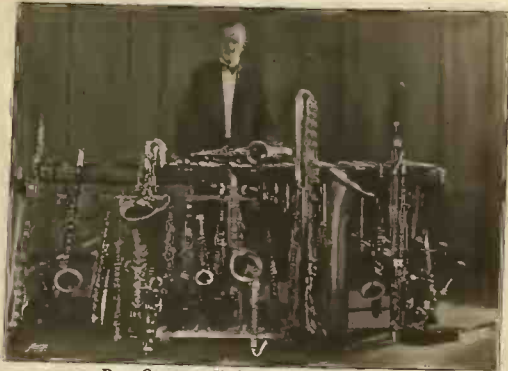
*A copy for the asking*



## Four New Columbia Artists' Records Released to Trade

Ross Gorman and His Orchestra, Columbia Salon Orchestra, Get Happy Band and Moran and Feldkamp Signed by Columbia Co.

Ross Gorman and His Earl Carroll Orchestra, the Columbia Salon Orchestra, the Get Happy Band and Moran and Feldkamp, all new and



Ross Gorman and the Instruments He Plays

exclusive Columbia record artists, make their initial bow to the record buying public with the current releases of Columbia records. The Ross Gorman Orchestra, although in existence but a comparatively short time, has become known to many thousands through its radio broadcastings and through being the star attraction in Earl Carroll's Vanities, one of the hits on Broadway. Ross Gorman is well known to dance and music lovers through his former connection with the Paul Whiteman orchestra, for

which he played first saxophone. Every man in the Gorman aggregation is a star performer and each one is capable of conducting his own orchestra. Miff Mole, trombonist, formerly with the Original Memphis Five, is one of the featured artists. The first recording by this orchestra couples "Oh Boy, What a Girl!" and "You Forgot to Remember." After the close of the Vanities, the Gorman orchestra will stay on Broadway as the feature of a supper club which Earl Carroll contemplates opening.

The Columbia Salon Orchestra has been recruited under the direction of Robert Hood Bowers, musical director of the Columbia Phonograph Co., to record concert music and semi-classical selections in concert style. The first recording couples "In Shadowland" and "The World Is Such a Lonesome Place." The Get Happy Band, a real jazz orchestra of the "hot" variety, gives as its initial offerings to Columbia record fans, "Harlem's A-raby" and "Junk Bucket Blues." Moran and Feldkamp, vaudeville artists with a wide following, have recorded "Nola" and "Classicana," piano duets, to mark their debut under the Columbia banner. This type of music has been proving very popular with Columbia record buyers.

Fred Hall, Columbia dealer of Warren, O., who is an aeroplane pilot, recently helped restore the hearing of a boy who had been deaf for two years by a 5,600 foot drop in a plane.

## C. H. Sambalino Gives Views on Advertising

Recently Appointed President of Buckingham & Moak, 100-Year-Old Utica House, Demonstrates the Value of Persistent Publicity

UTICA, N. Y., September 8.—"I am a firm believer in persistent, systematized and spacious advertising in local newspapers," declared Charles H. Sambalino, who recently became president of Buckingham & Moak, Victor dealers of this city, on the occasion of the celebration of the completion of a century in business.

"During one week this Summer I used newspaper space in the local papers to the extent of one full page of six columns on Tuesday, Wednesday, Thursday and Sunday, in an extensive drive on talking machines. During this drive I experienced one difficulty. I could not secure a sufficient quantity of high-priced machines to meet the demand. Within the week in this store more than 200 machines—all high-priced—were sold on short terms, the sale on no one day being less than thirty instruments."

Before associating himself with Buckingham & Moak Mr. Sambalino was manager of the talking machine department of Bamberger's department store in Newark, N. J. He has been connected with the talking machine trade for many years and he has a wide knowledge of merchandising. His present connection is with one of the oldest music houses in the country. As has been mentioned Buckingham & Moak have this year passed the century mark as local retailers, enjoying substantial growth during this long period and at present ranking as one of the leading concerns devoted to the sale of musical instruments in the State.

The Radio Grand Corp., New York, was recently incorporated at Albany with a capital stock of \$10,000. The incorporators are B. J. Greenbaum, M. W. Weintraub and L. W. Graham.



THE SYMBOL OF SERVICE

# CONTINENTAL

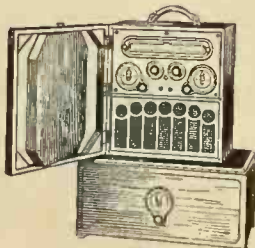
"New York's Leading Radio House"

## You want bigger profits — sell Radiolas

Distributors for



Wholesale only



Radiola 26

In selling merchandise, radio or whatever it may be it takes no more effort to sell a good product than it does a poor product.

You protect your reputation, future sales and make more business with bigger profits. The RADIOLA line of receivers, manufactured by the R.C.A., is standard. The demand is consistent because of favorable public opinion.

Now is the time to stock the RADIOLA 26 and Semi-Portable RADIOLA "SUPER HET" for fall sales.

We are able to give you immediate service. How many can you use?



Radiola Super Heterodyne

# CONTINENTAL RADIO & ELECTRIC CORPN.

Fifteen Warren Street

New York, U. S. A.

2118-Q



*The*  
**RADIO CORPORATION OF AMERICA**  
*Announces*  
*a Selective Dealer Policy*

**RCA** herewith announces its selective dealer policy, to become effective January 3, 1926. This policy has been most carefully developed with a twofold purpose in view—to benefit dealers by offering an individual franchise and to protect the public in their purchases of RCA merchandise.

Dealers will be chosen upon the basis of active business in Radiolas, Radiola Loudspeakers, and RCA accessories during the months of September, October, November and December 1925.

So that RCA may select its dealers on the basis of public preference, we are asking all our distributors to begin the preparation of a list of their dealers and to keep records of their purchases, credit and servicing performance, individually—furnishing us such records complete, from September 1 to December 31, 1925.

Upon the basis of such preliminary evidence of public choice and satisfaction, RCA will issue Authorized Dealer signs.

Our dealer distribution will be confined to those who maintain a definite servicing policy on RADIOLAS, RADIOTRONS, RADIOLA LOUDSPEAKERS and RCA accessories. Public acceptance of the prices at which we advertise these products permits the dealer a profit that is sufficient to warrant a liberal and expert servicing policy with moderate charges.

The RCA franchise will be a valuable franchise. The number of dealers will be limited mainly on the basis of the service given to the public, but also with a frank recognition of the fact that RCA Authorized Dealers should have opportunities for profitable volume. We want to create a permanent business for them because it is the only way in which they can serve the public.

The full strength of the vast national advertising program of RCA will be continuously behind its Authorized Dealers.

Public demand and interest in Radiolas, Radiotrons and Radiola Loudspeakers and RCA accessories supported by our national advertising, has now reached a point where it insures to our selected dealers, not alone a large turnover, but a profit as well.

*Read the following pages for an important announcement. Then write to the nearest RCA distributor for descriptive bulletin and catalog.*

RADIO CORPORATION OF AMERICA  
 Chicago      New York      San Francisco



# Radiotron

REG. U.S. PAT. OFF.

**AN RCA PRODUCT**

# RCA Now

New Radiolas: featuring volume, tone quality, complete A. C. operation and Dry Battery operation of volume in excess of Storage Battery operation.

*This fall marks the announcement by RCA of new Radiotrons, of improved Super-Heterodynes, and revolutionary new Loudspeakers. It marks another step, too, in lowering the cost of radio to the public. These five pages of summary are a brief outline of a coming season of tremendous selling.*

## Radiola 30

New RCA eight-tube Super-Heterodyne complete and self-contained in console cabinet, embodying new RCA special Cone Loudspeaker. Provides complete operation from 110 volt 60 cycle A. C. lighting circuit, requiring no batteries. Extraordinary volume and perfection of tone.

Supreme selectivity and super-sensitivity. The goal towards which engineers, the trade, and the public have been looking since the advent of radio broadcasting.

List price, complete with all necessary Radiotrons and Rectrons . . . . . **\$575.00**

## Radiola Super-VIII

The standard RCA six-tube Super-Heterodyne in upright cabinet with self-enclosed loop and famous RCA Doublette Loud-

speaker. List price, including 5 Radiotrons UV-199, 1 Radiotron UX-120 and Adapter UR-556 . . . . . **\$340.00**

## Radiola 28

"Jefferson desk" type new RCA uni-control, eight-tube Super-Heterodyne with attached loop. As dry battery operated receiver, gives volume in excess of that obtainable from storage battery operated receivers. Space inside cabinet for all dry batteries.

104, Radiola 28 operates completely from the A. C. lighting circuit, eliminating all batteries. Tuning mechanism consists of new RCA uni-control system employing "straight line" frequency condensers giving equal spacing of all stations on tuning scale. List price, including 7 Radiotrons UX-199, 1 Radiotron UV-877 and 1 Radiotron UX-120 . . . . . **\$260.00**

If used with Radiola Loudspeaker Model

## Radiola 26

The universally popular portable six-tube Super-Heterodyne provided with extra battery cabinet for home use. Adapted to either loop or antenna operation. Has

built-in loudspeaker, self-contained loop and space for all necessary batteries. List price, including 6 Radiotrons UV-199 . . . . . **\$225.00**

## Radiola 25

New RCA six-tube, uni-control Super-Heterodyne, table type with attached loop. Dry battery operated with space in cabinet for all necessary batteries. If used in conjunction with Radiola Loudspeaker Model 104, Radiola 25 operates from 110 volt 60 cycle A. C. lighting circuit, requiring no bat-

teries. Tuning mechanism consists of new RCA uni-control system employing "straight line" frequency condensers giving equal spacing of all stations on tuning scale. List price, including five Radiotrons UX-199, 1 Radiotron UV-877 and 1 Radiotron UX-120 . . . . . **\$165.00**



# Radiola

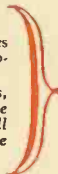
REG. U.S. PAT. OFF.

AN RCA PRODUCT

# Announces

*Important*

- No. 1: Trade Protection: Where prices are reduced, dealers and distributors are protected.
- No. 2: Deliveries: Of the new models, some are ready for immediate delivery. For the rest, orders will be accepted, and deliveries made as production goes forward.



**Established leaders  
at new low prices  
(Trade Protected)**

### Radiola Super-Heterodyne (semi-portable)

The popular seller of the RCA Super-Heterodyne group. Standard six-tube Super-Heterodyne which will gain new popularity when fitted with new amplifying Radiotron UX-120.

Over 150,000 sold to date.

List price, less accessories . . . **\$116.00**

### Radiola 20

A new pacemaker for radio receivers of the five-tube type. New RCA uni-control, tuned radio frequency receiver of balanced type with variable regeneration. An antenna set which, when dry battery operated, gives volume considerably in excess of that obtainable from storage battery operated receivers in this class. Ease of

manipulation, sensitivity, selectivity and quality of reproduction are outstanding features. Operates with relatively short aerial.

List price, less accessories . . . **\$102.50**

List price, packed with 4 Radiotrons UX-199 and 1 Radiotron UX-120 . . . \$115.00

### Radiola III-a

The popular price leader among RCA Radiolas. Over 100,000 sold to date. A four-tube Radiola which exceeds the performance of many five-tube sets. Equipped with Balanced Amplifier for high quality reproduction.

List price, less accessories . . . **\$35.00**

List price, packed with 4 Radiotrons WD-11 and headphones . . . \$49.50

List price, packed with 4 Radiotrons WD-11, headphones and Radiola Loudspeaker Model UZ-1325 . . . \$67.50

### Radiola III

A receiver big in performance and low in price. Over 200,000 sold to date. Now sold at a price within reach of all. A two-tube Radiola of extraordinary performance.

List price, less accessories . . . **\$15.00**

List price, packed with 2 Radiotrons WD-11 and headphones . . . \$24.50

### Radiola Balanced Amplifier

Increases the loudspeaker volume of any type of radio receiver. Added to Radiola III, constitutes a four-tube Radiola giving same performance as Radiola III-a.

List price, less Radiotrons . . . **\$18.00**

List price, packed with 2 Radiotrons WD-11 . . . \$23.00



# Radiola

REG. U.S. PAT. OFF.

AN RCA PRODUCT

## New Developments in Loudspeakers

### Radiola Loudspeaker Model 104

The outstanding loudspeaker development in the radio art, built on an entirely new principle. Reproduces orchestra, band, pipe organ and other musical instruments with volume equal to the original at the broadcasting studio, with acoustical fidelity hitherto unattained. Gives amazingly accurate voice reproduction. Volume of reproduction can be varied from minimum to maximum without impairment of quality. Operates directly from a 110

volt 60 cycle A. C. circuit, and when used with Radiola 25 or Radiola 28, supplies plate, grid, and filament voltages for operation of complete radio sets as well as loudspeaker, thus replacing all batteries. May be connected to first audio stage of any radio receiver, but its capabilities are particularly realized with RCA Radiolas.

List price, including all Radiotrons and Rectrons . . . . . **\$245.00**

### Radiola Loudspeaker Model 102

A new RCA, A. C. operated Cone Loudspeaker equipped with rectifier-amplifier unit for operation from 60 cycle, 110 volt A.C. lighting circuit. Has same tone quality as Model 104 and provides volume far in excess of existing types of loudspeakers. Recommended for connection to first audio

stage of broadcast receivers and particularly for use in conjunction with RCA Radiolas. Operated by new super-power amplifier tube, Radiotron UX-210 and new RCA Rectron UX-216-B.

List price, including Radiotrons and Rectron . . . . . **\$140.00**

### Radiola Loudspeaker Model 100

New RCA special Cone built on the new principle, achieving new clarity of tone and a far wider tone range than existing types. Designed for direct connection to

output circuit of broadcast receivers. Particularly recommended for Radiolas 20, 25 and 28, dry battery operated.

List price . . . . . **\$35.00**

### Radiola Loudspeaker Model UZ-1325

The RCA standard of the horn type, universally commented upon as providing clearest reproduction of horn types of loudspeakers. Equipped with an adjustable

diaphragm. Requires no external batteries for additional amplification.

List price . . . . . **\$18.00**

### A. C. Rectifier-amplifier

#### RCA Uni-Rectron Model AP-935

Rectifier-power amplifier unit—same as that supplied with Model 102 Loudspeaker. May be used for operation of any type of loudspeaker from 60 cycle, 110 volt A. C. lighting circuit. Amplification ob-

tained from new RCA super-power amplifying tube, Radiotron UX-210.

List price, complete with Radiotron UX-210 and Rectron UX-216-B . . **\$105.00**

### "B" Battery Eliminators

#### RCA Duo-Rectron Model AP-937

America's first "B" battery eliminator designed to supply plate voltage to any type of radio broadcast receiver using any type of tube up to ten Radiotrons 201-A. Supplies plate voltages at 22½, 45, 90 and 135 volts with maximum current output at 50 milliamperes. Through use of RCA glow

lamp, Radiotron UX-874, this model provides uniform voltage at all current outputs from minimum to maximum. Operates detector as well as amplifier tubes from 110 volt, 60 cycle A. C. source. A. C. hum completely eliminated.

List price, with Radiotron UX-874 and Rectron UX-213 . . . . . **\$65.00**

# Radiola

REG. U.S. PAT. OFF.

# LOUDSPEAKERS

# Three new power amplifying tubes for increase of volume and quality of reproduction

## Radiotron UX-120

New RCA dry battery power amplifier tube which, when connected to last audio stage of a dry battery operated receiver,

provides volume double that obtainable from UV-201-A tubes.  
List . . . . . **\$2.50**

## Radiotron UX-112

New RCA storage battery power amplifier tube for improvement of quality and vol-

ume in storage battery operated receivers.  
List . . . . . **\$6.50**

## Radiotron UX-210

New RCA super-power amplifying tube designed for use in A.C. operated power am-

plifiers. The most powerful audio frequency amplifying tube on the market. List. **\$9.00**

*The standard RCA Radiotrons you now sell—some equipped with the new RCA standard "UX" base—*

Radiotron	WD-11	.....	<b>\$2.50</b>
Radiotron	WD-12	.....	<b>\$2.50</b>
Radiotron	WX-12	.....	<b>\$2.50</b>
Radiotron	UV-199	.....	<b>\$2.50</b>
Radiotron	UX-199	.....	<b>\$2.50</b>
Radiotron	UV-200	.....	<b>\$2.50</b>
Radiotron	UX-200	.....	<b>\$2.50</b>
Radiotron	UV-201-A	.....	<b>\$2.50</b>
Radiotron	UX-201-A	.....	<b>\$2.50</b>

Two new RCA Rectrons—rectifier tubes for use in "B" battery eliminators and devices serving similar functions.

\*—A "UX" or "WX" tube provides precisely the same performance as the corresponding "UV" or "WD" tube, the only change being in the design of the base.

## Rectron UX-213

New RCA full-wave rectifier using input voltages up to 220 per plate. Provides

current output of 65 milliamperes.  
List . . . . . **\$7.00**

## Rectron UX-216-B

New RCA half-wave rectifying tube for use in "B" battery eliminators and similar devices. Operates at plate voltages up to

550, with current output of 65 milliamperes.  
List . . . . . **\$7.50**



# Radiotron

AN RCA PRODUCT

REG. U.S. PAT. OFF.

# Profit Winning Sales Wrinkles

How Live Dealer Moved Stock of 30,000 Foreign Language Records in a Month—Store-Door Playing Increases Record Sales—Timely Tie-Up Moves Merchandise—Store Auditorium Draws Potential Customers and Interests Them in Talking Machines and Records

There have appeared in the columns of The Talking Machine World many articles and stories urging talking machine dealers to pay particular attention to the building up of their foreign record business and examples and illustrations have been given showing how some dealers found a consistent all year round business running into large figures from this class of trade. It has been shown that to the foreign-born the talking machine is still the chief form of home entertainment and it is an accepted fact that the majority of the people born and raised in foreign countries are almost without exception natural music lovers. An interesting example of how one dealer who has one of if not the largest clientele of foreign-born customers in New York City cashed in on the sale of single-faced Victor records, proves the contention that the catering to the foreign trade not only for the recordings of the music of their native lands, but also for the sale of the better types of music is one of the most profitable angles of the talking machine business. W. H. Tyler, manager of the talking machine department of the New York Band Instrument Co., upon the announcement of the reduction in price of the single faced records, immediately sensed the appeal that this sale would have for his customers, placed orders with various Victor jobbers for tens of thousands of selected records from the single-faced catalog. In all, he received approximately 40,000 records in addition to those which he had in stock. Through advertising in the foreign language newspapers and through store and window displays, calling attention to the unprecedented bargains, this store sold upwards of 30,000 of these records within the first month of the sale and the buying is still active. On several days, principally Saturdays, the record sales have overtopped the \$1,000 mark. When it is taken into consideration that these records were nearly all purchased from jobbers at the reduced rate it can be seen that the lowering of price which

many dealers considered would represent a loss to them has turned out for the New York Band Instrument Co. to be an opportunity of adding considerably to its volume of sales. An example of enterprise worth recording!

There are a great number of talking machine dealers, primarily those situated in business sections and in sections where a large percentage of foreign-born reside, who have found the continuous playing of records at the door of the store an invaluable aid in the stimulation of record sales and in drawing people into the store. While this practice has existed practically since the first days of the talking machine trade, there has been a tendency of late to depart from the playing of current releases and instead to pick some number from the foreign record catalog, some selection with a universal appeal and to play this number for days and even weeks at a time. That this practice is successful in achieving one of its objects, namely, the stimulation of record sales, cannot be doubted. There appeared recently in The World an article regarding the New York Band Instrument Co., which told how this establishment had sold some 15,000 of a selection from the Russian Victor catalog over a period of three or four months and this phenomenal total was attributable directly to the store-door playing of the record. At the present time, or rather during the past month, five or six Okch record dealers have been playing a number from the Okch Italian record catalog at the doors of their stores and Norman Smith, manager of the Distributing Division of the General Phonograph Corp., states that each of these dealers is selling in the neighborhood of 200 of the selection each week. It is still within the memory of all how "Cielito Lindo," which was in the foreign language catalog for a number of years, was discovered to be a particularly pleasing dance tune, was re-issued in modern dance time and proved to be one of the best

scellers of all current releases. For a time the strains of this selection could be heard from the doorways of nearly every dealer who followed this practice. So it is evident that the plan of playing these foreign language recordings has undoubted merit and sales value. The remaining point, however, is that many dealers do not take full advantage of this sales help. They sell records—yes, but they fail to follow up their advantage and having succeeded in getting the customer in a buying frame of mind, they should endeavor to sell other records with a similar appeal. Some dealers in fact go to the extent of having a number of the record which is being played wrapped in envelopes for instant sale. This method, while estimable in the case of a dealer situated near a railroad station, where a customer is rushing for a train and cannot delay, militates against the average dealer, who should take the opportunity of putting across his sales talk, and informing the customer of the many hidden gems in the record catalog and sell not only a record but several. The moral: Follow up each advantage to the limit. Why be satisfied with a small profit when a few words might mean a much larger sale, or, it's hard enough to get a customer into the store, why let him get away?

One of the most effective and unusual tie-ups with a local current event to stimulate the sale of a single record was recently put into effect by the Consolidated Music Co., Salt Lake City, Utah. The record in question was "Just a Little Drink" and the manner of securing publicity and stimulating sales was worked by the Consolidated establishment in this manner: A local firm was placing on the market a new brand of ginger ale and the music store made arrangements with the firm to co-operate to the mutual advantage of both. A completely equipped bar was placed in the store window with the bottling company's line of soft drinks occupying the places of honor. The atmosphere of the gone but not forgotten saloon was evident in the fittings which went to make up the display. At the end of the window was a talking machine and records with appropriate signs calling attention to the record, "Just a Little Drink." Advertising in the local papers was used and streamers on the windows and trucks used by the store also attracted considerable attention. After considerable interest had been built up a newspaper advertisement invited the public to the store where ginger ale would be served free and where everyone heard the record of "Just a Little Drink." Local theatres and neighborhood stores which sold the ginger ale joined in the tie-up and the result to the music dealer was the sale of many hundreds of the record.

Information reaching The World would indicate that a great many talking machine and radio dealers throughout the country find that a comfortable listening auditorium is of great value in developing their sales. One dealer has been able to attract to his store from fifty to seventy-five people who are residing in the locality, and their interest in the products handled by the dealer has been greatly stimulated—so much so that a great many orders for talking machines and radio have been booked.

Dealers who have devoted the space and time to this kind of sales promotion find it profitable; moreover, it has engendered a spirit of neighborliness which has been productive of good results in a business way for the dealer. It has also helped to acquaint these people with the exact class of goods which the dealers handle, and which could not be brought to the attention of the locality other than through advertising. This does not mean that advertising should be neglected or overlooked, for in several instances dealers have used the daily papers as a means of acquainting the people of their locality with the fact that they want them to visit the store and hear the talking machine or radio concerts.

## The REMO TRUMPET CONCERT TYPE

### Have You Heard It?

If not read offer below!

Every radio fan will be surprised and delighted with this loudspeaker. It produces the high and low notes without distortion with true and clear reproduction. It also has plenty of volume. Acknowledges no superior at any price. Hand-somely finished in crystal black with grained mahogany bell and antique silver detail.

Retails for \$25.00

### The Remola Concert Cabinet

Produces the same beautiful tone as the Trumpet. A fine mahogany finished cabinet of just the right size.

Remola Concert Cabinet  
List Price, \$25.00



The Remo Trumpet  
(Concert Type)  
List Price, \$25.00

Offer—Both of these instruments will be sent to you on 10 days' free trial through your regular jobber. We are willing to do this so that you may hear them.

The REMO CORP. MERIDEN, CONN.



“And his business is still growing”

IN PHILADELPHIA, Mr. C. H. Burger has built up an excellent business handling Eveready Radio Batteries. Moreover, the satisfying service Eveready Batteries render his customers creates a good-will that reflects itself in increased business in other items.

Mr. Burger says: “My success has been due to carrying standard-quality radio requirements. I have been selling and recommending Eveready Radio ‘B’ Batteries ever since I have been in the retail radio business, and am now selling, on an average, 600 to 800 ‘B’ Batteries and 800 dry cells per month. And the business is still growing, which is due to Eveready quality, national advertising and service.”

Eveready Radio Batteries have practically unlimited sales possibilities.

National magazine and newspaper advertising builds up a demand for the Eveready brand, and the high standards of workmanship and materials behind every Eveready Battery make repeat sales inevitable.

Dealers everywhere find it profitable to handle Eveready Radio Batteries, especially when liberal use is made of Eveready window display material.

Remember that when you dress an Eveready window you tie up with a tremendous national advertising campaign.

Ask your jobber.

*Manufactured and guaranteed by*

**NATIONAL CARBON COMPANY, Inc.**  
 New York San Francisco  
 Atlanta Chicago Dallas Kansas City Pittsburgh  
 Canadian National Carbon Co., Limited, Toronto, Ontario

**EVEREADY**  
**Radio Batteries**  
*-they last longer*

**EVEREADY HOUR EVERY TUESDAY at 8 P. M.**  
*(Eastern Standard Time)*

For real radio enjoyment, tell your customers to tune in the “Eveready Hour,” broadcast through stations—

WEAF New York WGR Buffalo WWJ Detroit  
 WJAB Philadelphia WCAE Pittsburgh WCCO Minneapolis  
 WCLL Boston WCAE Pittsburgh WCCO Minneapolis  
 WFL Chicago-Philadelphia WSAI Cincinnati WOC Baltimore

## Leading Distributors in Various Parts of Country Secure Adler-Royal Franchises

Appointment of Many Distributors in Strategic Trade Centers Is in Line With Recently Announced Policy of Adler Mfg. Co. to Distribute Its Products Through Wholesalers

The Adler Mfg. Co., of Louisville, Ky., manufacturer of the Adler-Royal line of phonographs and radio, has recently completed arrangements for the distribution of its line to the retail trade by the appointment of a number of prominent jobbers in various important trade centers throughout the country. This move is in line with the recently announced policy of the company to establish Adler-Royal wholesalers instead of distributing direct to the retail trade as has been the policy heretofore.

Among the new Adler-Royal distributors is the A. C. Erisman Co., of Boston. This is one of the best-known houses in the New England talking machine trade, having been a distributor of talking machine products in that territory for many years. Arthur Erisman, head of this

concern, is making plans in his usual aggressive manner in the interest of the new line.

The Adler Mfg. Co. now has two distributors covering the New England territory, for just prior to the announcement of the appointment of the A. C. Erisman Co., the Lewis Electrical Supply Co., which has an enviable reputation in the electrical and radio merchandising fields, was added to the distributors featuring the Adler-Royal. The Lewis Electrical Supply Co. has eighteen salesmen covering all of New England with the exception of Connecticut. The company is headed by Edwin C. Lewis, its founder, who has surrounded himself with an exceptionally high-class organization. Lawrence Ellis, sales manager, has been connected with the firm for five years and has had wide radio merchandising experience. R. W. Waldron, office manager and purchasing agent, has had twelve years' experience with radio in the U. S. Navy and various commercial posts. J. R. Downey has been for many years in charge of the service department and his expressions of enthusiasm regarding Adler-Royal products are based on wide technical knowledge of radio.

The Iroquois Sales Co., of Buffalo, a distributor of talking machine products in Western New York for a number of years and is known to the entire trade in that territory, also has taken on the distributing franchise of the Adler-Royal. This company is under the efficient direction of F. D. Clare, whose able management is reflected in the importance of the company as a distributor.

L. A. Wooley, Inc., also of Buffalo, has taken on the Adler-Royal line as a distributor for the Western New York territory, and plans in the interest of the new connection include intensive advertising and sales promotion work. Wooley, Inc., has a long and successful history in the electrical and radio industries in and around Buffalo.

The Consolidated Talking Machine Co., of Chicago, which is well known in that territory as a distributor of Okeh records and other standard lines of phonograph products, is another new distributor. Immediately following its appointment the Consolidated Co. embarked on plans for an extensive campaign in the interest of the Adler-Royal line. E. A. Fearn, president of the company, has a thorough knowledge of the trade, its problems and the merchandising of talking machines and radio and he has built up an organization of splendid efficiency.

The Electric Appliance Co., of New Orleans; Radio Specialty Co., of St. Petersburg, Fla.; E. E. Forbes & Sons Piano Co., of Birmingham, Ala.; C. A. Buschler Co., of Kansas City, Mo., and the W. M. Dutton Co., of Hastings, Nebr., all eminent firms in their cities, also have secured the Adler-Royal franchise in their respective territories.

"The manner in which distributors of the highest type are seizing upon the Adler-Royal proposition," states Lambert Friedl, vice-president and general sales manager of the Adler Mfg. Co., of Louisville, Ky., and New York, "forms a source of intense pride and gratification in our business. It certainly speaks worlds for the desirability of the Adler-Royal line when it is realized that, in scarcely a month's time since we offered it to distributors, over twenty of the very highest type have taken it on. Long before the coming selling season gets under way we will have reported a number of others."

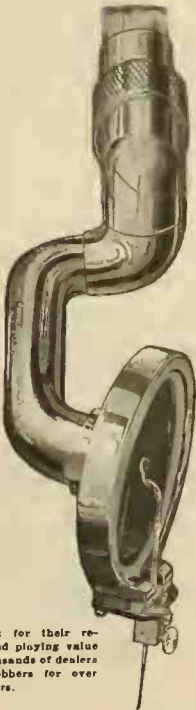
Mr. Edison Man:—

Never Say

"KANT," say "KENT"

The KENT No. 1

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



Bought for their resale and playing value by thousands of dealers and jobbers for over 10 years.

Write for catalog of complete line



Res. U. S. Pat. Off.

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

### Conditional Sales Law Now in Pennsylvania

Seven Other States, Including New York, Have Similar Statutes—Aids Retail Merchants Who Do Business on the Installment Plan

HARRISBURG, PA., September 3.—An act covering conditional sales and one which will make uniform the law passed by the 1925 Legislature went into effect on September 1. This measure is of great importance and value to dealers selling on instalments.

Uniform conditional sales acts, as recommended by the National Conference of Commissioners on Uniform State Laws, have now been enacted in Alaska, Arizona, Delaware, New Jersey, New York, South Dakota, Wisconsin and West Virginia.

This act repeals the act of June 7, 1915, and all other acts or parts of acts inconsistent with this new one.

"Conditional sale" in the act is defined as "any contract for the sale of goods under which possession is delivered to the buyer and the property in the goods is to vest in the buyer at a subsequent time upon the payment of part or all of the price, or upon the performance of any other condition or the happening of any contingency.

"Buyer means the person who buys the goods covered by the conditional sale, or any legal successor in interest of such person.

"Filing district means the subdivision of the State in which conditional sale contracts or

copies thereof are required by this act to be filed."

Other sections of the act are classified under such sections as Conditional Sale of Goods for Resale, Waiver of Statutory Protection, Rights of Parties When There Is No Resale, Election of Remedies, Recovery of Part Payments, etc.

### Sigman Lehrman Returns to General Phonograph Corp.

A number of changes in the selling organization of the distributing division of the General Phonograph Corp., New York, will go into effect during the coming week. Sigman Lehrman, who was formerly connected with this organization but who has been more recently with Everybody's Talking Machine Co., Philadelphia, returns to the General Phonograph Corp., and will cover the New Jersey territory, succeeding C. A. Klebart, who will cover the Brooklyn territory. These changes are caused by the resignation of P. F. Armitage, who plans to engage in the real estate business in Florida.

### Edison Phonograph Chosen

The William and Mary console model of the new Edison phonograph has been chosen as the most fitting instrument to be placed in the Home Beautiful which is being erected and outfitted by the Sherman Democrat, the leading newspaper of Sherman, Texas. The instrument was supplied by Linn Bros., local Edison dealers.

**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.**



# "How can they do it?"

*is the invariable question that greets a first showing of a TRINITY SIX*

## TRINITY SIX



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

**\$50**

WEST OF THE ROCKIES 15712

- For Quality**  
The finest and best parts throughout.
- For Service**  
Quality of parts and method of construction positively assure durability.
- For Economy**  
33 to 50 per cent lower in price than any other set of like quality.

"BEACON BUILT" is the only possible answer! The Beacon Radio Manufacturing Company is the Broadcast Receiver Division of the world's largest radio parts plant.

TRINITY SIX is the first "one-profit" radio receiver yet built. You do not pay a single extra profit on any variable condenser, coil, panel, cabinet, nut, bolt, or screw in TRINITY SIX. Only raw materials such as powdered raw bakelite, brass, aluminum, wire and lumber for cabinets enter the Beacon factory.

### ONLY ONE SALES PROFIT

*Sold from Factory to Dealer*

There is no jobber's mark-up. You pay only one sales profit. But that is only half the story of TRINITY SIX quality, performance and value.

TRINITY SIX is also "the first production-engineered radio receiver yet built." To duplicate TRINITY SIX requires duplicating the Beacon factory first. Beacon's revolutionary methods of chassis construction — eliminating dozens of hand-soldering operations, with their possibilities of electrical trouble and prohibitive labor costs — called for the designing, routing and placing of hundreds of thousands of dollars worth of special machinery.

*What The*  
**TRINITY SIX**  
*Exclusive Franchise Gives to Dealers.....*

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

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



*Learn How Future Receivers Will Be Built*

See TRINITY SIX at the Radio Exhibition at Grand Central Palace, New York, September 12th to 19th, or ask us for details.

**BEACON RADIO MFG. CO., Inc.**

(Broadcast Receiver Division)

323 Berry Street

Brooklyn, N. Y.



# Radio Stability Depends on Sound Credit

Growing Industrial Structure of Radio Depends for Its Future Development on Increasing Soundness of Credit, Rightly Used

By John J. Reilly

Theoretically and in the abstract, radio credits are no different from the credits of any other industry. Credit is credit from any standpoint; its basic principles are interwoven into the structure of modern industry; it is synonymous with every development and expansion, and may be termed, quite correctly, the lubricant of trade. Practically and concretely, however, and especially in its application to radio development and activity, credit is and must be considered a most potent factor, not only in connection with radio's ultimate position as an industry, but particularly in its relation to the soundness of the foundation on which the radio industrial structure is being fashioned.

## Need for Sound Credits

Radio credits should be, and very rapidly are, becoming as sound as the credits of any other of the world's businesses. Few who have had an opportunity of marking the somewhat hectic progress of radio during the past several years have doubted that if radio is eventually to survive, rear itself from the chaotic condition into which it has drifted, and prove, as its enthusiasts and well-wishers hope, a sound brick in the foundation of the nation's humanizing development, its credit functionings must be most closely watched, more minutely analyzed, and surrounded with every safeguard possible to modern credit granting and modern credit experience.

Credit, fundamentally, is a cycle. The manufacturer's activities are quite logically determined by the activities of his outlets, and if these outlets be principally and basically credit sound, the cycle will run an even and true course, its component parts smoothly and closely interlocking. Analyzed closely, the manufacturer's credits are in reality little better than the retailer's, for if the retailer grants haphazard credit, with the resultant tie-up in his receivables, the consequent check in progress reverts right back, from him to and through the jobber, to the manufacturer and so to the base of supply.

Unhappily, in the more or less stressed development of radio, the soundness and seriousness of staple credit granting have often been overlooked. The results of loose credits are starting from the pages of many an account receivable, clouding to a great extent the splendid progress already made in the industry, and stultifying and jeopardizing its further expansion and sound economic growth. And if continued in much longer, this practice will have such a far-reaching effect on radio development

that-for years to come the entire industry will be struggling to free itself from the handicap. **Danger of the "Gyp"**

As every manufacturer and every jobber knows, there are now, and have been, in radio, individuals who have absolutely no right to be in it from any business standpoint. Business

*The Credit Manager of the Jewett Radio & Phonograph Co., the writer of this informative article, has made an extensive study of the influence of credit on industrial success and his analysis of the situation obtaining in the radio field is thought-provoking, especially in view of the chaos through which the industry has passed.*

ethics, pride of achievement, building for a future, confidence, and working for the good of the industry have not been, are not, and probably never will be, considered in their activities. Such individuals care not whether the ship sinks or floats eventually, so long as they achieve their frankly selfish and mercenary purposes while the craft still stays upright.

And the part that credit granting has played in such activity is apparent. The "gyp" is unquestionably a radical offshoot of such procedure. With his cash buying power, and assurance of prompt remittance, he has wormed his insidious way into the radio structure, paupered, to quite frankly, by many distributing outlets as unethical as himself. His philosophy of business, if he ever had one, was, and still is, not co-operative and uplifting development, but individual, selfish and personal temporary advancement and fleeting financial gain. The reaction from such activity has been tremendous; quality and price maintenance have been victimized, and thrown to the winds. Having no stability themselves they cared not for the stability of the industry, their cut-throating, radical methods sapping and undermining the very foundation of the growing radio structure with the result that confidence, on which every business is builded, and which, after all, is the keystone in the advancement and success of

any operation, while it has not been shattered irrevocably, unquestionably has been beclouded and surrounded with an atmosphere of doubt and uncertainty which has reached right down to the ultimate buying public. Public confidence in radio is still sound—it may apparently have received a blow, and in many quarters a staggering one, which has had a tendency to retard its purchasing power, but there is no question but what, with the concerted action of the forces in radio who are working for its betterment and ultimate success, confidence in the buying public is being rapidly restored, and in its ultimate position radio will be on a sounder and surer and more lasting foundation.

Has credit had any part in this condition? Most certainly. Had the grantors of radio credit surrounded themselves and their credit granting with even the usual safeguards incident to the proper granting of credit in any industry, with the paramount thought of selecting only those outlets which they felt assured would work, not alone for the present, but the future stability and uplift of radio, many of the evils which are before us to-day would at least be minimized or quite probably not exist at all. And the stigma of guilt rests not alone on the distributing outlets, but unfortunately lurks right at the door of many a manufacturer. Overproduction, reckless and thoughtless gauging of the market, inflated prices, preferential discounts and the final debacle or unloading in bulk are unhappy chapters in recent radio history.

## Wrongly Used Credit

And where has credit functioned in such a program, or has it functioned at all? It has undoubtedly functioned but it has been most selfishly, most injudiciously and, in many cases, most disastrously used. For confidence begets confidence—and without a sound objective we are shooting at the stars. Sound credit coupled with sound merchandising is the solution of the radio problem. Because the golden eggs from the Radio Goose have been so easy to pick up gives no reason to believe that the Goose may never die. The safeguards of the Goose's life are the safeguards of the Goose's credit. It is axiomatic that results are relative to their efforts. If what you put in it does not tend to the soundness of a proposition, what you get out will, quite naturally, be tainted with the unsoundness of the idea. The lesson for those watching radio credits is self-evident. Volume

(Continued on page 34)



**GAROD V**

A complete line of accessories, including:  
BURGESS BATTERIES  
BALKITE CHARGERS  
BALKITE & ELIMINATORS  
BRACH ANTENNA SETS  
CUNNINGHAM TUBES  
BRISTOL SPEAKERS  
FROST PHONES & SPEAKERS  
WESTON PLUGS  
BELDON CABLES and ANTENNA WIRE

## THE GAROD FRANCHISE is a Business Insurance Policy for the Dealer

In unmistakable terms it guarantees:—

1. Territorial protection.
2. Liberal Discounts.
3. Security against depreciation of GAROD products in dealers' stocks.
4. Security against unfair competition through any act of GAROD Corporation, GAROD Distributors or GAROD Dealers.
5. An unusual type of service and guarantee of customer satisfaction, made conveniently available through Authorized GAROD Distributors.
6. Support for the GAROD Dealers' sales effort by a continuous advertising campaign which includes local newspapers, window displays, and adequate, effective consumer sales literature.

If our representative has not explained this plan to you, write us for details.

**E. M. WILSON & SON**

Tel. Market 0300

12 LAFAYETTE ST.

Exclusive N. J. Distributors

NEWARK, N. J.



## New Distributor of Day-Fan Products in New York

Noyes Electrical Supply Corp. Made Exclusive Metropolitan Distributor of Dayton Fan & Motor Co. Radio Sets

The Noyes Electrical Supply Corp., 33 Park Place, New York, has been appointed exclusive metropolitan New York distributor for Day-Fan products, according to an announcement recently made by Charles Lawson, vice-president of the Dayton Fan & Motor Co., of Dayton, O., manufacturer of Day-Fan radio receiving sets. The territory consists of New York City, Brooklyn, Long Island, Staten Island, the Bronx, and as far north of New York City as Kingston and Connecticut.

In commenting on the appointment of the Noyes Electrical Supply Corp. as a distributor for the company, Mr. Lawson said, "We realize

the advantage of exclusive distribution in our various territories and the appointment of an exclusive metropolitan distributor is the result of this recognition. The company is well known in the electrical field and radio industry and is well equipped to handle our products, with complete satisfaction to all concerned. Our franchise plan includes a division of the territory in so far as dealers are concerned, by our distributor so that each dealer is so situated as to be able to serve himself and the local trade to the best advantage."

Plans are at present under way for the addition of salesmen to the force of the Noyes Electrical Supply Corp. In order to handle Day-Fan products in the territory. Associated with Harry Cashmore, president of the company, as officers, are J. R. Edds, vice-president; J. A. Obermaier, secretary, and E. D. Bogert, cashier, all of whom are well known to the radio industry, having been associated with the company over a considerable period of time.

## Radio Stability Depends on Soundness of Credit

(Continued from page 32)

should never be stressed at the expense of sound credit. An industry with the splendid possibilities of radio should be founded on a credit structure of unquestioned stability. The day of the shoeing radio merchant is gone. The day when the buying public will buy anything labeled "radio" is also gone. Money, now, will be spent judiciously and with forethought for quality. And radio is rapidly and surely and happily winning the general favor of the great womanly buying power of the nation. In the realm of fine furniture where radio is now seeking a foothold the purchasing power of the nation's mothers, wives and daughters has been, is, and always will be felt.

As a rule this great womanly buying power buys quality; attuned to the finer things of life, through the development of the centuries woman-kind's attraction to quality is instinctive. She purchases bargains, yes, but analytically, usually only when quality is paramount.

Broadcasting with its tremendous possibilities will do much to stabilize radio. Its influence on radio credits will be as reactionary as the plane of the industry rises, and broadcasting will play a most prominent part in lifting the plane. Quality will be more of a watchword than ever before, and in this quality will be reflected the entire activities of the industry.

### Credit Controls Progress

Credit, after all, is but a synonym for progress. Without credit there could be little or lasting progress, and as credit is basic confidence, progress accordingly is founded on confidence. What the radio industry needs to-day is, primarily, confidence. Confidence among those who have faith in radio, confidence among its builders, confidence among its merchandisers, confidence among its distributors, confidence among the great radio buying market, and courageous confidence among its credit grantors.

Radio is now passing through the cleansing fires of readjustment and reorganization. As is the law of life, the survival of the fittest will prevail, and the fittest will achieve their ideals only by close adherence to the principles underlying every success. Antagonism, distrust and selfishness are to be forever thrown into the discard if radio is to survive. And it is too potent a factor for the uplift and happiness of the world's life to have its possibilities counteracted by any small-minded deterrent. We of the radio industry who have thought well enough of it to put into it our fortunes will not readily stand idly by and note its progress halted. We also will not stand by and see the industry jeopardized by unwarranted, hazardous, and unsound credit practices. We are on the eve of tremendous possibilities in radio. The eyes of the world are to-day more than ever centered on it. Eyes probably in many quarters a bit questioning, but eyes which are nevertheless quite optimistic and willing and anxious to see the silver lining in the cloud. Radio is not only here to stay, but is here to become an integral and necessary part of world activity. And its very life, with its broadening, humanitarian influence, is so closely and irrevocably allied with stable progress and confidence that sound credit on which the final successful completion of the industrial structure is predicated must necessarily be a vital determining factor in the realization of the radio industry's ultimate success.

### Plan Okeh Public Recording

The General Phonograph Corp., New York, manufacturer of Okeh records, is planning a public recording demonstration at the Roseland ballroom on September 30. Fred Hall and His Roseland Orchestra, Okeh artists, will make a recording of some popular selection before the assembled dancers.

## How Would You Want These 8 Questions Answered?

IN behalf of sounder radio business, we insist—for our own interests as distributors and for our dealers—that a radio manufacturer should be able to give satisfactory answers to each of these 8 dealer questions:

1. Is the product technically correct—to insure permanent customer satisfaction?
2. Is the manufacturing company in business to stay?
3. Can the manufacturer extend patent protection to his trade?
4. Will he popularize the product by sound and adequate advertising?
5. Will he give his product a full and workable guarantee?
6. Will he protect his trade against sudden price changes in his product?
7. Will he protect his trade on obsolete machines when he brings out new models?
8. Will he make distributor and limited dealer agreements to protect his trade against unfair territorial and neighborhood competition?

## Because— KOLSTER RADIO

has answered each of these questions fully, completely and effectively, we have taken over this splendid new set for distribution in Metropolitan New York.

## De Forest and Brandes

These companies also adhere to a policy that insures sounder radio business—and we continue to represent them throughout our territory.

We Want Your Support for a Sounder Radio Industry

# GILBERT - KEATOR CORPORATION

Distributors for Metropolitan New York and Vicinity

135 Fifth Avenue

Phone: Ashland 2291



# COLUMBIA

Columbia has ample evidence that the demand for phonograph records is increasing and that a still greater demand can be created. Let the Columbia salesman tell you how!

COLUMBIA PHONOGRAPH COMPANY

1819 Broadway

New York





## A Triumph In Better Interpretation

No. 50013-D  
12 in. \$1.25

ADESTE FIDELES  
JOHN PEEL

Whatever the hit, song or symphony, its success is limited by the interpretation.

When we say that Columbia's interpretations are better than anything now available to the music-loving public, we mean that more thought, study and experience have gone into their making.

Which means that the amazing recordings now being offered by Columbia (of which the above is a splendid example) are not merely the best in current music, but that the records from which the public may hear them are *great records*.

COLUMBIA PHONOGRAPH COMPANY  
1819 Broadway New York

# COLUMBIA





## For the Occasional Record-Buyer

Your regular customers know all about the merits of Columbia Records—that's why they keep buying.

How about the occasional record purchaser? Why not do some work with him? Right now there never was a better time to do some demonstrating of an educational nature.

Record selling is purely a repeat proposition. Dealers who can spot the occasional customer and turn him into a repeater are building future profits.

And Columbia Records are wonderful records for this very purpose!

How many of your customers have never really heard their own phonographs?

COLUMBIA PHONOGRAPH COMPANY  
1819 Broadway New York

# COLUMBIA



# COLUMBIA



MODEL 560  
\$350



MODEL 570  
\$300



MODEL 560  
\$250



MODEL 550  
\$200



MODEL 240  
\$75



MODEL 540  
\$175



MODEL 530  
\$150



MODEL 520  
\$125



MODEL 140  
\$50



MODEL 460  
\$200



MODEL 450  
\$175



MODEL 440  
\$150



MODEL 420  
\$100



MODEL 340  
\$120



MODEL 430  
\$125



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

ATLANTA, GA., 561 WHITEHALL STREET  
 NEW ORLEANS, LA., 519 CANAL STREET  
 BOSTON, MASS., 1000 WASHINGTON STREET  
 CHICAGO, ILL., 430-440 S. WABASH AVENUE  
 CLEVELAND, OHIO, 125 E. EIGHTEENTH STREET  
 CINCINNATI, OHIO, ROOM 4, 212 W. FOURTH STREET  
 DALLAS, TEXAS, 2000 NORTH LAMAR STREET  
 KANSAS CITY, MO., 206 WYANDOTTE STREET  
 ST. LOUIS, MO., 1213 PINE STREET  
 LOS ANGELES, CAL., 809 S. LOS ANGELES STREET  
 NEW YORK CITY, 111 W. TWENTIETH STREET  
 PHILADELPHIA, PA., 40 N. SIXTH STREET  
 PITTSBURGH, PA., 632 DUQUESNE WAY  
 SAN FRANCISCO, CAL., 35 BRYANT STREET  
 BUFFALO, N. Y., 700 MAIN STREET  
 DETROIT, MICH., 419 E. FORT STREET  
 MINNEAPOLIS, MINN., 18 N. THIRD STREET  
 SEATTLE, WASH., 911 WESTERN AVENUE  
 COLUMBIA WHOLESALERS, Inc.,  
 205 W. CAMDEN STREET, BALTIMORE, MD.  
 TAMPA HARDWARE CO., TAMPA, FLA.  
 COLUMBIA STORES CO.,  
 1608 GLENHARM AVENUE, DENVER, COLO.  
 221 S. W. TEMPLE, SALT LAKE CITY, UTAH  
 W. W. KIMBALL CO.,  
 WABASH AVENUE AND EAST JACKSON BLVD.,  
 CHICAGO, ILL.

COLUMBIA PHONOGRAPH CO., Ltd., Toronto  
 22 West Front Street  
 COLUMBIA PHONOGRAPH COMPANY, New York  
 1810 Broadway





## Columbia Celebrity Series of Records by Famous Artists Announced to Trade

Records by Great Artists of International Fame Made by the Columbia Phonograph Co., Inc., Now Available to the Public at Prices That Appeal—Special Two-for-One Exchange Plan

The Columbia Celebrity Series of records was formally announced to Columbia dealers recently by W. C. Fuhri, general sales manager of the Columbia Phonograph Co., Inc. For many years Columbia Symphony Series records have enjoyed tremendous popularity and the recent addition of the Master Works Series of Fine Arts recordings has made this library of vast importance to music lovers everywhere. The Columbia Celebrity Series records will comprise recordings by famous artists that are assured of permanent popularity with the music-loving public, and, of course, the complete library of Master Works Series is included in this new Series. Mr. Fuhri's announcement to Columbia dealers read as follows:

"Columbia's tremendous catalog of records by great artists has been revised through a sifting process which had for its object the retention of only such records as are assured of long life and continuous public appeal. We have carefully examined every recording and have saved only the best. All of these records are of new manufacture under the Columbia new process—all bear the new distinctive Columbia label and while many selections previously in our catalog have been retained, some of them have been recouped, and the entire catalog is made up of records, selections and artists, of which we are justly proud. The new library will be termed 'Celebrity Series Records.'

"These records by great artists of international fame are now obtainable at popular prices as follows: black label 10-inch, 75 cents; black label, 12-inch, \$1.25; blue label, 10-inch, \$1.00; blue label, 12-inch, \$1.50; purple label, 10-inch, \$1.25; purple label, 12-inch, \$2.00.

"All celebrity records are double disc and all features of the record policy announced recently apply to Celebrity Series as well as all other new label records, as follows: 1. 10 per cent record return privilege; 2. 50 per cent advertising allowance without limit on exclusive Columbia new label record newspaper advertising; 3. Guarantee against list price reduction up to May 1, 1926, on new label records.

"A Two-for-One Exchange. To relieve Columbia dealers of their old stock of Symphony Series Columbia records, or of any Columbia records they desire to exchange, we offer the following special return proposition: Columbia dealers may return from their stock any undamaged Columbia records at full list prices, provided they order records selected from our new Celebrity record catalog only, at list prices, to an amount twice the value of the total list price of the records returned. This order must clearly be understood to apply only on the purchase of Celebrity Series Columbia records, including the Master Works Series of Columbia records."

### McCormack's New Home

John McCormack, the famous Irish tenor and Victor artist, has just bought a beautiful home in Ireland to which he will retire when he reaches the age of fifty—leaving about nine years more to delight the public with his marvelous vocal gifts. His home is located in the picturesque Curragh of Kildare. Mr. McCormack and his family are now spending their vacation in Ireland, occupying the Esler home of Lord D'Abernon.

### Gaulin Bros. to Distribute Valley Forge Products

Buffalo Firm Completes Arrangements to Become Wholesalers of Line of Replacement Materials for Western New York Territory

BUFFALO, N. Y., September 9.—Gaulin Bros., of this city, have just announced that they have completed arrangements whereby they are to become distributors of Valley Forge main springs and replacement materials. An intensive sales program has been mapped out and it has been decided to have Fred J. Gaulin call on all the trade in this territory in the interests of Valley Forge products. M. A. Gaulin will continue as director of sales and in view of his past experience big things are looked for.

### Radio Exports Show Large Increase Over Last Year

That the United States is assuming the position of leadership in radio manufacturing is evidenced by the fact that exports of radio merchandise for the first six months of 1925 totaled \$4,068,442 as against \$1,826,246 for the similar period of 1924 and \$6,030,914 for the year ended December 31, 1924. During the first three months of the year shipments of radio apparatus from American ports were destined to seventy-five foreign countries.

### Rexco Corp. Chartered

The Rexco Corp., New York, was recently incorporated to deal in radio merchandise with a capital stock of 200 shares of stock with a par value of \$10, and 200 shares of common stock with no par value. The incorporators are I. F. Siegler, A. N. Feinberg and W. R. Lightfoot.

FUL

Uses the full A. C. current—not half of it!

WAVE

## Radio Battery Chargers

### FACTS ABOUT FUL-WAVE

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



Illustrating Model A for "A" Batteries only

\$18<sup>00</sup>  
LIST

Model A-B for "A" and "B" Batteries Charges A & B Batteries simultaneously

\$22<sup>00</sup>  
LIST

## A better Charger Backed by a powerful sales policy

More charger sales and profits for YOU

There is no charger made today—so simple, so efficient, so satisfactory, so full of sensible selling points. Study the facts and see for yourself.

Back of FUL-WAVE is a powerful sales and advertising policy that will help you sell more chargers to your trade. Every radio owner is a prospect. We will help you make him a profitable customer.

Jobbers, Retailers  
write for full details

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

# NOW-

*a Farrand Speaker  
at a Popular price*

*It's here*

Even with production capacity at its maximum it is doubtful whether we will be able to fully meet the demand for the Farrand Speaker Junior. We therefore urge you to—

*Get in touch with your Distributor  
AT ONCE to insure early delivery.*

Farrand scores again! The inventive and manufacturing ingenuity which produced the famous Farrand Speaker, now brings this matchless quality of radio reproduction within the means of all.

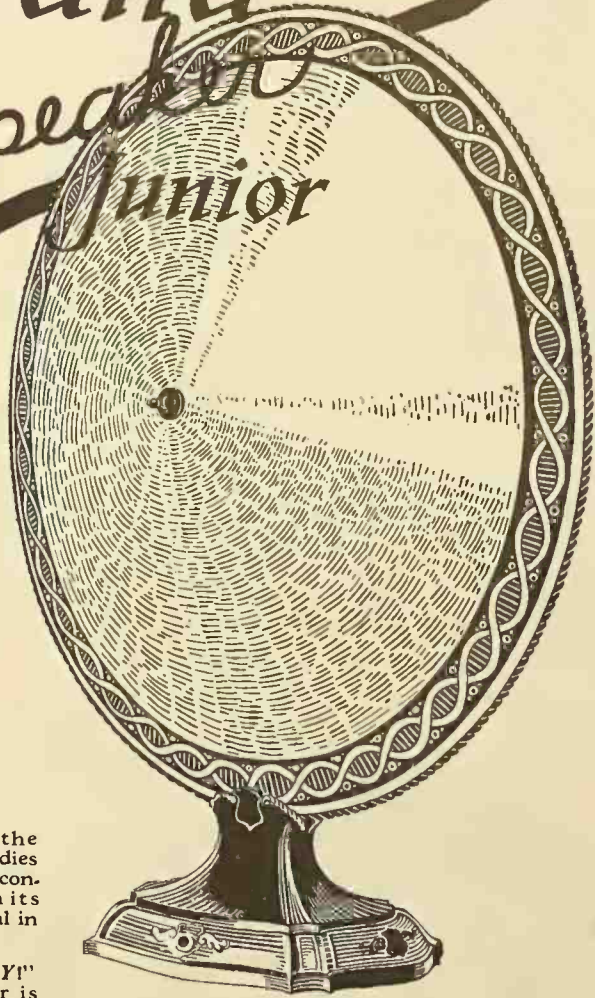
Think of it—a Farrand Speaker to retail at only \$16.50! Can you picture the tremendous demand for it? Can you sense the limitless possibilities it offers for retailing profit and volume? Unquestionably, the Farrand Speaker Junior is the greatest "buy" ever offered the retailer of radio.

*Get in touch with Your Distributor*

# Farrand Speaker Junior

\$ **16<sup>50</sup>**

*West of Rockies . . 17.<sup>75</sup>*



Though smaller in size, the Farrand Speaker *Junior* embodies all the features of design and construction which distinguish its famous big brother—its only rival in quality and performance.

And remember, "the ear says *BUY!*" whenever a Farrand Speaker is demonstrated.

**FARRAND MFG. CO., Inc.**  
*Thompson Ave. at Court Street*  
 LONG ISLAND CITY, N. Y.

Mounted on a distinctive bronze base, artistically designed—sharply contrasting the ugliness of a horn—the Farrand Speaker *Junior* appeals to the Eye as well as to the Ear. Its cone measures, approximately, 14 inches.

**NOW to Insure Early Delivery!**

# Witches' Revels and Special Sales Drives

Halloween Is a Time of Parties of all Kinds—It Is Also the Time When Dealers Can Cash in on Sales Promotion Campaigns

By Wm. Bliss Stoddard

Halloween parties, whether public or private, call for plenty of music to furnish entertainment, so it will soon be the time for the dealer in talking machines to bring his lines to the front. One excellent selling argument that will find particular favor with the young folks is that a phonograph will play mechanically. Everybody wants to dance, and it is often difficult to find a musician—whereas a phonograph will play all evening and give everybody a chance to dance. An instrument of this kind and a supply of appropriate records will go a long way towards making a successful juvenile party—as it can be used as music for the games, and later in the form of monologues and songs to furnish entertainment. The appeal to the eye is the quickest of all and a display that brings out the idea of a Halloween party will be sure to result in many sales.

#### Frederick & Nelson's Striking Windows

Frederick & Nelson, Seattle, Wash., had companion windows along this line, suggesting music for both juvenile and adult parties. Both had simulated stone walls for a background, and were floored with black mats on which witches and black cats were outlined in orange. In the children's window there was a big corn shock with lighted jack o'lanterns at the base. A number of children, in crepe paper costumes of black, orange, yellow and green, were dancing around it, and in one corner was a phonograph in operation. On top of it was the papier-mâché figure of a witch which spun rapidly around as the record revolved. On the wall of the adult window was a big yellow moon, with a black fez set rakishly on one side of his head. A table at one side was covered with a black cloth and on it was a miniature gnarled tree, with a black cat perched upon it. A long narrow table held a number of records set in racks, and these were being examined by a young woman in carnival costume of black and orange, while at the end draped in long streamers of black and gold and set off with paper pumpkin blossoms was a phonograph, with a

black cat perched on the revolving record, a touch of movement which caught the attention of the public.

#### Helped to Sell Records for Wiley B. Allen

A window that instantly suggested the purchase of records for Halloween was arranged by the Wiley B. Allen Co., San Francisco, Cal. The wall was of yellow, with broad strips of

*Every holiday gives the retailer who is alive to sales opportunities a chance to do considerable extra business in phonographs, records, etc. Special drives have been found most effective to bring about this desirable result. The accompanying article tells how several dealers cashed in in a big way through pre-holiday sales promotion drives.*

black paper. In the center rear was a big orange half moon, in which were silhouetted two lean black cats facing each other. A tripod was formed of gnarled branches, from which hung a dark green jack o'lantern, while from the top of the tripod strips of orange and black paper ran to the four corners of the room. Broad strips of orange paper on which black owls were stamped stretched across the floor and on this were strewn carnival symbols—horns, paper hats, and confetti, together with a number of records, both in racks and on the floor. On a gilded easel was a large orange card lettered in black, with a black witch in the corner, the card reading, "For a Jolly Halloween Party," while below, at a flat rate of 75c, were listed a number of records for dancing or entertainment.

#### Window That Had the Carnival Spirit

Werlein's, New Orleans, La., had a large win-

dow that caught the true carnival spirit of All Saints' Eve. A triple window space, thrown into one, was covered. In the center background, on a divan covered with rich Oriental rugs, was a life size reclining figure, holding a cluster of gay balloons, while a big owl was perched on the back of the divan. A spotlight over the top of the window focused its rays directly on this model. At her feet was a portable phonograph, and at her head was one of the cabinet variety. From the ceiling to the floor there descended a shower of serpentine, giving a rainbow effect, while the floor was thickly covered with confetti. Scattered all through the window were grotesque figures of cardboard resembling the brownies which were so popular a generation ago. The body of each was a phonograph record, while they had pipestem arms and legs and cardboard heads of every nationality. Each bore in his hand two balloons of green and orange, while on the black records were printed in orange colors the names—most of the selections being modern dance numbers, or fragments from the operas.

#### How Sherman, Clay & Co. Put It Over

Sherman, Clay & Co., Portland, Ore., worked out an idea that brought them most profit. They ran an ad showing a children's party with one of them dressed as a witch, while in the foreground stood a Victrola, the ad being captioned:

#### A VICTROLA FOR HALLOWEEN

Why not a Halloween party for the little folks on All Saints' Eve, with refreshments, 'n music, 'n everything?

#### A VICTROLA WILL FURNISH JUST THE RIGHT MUSIC

Come in, pick out just the right one for this jolly Halloween party. Ask us, if you wish, for suggestions about the merriest records for children for the occasion.

Their big window brought out the idea even more distinctly. It showed a drawing room arranged for a Halloween party. Ropes of black and orange paper were crisscrossed about the ceiling while on the wall were black panels with witches and cats in orange, and orange panels with the same symbols silhouetted in black. Cornstalks were arranged in the corners and suspended from the ceiling by threads were a half dozen jack o'lanterns. At one end was a table covered with a crepe cloth showing the Halloween symbols, and around it were gathered three children. At the other side stood the small host, welcoming a little guest, while in the center rear another boy was placing a record on a juvenile phonograph. All of the children were dressed in carnival costumes. A card down front suggested: "Let the Juvenile Phonograph Furnish Music for the Children's Halloween Party."

There was a section of the main floor devoted to the juvenile models, and for several weeks previous to Halloween this was decorated in orange and black, with cornstalks and pumpkins—and this gay trimming attracted the attention of all who entered, and was responsible for the sale of many juvenile records.

#### Stewart-Warner Folder

An attractive four-page folder for dealer distribution was recently prepared by the Stewart-Warner Speedometer Corp., to describe the Stewart-Warner line of radio products. Captioned "Stewart-Warner—the first complete radio ensemble," the folder contains a description of the line and bears illustrations of model 205, and scenes depicting the radio receiver in the home, serving its purpose of entertainment and instruction. Space is provided on the back cover for the dealer's imprint.

## Pathex MOTION PICTURE Camera and Projector

### The Sensation of the year!

A new source of profit, a new source of business. Complete outfit retails for \$97.50.

The sooner you sell Pathex, the sooner your new profits will begin.

**PATHEX, Inc.,** A Subsidiary of **PATHE EXCHANGE, Inc.** 35 W. 45th St., N.Y.



# SELECTIVITY

THE OBEDIENT SLAVE TO YOUR DESIRES



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

Just as the skillful fingers of a trained musician select and control the sensitive, vibrant strings of a harp—so, too, do you, who operate an APEX Radio Receiving Set, select and control the sound waves wafted through the air.

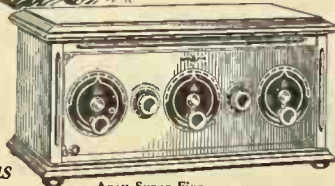
Stations thousands of miles away, or powerful near stations can be entirely and instantly isolated from interference.

This degree of finer selectivity is not the only triumph achieved by APEX scientific engineering principles. Full volume, wider range, greater clarity have been acquired and are enthroned in a setting of exquisite beauty of design and finish that place APEX Cabinets in the highest ranks of the finest furniture.

**APEX ELECTRIC MFG. CO.**  
 1410 W. 59th Street Dept. 917  
 CHICAGO



Quality Radio Apparatus



Apex Super Five  
 Price \$95—list  
 without accessories



Apex Baby  
 Grand Console  
 Price \$225—list



Apex De Luxe  
 Price \$135—list



Apex  
 Entertainer  
 Price  
 \$22.50—list



Apex Console  
 Entertainer  
 Price  
 \$27.50—list



Apex Utility  
 Radio Table  
 Price \$75—list

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

## New Jewett Broadcasting Station Opened With a Brilliant and Lengthy Program

Station WJR, of Jewett Radio & Phonograph Co., Makes Debut With Ten-Hour Program—Con-  
trol Station in Pontiac and Studio in Detroit—Dedicatory Address by E. H. Jewett

The inaugural program which formally put the new 5,000 watt radio broadcasting station, WJR, of the Jewett Radio and Phonograph Co.,



Edward H. Jewett

at Pontiac, Mich., on the air was held on the fifteenth of last month. The station, which is one of the finest and most powerful in the country, is located in Pontiac at the company's plant and the studio is atop the Book-Cadillac Hotel in Detroit, thirty miles away. The inaugural program, which lasted a full ten hours, was the result of weeks of careful planning and preparation and included a variety of musical offerings, entertainment and addresses of wide appeal. The program lasted from 7 p. m. until 3 o'clock in the morning.

Edward H. Jewett, president of the Jewett Radio & Phonograph Co., made the dedicatory address, setting forth the aims and ideals which were responsible for the new station. He said in part:

"Radio is usually referred to as an art or a science. It is both of these, but as it affects the great majority of the public, which means

'You who are listening,' it is primarily a business man. And I am talking to you as a business man.

"WJR represents the accomplishment of a conviction long held by our company that it is the duty of the radio industry to provide methods and talent for broadcasting. Ever since we began the manufacture of radio apparatus we have been of such a belief. We laid the plans for WJR long ago, and if they have seemed to take a long time to carry out, it has only



The Book-Cadillac Hotel, Detroit, Which Houses the Main Studios of WJR

been because it takes a longer time to do something well than it does to do a superficial job.

"Let me remind you again that I am speaking from the one viewpoint I know best—that of the business man—and when I use the word 'ideal' I do so in the most practical sense. We believe in quality products, because they represent the most profitable manufacturing practice, and for the same reason we believe in quality

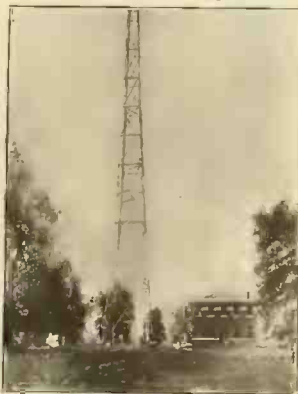
broadcasting, because it is the only kind that can create and hold a large audience. As for programs, we have engaged directors of experience and competence second to none, and have given them carte blanche to secure men and



Main Building of New Jewett Plant at Pontiac, Mich., Where WJR Is Located

women of the highest talent. We believe the public to be possessed of a catholic taste, an all-embracing desire, and we propose to meet it. Music of all the best kinds, from the classics to jazz and vice versa; sports especially, for we believe in sports and feel the public wants them via the radio as much as they enjoy reading about them in the newspapers; educational programs on subjects of popular interest—these and many, many other features that lend themselves to broadcasting WJR will have.

"There is no doubt about the public's having



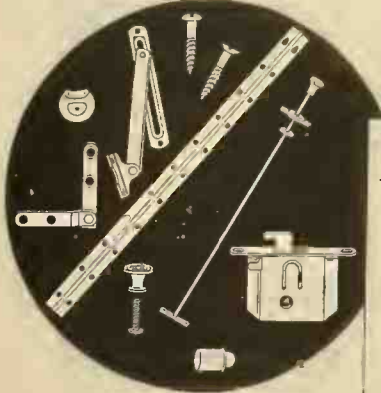
WJR From the Outside, Showing the Steel Tower, 200 Feet in Height

purchased a terrible lot of junk in the past years, believing of course that they were buying reliable apparatus. It has not given them any satisfaction, and it certainly has done the radio industry harm. The remedy is in your own hands. Be sure to go to a dealer you have confidence in and then add the caution of comparison. Gear your actions to what you hear demonstrated, not to what you are promised. I am sure that if any one of you were out to purchase a trotting horse, for example, and the seller said the horse could make a mile in two minutes flat, you would not make the purchase on such hearsay. More likely you would say, 'Is that so? Let's see the horse do it.'

"Approach your radio purchases the same way. Remember that you are buying something you will want for a long time and apply that thought to the measure of what you spend.

"It has been a great pleasure for me to represent the Jewett Radio & Phonograph Co. tonight at this inaugural of WJR. As you will hear frequently, we have arranged with the Detroit Free Press for a division of time on the wave length of 517 meters."

The flood of congratulatory messages received during and after the program indicated how enthusiastic was the reception of the powerful addition to the broadcasting stations. The station is a triumph of radio engineering, representing the last word in super-power radio construction design. The antenna towers rise 200 feet above the top of the Book-Cadillac Hotel. The transmitter weighs thirteen tons and the appointments of the studio are the last word in modern layout.



## Rockford Hardware

Hinges, locks, butts, lid supports, catches, screws, knobs, fall supports, stop hinges—you can fill your every hardware need from the complete Rockford Line of Hardware for pianos, phonographs and radio cabinets. Our special 96-page catalog illustrates and describes more than 300 items; it will give you valuable ideas for bettering cabinet work and lowering costs. Write for it today.

**National Lock Co.,  
Rockford, Ill.**

### Branch Sales Offices:

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

# Color

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

Leatherette Case



*These bright colors bring unequalled sales of*

## The New Swanson

PAT. APPL'D FOR

### PORTABLE

The color attracts: the quality sells! Enjoy the thrill that comes when you place this bright-colored, handsome machine in your window—and it brings an instant response from purchasers.

ORDER FROM ONE OF THE FOLLOWING DISTRIBUTORS

or direct from us—

- ATLANTA.....James K. Polk, Inc., 181 Whitehall St.
- CHICAGO.....Lyon & Healy, Wabash Ave. and Jackson Blvd.  
Cheney Talking Machine Co., 24 N. Wabash Ave.  
Consolidated Talking Machine Co., 227-229 W. Washington St.
- CINCINNATI.....Columbia Distributors, Inc., 224 W. 4th St.
- CLEVELAND.....Record Sales Co., 1065 E. 96th St.
- DETROIT.....Consolidated Talking Machine Co., 2837 Grand Ave.
- KANSAS CITY.....Artophone Corp., 804 Grand Ave.
- MINNEAPOLIS.....Consolidated Talking Machine Co., 1121 Nicollet Ave.
- NEW ORLEANS.....Junius Hart Piano House, 123 Carondelet St.  
Columbia Distributors, Inc., 517 Canal St.
- NEW YORK CITY.....General Phonograph Corp., 15 W. 18th St.
- PORTLAND, ORE.....L. D. Heater, 357 Ankeny St.
- FUTNAM, CONN.....Frank R. Wiltman Phonograph Supply Co.
- RICHMOND, VA.....Richmond Hardware Co., 101 S. 14th St.
- SAN FRANCISCO.....L. D. Heater Co., 420 Ninth Ave.
- ST. LOUIS.....Columbia Distributors, Inc., 1327 Pine St.  
Wholesale Musical Supply Co., 208 N. 17th St.

**Pick your color**

*and order a sample*

List \$ 25 in far west \$27.50

**Consolidated Talking Machine Co.**  
227-29 West Washington St.  
Chicago.

# Selling the Phonograph as an Art Product

Getting Phonographs and Radios Into the Homes of the Elite Is a Problem Worth Solving—How the Brunswick Salon Succeeded

In every large city throughout the country and in many of the smaller ones are exclusive residential sections which apparently are immune to the efforts of the talking machine dealer to make a sufficiently forceful impression to gain the patronage of those who live in them. The outside salesman has practically no chance of reaching the wealthy prospect and the usual form of direct mail is equally ineffective. Because of the fact that these people, who represent the "society" of the community, are in a position to purchase the best types of instruments and to pay cash and also for the reason that experience shows when they buy records they order in bulk, their patronage is very desirable and profitable. The important question is: How can the dealer secure the patronage of this class of people?

#### How the Brunswick Salon Does It

That precisely is the problem which has been solved in a most satisfactory manner by the Brunswick Salon of Fifth avenue, opened a few months ago in New York's most exclusive shopping center, at Fifty-third street. The idea in back of this establishment is to cater to the wealthy and exclusive people who reside in the city as well as people of this class who visit the metropolis. When it is considered that within a month, shortly after the formal opening of the showrooms, thirty expensive art models were sold, totaling many thousands of dollars in business, and that 90 per cent of these sales were for cash, the success of the venture cannot be questioned. Furthermore, these sales included shipments not only to residents of New York City but to people residing in all sections of the country.

The first step, and a most important one, is to make the store itself distinctive. The interior arrangement must be in harmony with the purpose of the business. In the case of the Brunswick Salon no expense has been spared to create the atmosphere of luxury, which was deemed necessary. The warerooms are among the most elaborate in the East. As one enters the store he finds himself in a reception room. Here is a book which visitors may sign. The names thus obtained are used as a mailing list to which is sent the unusual and artistic literature which the Brunswick Salon occasionally sends out. Back of the reception room is another large room where are displayed several beautiful art model phonographs. The instruments are not merely shoved against the wall. They are placed as the center of a harmonious group of furniture. In this room also there are tapestry-covered chairs for the comfort of visitors. Other rooms are accessible from the main floor and in these also single phonographs are displayed in artistic surroundings.

#### Reaching the Right People

An important avenue of sales for the Brunswick Salon is through interior decorators. The house has sold several decorating firms on the quality of the Brunswick, with the result that these art models are being recommended for installation in exclusive homes.

As has been mentioned, the Brunswick Salon occasionally sends out literature of high artistic merit. In New York there is what is known as the Park Avenue Association. The members of this Association number about 8,500 of the wealthy people who reside on Park Avenue, all of whom receive the literature of this house.

Another clever stunt, which is proving unusually effective in bringing visitors to New York City into the store, has been put in effect. In several of the leading hotels in each room a card of invitation to visit the Salon is placed. When a guest leaves and before another guest secures the room the card of invitation is placed where it can not fail to be seen. These invitations have already proved their worth, several sales being traced directly to them. One sale consisted of an expensive art model to a lady from Denver.

What the Brunswick Salon of Fifth avenue has done dealers in other communities can do with equal effectiveness. The important consideration is setting the stage, and where the dealer has a favorable location this should not be very difficult or expensive. The point to remember is that the methods which are effective when applied to the masses will not work with this class of prospects. The appeal must be along different lines. Price must be forgotten for the reason that these purchasers do not consider the cost when purchasing something which they desire. Artistry of design and fidelity of reproduction are of the utmost importance. In short the dealer must sell "art" in its truest sense.

#### Bensberg Opens Branch

The Bensberg Music Shop has just opened attractive quarters at West Main and Cleveland streets, El Dorado, Ark. This concern also has stores at present in Camden and Fordyce. A very complete line of musical instruments of all kinds is being carried.

## Talking Machine "Tone" and Talking Machine "Volume" Now Linked to Radio!



**H**AVE you heard radio with full loud speaker volume? Probably—but have you heard this volume with the same clearness and fidelity of tone and pitch you get from a good talking machine record?

The new "double volume" Dulce-Tone Radio Talking Machine speaker has this remarkable combination! Hear it. Test the new Dulce-Tone against your loud speaker with the best *tone*—then against your loud speaker with the greatest *volume*! Such a test will prove conclusively the profit-building sales possibilities of this new improved instrument. *Order a Sample Today.*

THE TEAGLE COMPANY, 1125 OREGON AVENUE, CLEVELAND, OHIO

The new "Double Volume" Universal Model Dulce-Tone Utilizes the full tone and volume of each and every individual make of talking machine.



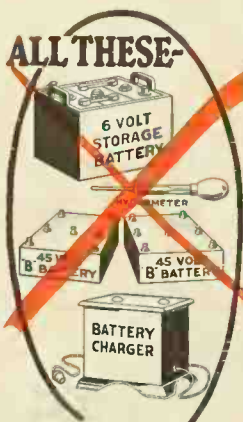
# Dulce-Tone

Radio Talking Machine Speaker



# Majestic A and B Current Supply

TRADE MARK PAT. PENDING



**ELIMINATED**  
by This ~



## You and Your Customers Have Been Waiting for This

A *perfected* current supply unit at a *reasonable* price. About the size of the old storage battery alone, yet takes care of the entire "A" and "B" current supply for from one to eight 5-volt, 1/4 ampere tubes. Also separate terminals for No. 199 type tubes.

Maintains tubes at their highest efficiency. Longer distance, greater volume. Just plug into A. C. house lighting circuit.

No hum or noises. Costs an average of half cent an hour. All complete, ready to operate, including tubes, \$57.50.

Specifications: Cabinet handsomely finished in a rich mahogany tint crystallized lacquer. Compact: 11 in. by 8 in. by 7 in. Weight 35 lbs. net. Complete with extension cord and attachment plug. Model AB-1 is designed for use on circuits from 100-120 volts alternating current, 50 to 133 cycles.

Retail Price **\$47.50** Without Tubes

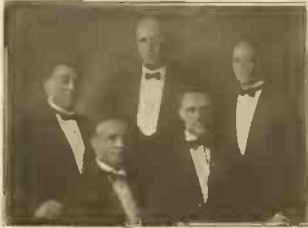
GRIGSBY - GRUNOW - HINDS - CO.  
4558 Armitage Avenue, CHICAGO



### Washington Radio Show to Take Place This Month

Second Annual Exposition an Assured Success  
—Convention Hall Will Have Seating Capacity of 3,000—Educational Exhibits a Feature

WASHINGTON, D. C., September 8.—The second annual Washington Radio Show, which is to be held at Convention Hall during the week of



Directors of Washington Radio Show

September 28 to October 4, under the auspices of the Washington Radio Merchants Association, Inc., will have a seating capacity of 3,000, located about the balcony of the hall so that visitors after viewing the exhibits can sit at ease and enjoy the entertainment features.

The educational exhibits of the Radio Corp. of America, the Army and Navy departments will occupy 2,800 square feet of floor space. Applications for space for exhibits have poured in with such rapidity that the exposition is certain to be a huge success. The board of directors of the local association, consisting of Abe Dresner; Fred Huber, Frank Chase, R. N. Cragg and N. N. Wallack, whose photograph appears herewith, are promoting the show and all details are being arranged under their direction.

### Export Department Launched by Crosley Radio Corp.

Eugene W. Conant in Charge of New Department Which Is Under the Direction of Walter B. Fulghum, Sales Manager of the Company

Powel Crosley, Jr., president of the Crosley Radio Corp., has inaugurated an export department with Eugene W. Conant in charge. This department is under the direction of Walter B. Fulghum, sales manager, with headquarters in Cincinnati. Mr. Conant has had 18 years' experience in the foreign trade field and spent 12 years of that time in Central and South America and in the West Indies and Europe. He speaks Spanish, French, Portuguese and English.

As an indication of the immediate popularity of radio broadcasting in the land of cherry blossoms, one jobbing house in Tokyo, Japan, ordered an entire freight car load of Crosley radio receivers shipped by fast boat. The letter accompanying the order told of the successful tests made with the Crosley equipment and of the great demand for low-price receivers, which has been made for the last four years in the Cincinnati plants. Crosley radios have been sent to nearly every country in the world and are in use from the Arctic lands to tropical Africa and the Canal Zone.

### Chaplin Record Display

During the showing of the latest Chaplin picture, "The Gold Rush," at the Mark Strand Theatre, New York, the Brunswick Co. secured exceptionally good publicity through the lavish display of posters in the lobby and foyers of the theatre, announcing the Brunswick recording of Chaplin's own compositions, "Sing a Song" and "Will You, Dear," "In Bombay," both played by Abe Lyman's Orchestra, conducted by Charlie Chaplin himself.

### Emphasizes Stability of Columbia Phonograph Prices

W. C. Fuhri, General Sales Manager of Company, Outlines Important Policy of Co-operation in Letter to Branch Managers

The Columbia Phonograph Co.'s policy as to phonograph prices is set forth in a letter forwarded recently to Columbia branch managers by W. C. Fuhri, general sales manager of the company. Mr. Fuhri heads his letter "Stability of Phonograph Prices," and in his communication to the managers outlines a plan and policy of co-operation that cannot fail to meet with an enthusiastic response from Columbia dealers. Mr. Fuhri's letter to Columbia branch managers regarding this important and vital trade policy reads as follows:

"There may be uncertainty in the minds of dealers as to the stability of our present phonograph prices, and we therefore authorize you to give assurance to those dealers who purchase phonographs now that should the dealer's price in your territory on any present Columbia models be reduced below our present net prices, we will give full rebate (in Columbia merchandise — records or phonographs) covering any Columbia instruments which the dealer has purchased from this date, irrespective of whether he has sold them or not.

"We beg to advise further that we have no intention of quoting to the public a lower list price on Columbia phonographs than is now shown in our present phonograph catalog."

### New York Firm Bankrupt

The schedule filed by the Jaffe-Gilbert Co., New York, distributor of radio merchandise, recently placed in bankruptcy, listed liabilities of \$30,925 and assets of \$5,413, the main items being stock, \$3,241, and outstanding accounts \$1,437.

## EMPIRE UNIVERSAL TONE ARMS AND REPRODUCERS

Excel In Every Important Feature



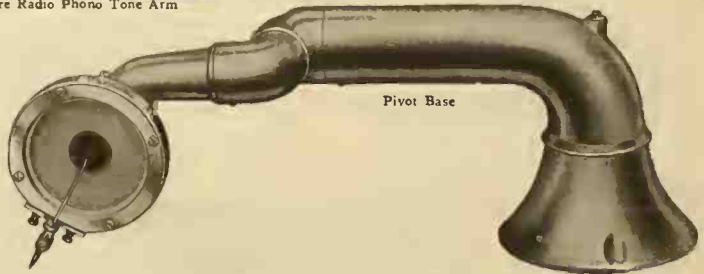
Empire Radio Phono Tone Arm

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

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

EMPIRE Tone Arms and Reproducers are made for all types of phonographs, from the portables to the big, hand-size cabinet machines and the combination Radio and Phonograph.

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



Pivot Base

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

Established in 1914

W. J. McNAMARA, President

The **UTAH** line  
Trade Mark Registered  
Made in Salt Lake City  
**SPEAKS**  
FOR  
**ITSELF**  
**MADE OF HARD RUBBER**

**A GUARANTEED LINE**  
OF  
**LOUD SPEAKERS**

Utah Speakers are guaranteed to be the best made. Our unqualified guarantee proves this. They are supreme for radio reception. Utah users are our best boosters. When you sell the Utah line you give your customers the best and back it up with our guarantee.

**We are manufacturers  
not assemblers**

Watch for opening announcement of the new Broadcasting Station K. S. L., Salt Lake City, opened by Utah Radio Service Corporation.

**UTAH RADIO PRODUCTS CO.**

1427 So. Michigan Ave.

**CHICAGO**

**ILLINOIS**

The **UTAH** line  
Trade Mark Registered  
 Made in Salt Lake City  
**SPEAKS FOR ITSELF**  
 MADE OF HARD RUBBER

**Utah Superflex**



The Super-Flex has a tone chamber equal to that of the usual horn type. Stands but 8½ inches high by 6 wide. Finished in a harmonious brown. Weight 3 lbs. Packed 1 in a carton, 12 in a crate.

**Price \$14.00**

**THE SUPER-FLEX PRINCIPLE**



Deflection of sound as shown gives wonderful tone and volume from a small tone chamber.

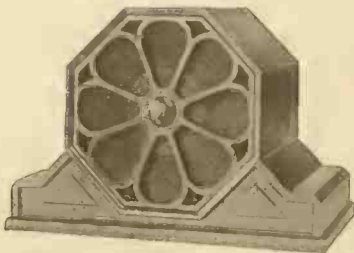
**Utah Standard**



Horn is finished in a rich semi-dull black Morocco leather finish; 14-inch bell; weight 11½ pounds. Packed 1 to a carton.

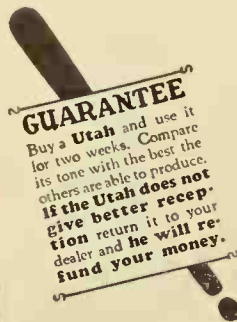
**Price \$25.00**

**Utah Supreme**



Finished in a soft antique mahogany, designed to please both eye and ear. Measures 10½ x 8 x 7½. Weight 8 pounds. Packed 1 in a carton, 3 in a crate.

**Price \$25.00**



**Utah Phonospeaker**



Handsomely finished in black rubber. Furnished with base to rest on turntable of talking machine, or without.

**Price with Stand \$10.00**  
**Price without Stand \$9.50**

**UTAH RADIO PRODUCTS CO.**

1427 So. Michigan Ave.

CHICAGO

ILLINOIS

# Knowledge Is the Basis of Radio Selling

Salesmen Should Have Sufficient Information Regarding Technical Aspects of Radio to Deliver an Intelligent Sales Talk

By Thos. J. Parsons

The advice given by manufacturers and their sales managers to dealers that modern radio receivers be sold from outside the case and that the less said about the technical features of the construction the better is sound and logical. But as is the case with all rules this, too, has its exceptions, for the dealer and his salesmen should of necessity possess some knowledge of the construction of the set and how it operates, not only to satisfy the customer with a smattering of radio knowledge, but to get the best results.

Ordinarily speaking, the talking machine dealer handling a set that is known to the public through national and local advertising can center his sales talk on clear reproduction and volume, and under certain conditions distance-getting qualities. There comes a time, however, when the customer may inquire as to the ratio of the transformers, or the particular advantages of radio frequency, or perhaps the relative value of various tubes in improving reception.

## A Case in Point

As a case in point, there is a substantial percentage of radio buyers who, for one reason or another, prefer sets that may be operated on dry batteries to those that require storage batteries despite the advantages that under many conditions can be ascribed to the latter. Perhaps the careless handling of the storage battery has spoiled a rug or table cover or perhaps an inferior charger has caused trouble and the customer seeks an operating current that requires simply a hookup even though it may prove slightly more expensive in the long run.

There are, of course, dozens of first-class receivers designed particularly for use with dry cell tubes, and it is a simple matter to demonstrate the operation of such sets, but there are other receivers which are designed primarily to operate on storage battery tubes for the additional power and volume found in such tubes. When it happens that the customer favors the set designed for storage battery use, but still

clings to his dry battery ideas, the dealer is likely to face trouble unless he knows what he is talking about when he suggests tubes that may be used in the set to get suitable results on dry battery current.

## A Cause of Customer Dissatisfaction

More than one dissatisfied customer has been created through the fact that in order to effect a sale dealers and salesmen have assured him that the standard types of six-volt storage battery tubes could be operated on dry cells to the number of four or eight connected in series or in parallel units of four each. The dealer neglects to tell the customer that while good results may be obtained when the dry cells are new and most of the tubes are of the quarter ampere type they consume a volume of current that runs dry cells down in short order. The result is that the cost of frequent replacement discourages the owner, and either brings him back seeking satisfaction or causes him to cease the regular use of his radio and condemn the set he has bought.

## Importance of Using the Right Batteries

While not all radio receivers may be operated satisfactorily on dry cells a great majority of them are so built that they will give satisfactory results if proper dry cells are used, as for instance the three-volt U. V. 199, C. 299 or D. V. J, all of them designed to operate on a .06 ampere current consumption. It will be seen that whereas storage battery tubes using 25 amperes of current will wear out dry batteries in twenty or twenty-five operating hours or at least reduce their power to a point where reception is unsatisfactory, the types of tubes mentioned, and there are others in the same category, use less than a quarter as much current and therefore permit of 100 or more hours of continuous use before the dry cells need be replaced. When small tubes of the U. V. 199 type are used in standard sockets it is necessary to provide an adaptor for each tube, but the expense for these is small and they become a permanent part of the equipment.

The use of copper dry battery tubes is not only important from the matter of economy in batteries and proper results, but can also be put to advantage in persuading a prospect to buy a set which he feels is a little beyond his means when equipped with the usual storage battery, charger, etc. With the proper understanding of tubes, the dealer can offer the same outfit, dry cell operated, at a price frequently from \$25 to \$40 lower than that asked for storage battery equipment. This means that the sale can thus be saved and that as the customer becomes more familiar with radio and more enthusiastic he is more than likely to prove a prospect for a storage battery, a charger and tubes that will give him greater power of reception and in the long run usually greater economy in operation.

## No Need for Great Technical Knowledge

It does not require a great amount of technical knowledge for the dealer to be able to inform the customer correctly as to the proper tubes or rheostats to be used in his set. It is assumed that the circuit itself is factory assembled and complete and is backed by the guarantee of the manufacturer. If the dealer knows the whys and wherefores of the condensers, fixed and variable, the coils and the transformers, it will probably help him some to talk intelligently to the radio-wise prospect. As to tubes, however, how they operate and what they are designed to accomplish, the dealer or his salesman should be thoroughly familiar, as a means of protection to his customer.

## Trade Opportunities in the Farming Sections

This Constitutes the Basis of Interesting and Timely Broadside Issued by Atwater Kent Co.

The Atwater Kent Mfg. Co. recently sent to its dealers a broadside prepared to show the large market which is awaiting the live radio dealer in the farming sections of the country. In a brief but comprehensive manner, facts are set down for the benefit of dealers, showing that there are millions of prospects awaiting the dealer, prospects to whom radio would not only prove a means of entertainment but who need radio as an adjunct to their business. The broadside is captioned "Like a ticker to a broker is the radio to the farmer. It may be only fun to us, but the farmer needs it in his business."

As an instance of the manner in which Atwater Kent is driving home to its dealers the big field that is awaiting them in farming communities, the following few sentences may be quoted: "If only those farmers with net annual incomes of \$2,000 or more are prospects for radio there are 2,000,000 prospects."

"If only half the farmers who own automobiles are prospects for radio, there are more than 2,000,000 prospects."

"If only half the farmers who own phonographs are prospects for radio there are more than 2,000,000 prospects."

Attractively illustrated and replete with selling arguments, the broadside should prove of inestimable value to dealers who put it to use.

## In Bankruptcy

A petition in bankruptcy was recently filed against the Kardon Products Co., New York, manufacturer of radio apparatus. Liabilities were listed at approximately \$30,000 and assets at \$3,000.

## The New Improved PET O FONE

MADE IN U. S. A.

with One Piece Turntable

TO RETAIL AT \$12

Usual Trade Discounts



Does all a large phonograph will do. Ready for action in a minute.



Weights 4 1/2 lbs. Made in black, red, green or blue lacquered.

Pet O Fone is a real portable talking machine. Camera size. Camera shape. New one-piece turntable. Good motor and loud, clear tone. Pet O Fone is an all-year-round seller.

Distributors and Dealers write:

PET O FONE MFG. CO., 557 BROADWAY, NEW YORK

# A to Z in RADIO



## Adler Royal and Zenith

### RECEIVERS

- Zenith
- Sleeper
- Adler Royal

### SPEAKERS

- Etho Vox
- Silver Voice
- Amplion
- P-K box type
- Adler Royal box type
- Holtzer Cabot

### BATTERIES

- Eveready
- Philco

### TUBES

- Radiotron

Look us up under  
Pearsall Service or—

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

*"Desire to serve,  
plus ability."*

10 East 39th St.

New York City

**SILAS E PEARSALL COMPANY**

DISTRIBUTORS

Wholesale

Exclusively

# Startling! Revolutionary! These



Crosley is the world's largest builder of radio sets and has built up a tremendous volume by offering the highest quality receiving sets at the lowest prices. More than a million satisfied users are the strongest testimonial of Crosley quality, simplicity, durability and value.

**\$1000**

**Grand Prize**

**Pedigreed Puppies and Larger Crosley Radios as Monthly Awards**

Who will send Crosley the best verified report of reception with a one tube radio between September 1st and March 1st, of next year?

Who will send the best report each month?

\$1,000 prize for the best report for the entire period. A real live pedigreed puppy each month as first monthly prize and larger Crosley radio sets as other prizes.

Contest open to all, except Crosley employees, no matter where you are or what set you own or use, factory or home built. Reports of reception must be verified. Judges may ask for affidavits.

Full details of the contest and entry cards are packed with each Crosley Pup or may be obtained from any Crosley dealer or upon application to The Crosley Radio Corporation, Cincinnati, Ohio. Try for the prizes as many times and as often as you like.

Remember! The Crosley "Pup" is offered as a real selective, long range receiving set. It requires one dry cell, one B battery block, one WD 12 tube, a pair of head phones and antenna. Other similar one-tube Crosley receivers bring in stations from coast to coast, with frequent reports of transatlantic reception in the United States.

## The CROSLLEY Pup



### A Genuine Armstrong Regenerative double circuit receiver

Radio, with all its romance, knows no more magic name than Crosley.

From the time that Powel Crosley, Jr. first enabled millions to build their own sets by offering parts at a fraction of existing prices—down to the present day, radio progress and Crosley achievements have gone hand in hand. Now Crosley announces not only vital improvements in radio performance—but in the Crosley "PUP" offers this finer performance at the lowest price in radio history.

This compact, efficient receiver is a development of the famous Crosley one tube set, with which Leonard Weeks, of Minot, N. D., heard the MacMillan Polar expedition while the rest of America listened in vain.

The employment of the double circuit not only reduces radiation to a minimum, but radically improves selectivity. It can be tuned through local stations more readily. Under average conditions, its

radius, with head phones, is 1500 miles or more.

You can use the "PUP" to check the performance of your larger set; to entertain the youngster whose curious fingers cannot resist the lure of dials and switches; to install in the maid's room, or even in your office—for the air is full each day. You can take it on canoe trips, picnics, outings, and on your business journeys—for it's only half the size of a shoe box.

Engineered and built to the strictest standards of Crosley quality, this genuine long distance set can be offered at the phenomenal price of \$9.75 only because of its simplicity and Crosley's tremendous manufacturing facilities.

**\$9.75**  
WITHOUT ACCESSORIES

**Add 10% to All Prices West of Rocky Mountains**

Crosley manufacturers receiving sets which are licensed under Armstrong U. S. patent No. 1,113,149 and priced from \$9.75 to \$60.00 without accessories.

Crosley owns and operates W L W first remote control super-power broadcasting station.

# CROSLLEY

THE CROSLLEY RADIO CORPORATION  
CINCINNATI



# new developments of Powel Crosley, Jr.

## 3 Tubes Do the Work of 5 in These New SUPER-TRIRDYNS!

You have not heard the perfection of radio reception until you have listened to these two new Super-Trirdyns. There is no radiation. Distant stations come in clear and sharp on the loud speaker and can be accurately logged. Offered in solid mahogany cabinets of exquisite beauty and design.

### De Luxe Combination

At the extreme right sketched in outline is the new Super-Trirdyn Special De Luxe Combination. It consists of a handsome solid mahogany table, the Super-Trirdyn Special (batteries self-contained) and the Musicone De Luxe. Sold separately if desired. Table \$25. Musicone \$27.50. Combination \$112.50.

### Other CROSLLEY RADIOS for Every Pocketbook

In the Crosley one tube set, one tube does the work of three, making possible the enjoyment of real long distance reception with dry batteries. Model 50, without accessories, \$14.50. Model 50 Portable, without accessories, \$16.00.

More than 150,000 Crosley two tube 51's have been made and SOLD in less than two years. Local and nearby stations on loud speaker always and distance up to 1500 miles under average

conditions. Model 51, without accessories, \$18.50. Model 51 Portable, without accessories, \$23.50.

The Crosley three tube sets embody the Armstrong regenerative circuit and two stages of audio frequency amplification. Distant stations come in on the Musicone with exceptional clearness and volume. Model 52, without accessories, \$27.50. Model 52 Portable, without accessories, \$32.50.

### Better Performance—Bigger Values!

The new low priced models shown below represent radical improvements in selectivity, performance, appearance and value. More selective control and improved receptivity have been achieved by the use of the new worn type tickler, the new Crosley vernier plate condenser and the double circuit.

Radiation is thus reduced to a minimum. Both are genuine Armstrong regenerative circuits, the 51 with one stage of audio frequency amplification; the 52 with two. Both are true long range receivers—easy to tune, easy to enjoy, and easy to pay for.

SUPER TRIRDYN REGULAR \$50



SUPER TRIRDYN SPECIAL \$60



### Crosley Musicone

*Rapidly Replacing Other Types of Loud Speakers*

The Crosley Musicone reproduces the full tonal range of the human voice and music without distortion, over tones, or chattering. It requires no adjustments nor additional batteries. Listen to the Crosley Musicone *once*—and you will never be satisfied with the best loud speaker you have ever heard. Covered by basic patents. Price

## \$17.50

### The Musicone De Luxe

The Musicone has been artistically combined with a clock case of beautiful mahogany with a grilled screen. Price of Musicone De Luxe .....

## \$27.50

\$23.50



**New 2 Tube 51 Special De Luxe**

Beautifully finished mahogany cabinet—sloping panel, new style controls—engraved metal dials—cabinet will hold all necessary dry cell batteries. Priced without accessories.

\$32.50



**New 3 Tube 52 Special De Luxe**

Exquisitely finished mahogany cabinet of latest design. Popular sloping panel, new style controls and art metal dials. Cabinet will hold all necessary dry cell batteries. Priced without accessories.

# RADIO

**THE CROSLLEY RADIO CORPORATION  
CINCINNATI**

*See the Crosley line at your dealers or write for full descriptive catalog.*

Okeh  
and  
Odeon  
Records

A  
Complete List  
of

Okeh  
and  
Odeon

Distributors

WALTER S. GRAY COMPANY  
926 Midway Place, Los Angeles, Calif.

WALTER S. GRAY COMPANY  
1054 Mission St., San Francisco, Calif.

L. D. HEATER  
357 Ankeny St., Portland, Ore.

TEXAS RADIO SALES COMPANY  
2005 Main St., Dallas, Texas

JUNIOR HART PIANO HOUSE LTD.  
123 Carondelet St., New Orleans, La.

CONSOLIDATED TALKING MA-  
CHINE COMPANY  
1121 Nicollet Ave., Minneapolis, Minn.

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

THE ARTOPHONE CORPORATION  
1103 Olive St., St. Louis, Mo.

THE ARTOPHONE CORPORATION  
804 Grand Ave., Kansas City, Mo.

CONSOLIDATED TALKING MA-  
CHINE COMPANY  
227 W. Washington St., Chicago, Ill.

CONSOLIDATED TALKING MA-  
CHINE COMPANY  
2957 Grotius Ave., Detroit, Mich.

BUEL DISTRIBUTING COMPANY  
1965 E. 66th St., Cleveland, Ohio

STERLING ROLL AND RECORD  
COMPANY  
137 W. 4th St., Cincinnati, Ohio

PHONOLA CO., LTD., OF CANADA  
Elmira, Ont., Canada

IROQUOIS SALES CORPORATION  
210 Franklin St., Buffalo, N. Y.

EVERYBODY'S TALKING MACHINE  
COMPANY  
810 Arch St., Philadelphia, Pa.

GENERAL PHONOGRAPH CORP-  
ORATION OF NEW ENGLAND  
126 Summer St., Boston, Mass.

GENERAL PHONOGRAPH CORP.  
(New York Distributing Division)  
15 W. 18th St., New York City

JAMES COWAN COMPANY  
18 West Broad St., Richmond, Va.

Okeh  
and  
Odeon  
Records

Northwest Trade Tour Brings  
Million-Dollar Business

Aftermath of Unique Association Experiment  
Interesting and Valuable—Important Data on  
Radio Business, Past and Future, Secured

The trade tour sponsored by the Northwest Radio Trade Association, a complete account of which appeared in the last issue of The World, was a marked success, the aftermath of the tour being as interesting as the event was valuable as an experiment. The tour, which was held for the purpose of educating the retail trade to better methods of merchandising and for the display of the latest radio products of leading manufacturers, was far more successful than was anticipated, and this from every standpoint. Conferences and displays were held in Duluth, Minn.; Grand Forks and Fargo, N. D.; Aberdeen and Sioux Falls, S. D. One result of the experiment was the addition of more than 100 new members to the Association, with prospects of many more becoming members in the Fall.

Another surprising result of the tour, which was originally intended for building good will and educational purposes, was the placing of business by the dealers for radio products aggregating over a million dollars in value.

J. O. Maland, official statistician of the Association, who was present at each meeting, collected much valuable data. At the end of the tour he made public the following interesting figures:

Radio sales this year will be 290 per cent of last year's sales, or 190 per cent increase. This means that almost three times the amount of radio will be sold in the Northwest this year over last year. This tremendous increase is accounted for by the immensely increased interest of the public in radio, its acceptance of the fact that radio is here to stay and is not only a fad, and the big increase in the prosperity of the Northwest in the last two years. The dates of the beginning of the radio business in the various states visited was very interesting. For instance, in North Dakota the following percentages were obtained:

Business starting August 1—20 per cent.  
Business starting September 1—30 per cent.  
Business starting October 1—37 per cent.  
Business starting November 1—13 per cent.  
While in South Dakota it was as follows:  
Business beginning August 1—33 per cent.  
Business beginning September 1—55 per cent.  
Business beginning October 1—12 per cent.

Mr. Maland states that the reason for the season beginning earlier in South Dakota is that the Southern State threshes its grain crop and markets its live stock earlier than the Northern State. The average for the entire tour was as follows:

Business beginning August 1—25 per cent.  
Business beginning September 1—44 per cent.  
Business beginning October 1—30 per cent.

In fact so successful was the event that the Association is planning to hold a similar tour of the Northwest the first week of August, 1926. The next event, however, will be on a much larger scale. Instead of chartering only one private car an entire special train will be secured for the exhibits and those making the tour. This trip, it is planned, will consume ten days, and at each point an auditorium will be engaged to hold the meetings.

Victor Co. Adds to Forces

The working forces of the Victor Co., Camden, N. J., have been augmented by about 1,500 during the past month or so. The total number now employed is more than 4,500. At the time of this writing additional men are being taken on at the rate of about 100 per day, and by the end of this month it is expected that the Victor working forces will once again be about normal or about 8,000.

MICA  
DIAPHRAGMS

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

Ask for our quotations and samples before  
placing your order.

American Mica Works  
47 West St.  
New York

R. J. Mueller Is Manager of  
Columbia Cleveland Branch

Succeeds S. S. Larmon, Who Resigned to Enter  
Another Line of Business

W. C. Fuhri, general sales manager of the Columbia Phonograph Co., Inc., New York City, announced last week that S. S. Larmon, manager of the Cleveland branch of the company, had resigned to accept a position in another line of business. Mr. Larmon, who had been with the company for a number of years, had done considerable constructive work of high order, and he takes with him the esteem and regard of his associates and the officials of the company.

He is succeeded by R. J. Mueller, who has been assistant manager of the Cleveland branch for some time. Mr. Mueller's experience in the phonograph business, together with his knowledge of dealer requirements, will enable him to capably handle his new work.

Marie Morrissey Believes  
in Making America Musical

Marie Morrissey, the famous contralto, whose Brunswick recordings are so widely popular, was recently the subject of a very interesting interview prepared by Clay Smith, in which Miss Morrissey paid tribute to the importance of the phonograph as a factor in the advancement of good music. She moreover discussed at length the future of American music, and believes that we should have a national conservatory located either in Chicago or New York to insure America taking its proper place in the musical world. Marie Morrissey, by the way, in private life is the wife of Roy J. Keith, who is well and favorably known in the talking machine industry.

Varney Electrical Supply  
Co. Covers Big Territory

INDIANAPOLIS, Ind., September 7.—The Varney Electrical Supply Co., Radio Corp. of America distributor in this territory, is one of the best-known distributing houses in this territory. Established in 1890 this concern has branched out and now covers a territory comprising about two-thirds of the State of Indiana, a portion of western and southern Ohio, a section of eastern and southern Illinois, all of Kentucky, a large part of Tennessee and sections of Louisiana and Alabama. All in all, about three hundred dealers are served by this enterprising distributor of Radiolas.

Albert Spalding to Europe

Albert Spalding, the famous American violinist and Edison artist, sails for Europe on the Homeric September 24 for a concert tour of Europe extending until next December. He will play in Berlin with noted orchestras, in Paris, Amsterdam, The Hague and other prominent centers, returning to America around the end of the year. As usual he will be accompanied by Andre Benoit, his accompanist of many years.



Write for the latest Okeh catalog

**A Merry  
Christmas  
for the  
Okeh Dealer**

**Fourteen Weeks  
Till Christmas**

Now is the time for Dealers to go after the profits that will come from selling Okeh Records this Fall and Christmas Season.

Okeh Records still maintain supremacy in recording the kind of entertainment record buyers want.

Okeh Records enter another season with a still greater following of record buyers who know and demand the truetone quality of Okeh Records.

Dealers who get an Okeh Dealer License and get after the record sales *now*, will make money this season.

Write for our Licensed Okeh Dealer Proposition.

**GENERAL PHONOGRAPH CORPORATION**

OTTO HEINEMAN, *President*

**25 West 45th Street**

**New York City**



## No-Dial Radio Receiver Is Unique in Construction

Ohio Stamping & Engineering Co. Receives Many Tributes From Trade and Users Regarding the Merit of Its New Product

DAYTON, O., September 7.—The Ohio Stamping & Engineering Co. recently announced the introduction of the No-Dial radio receiver, a new set which is remarkably unique in construction and possesses great simplicity of design and operation. The instrument has neither dial nor knob, yet it fulfills all requirements of sensitivity, selectivity, volume and tone quality.

The No-Dial receiver, having no need for a panel, is circular in shape and is quite compact. It is tuned by simply rotating the cover of the receiver, a feature which should prove of help to novices in radio because of the extreme simplicity with which they can bring in stations. This method of tuning is made possible by adjusting the variable condensers from one shaft. This necessitates the careful matching and testing of all parts in the assembling of a set and consequently the ultimate purchaser of a No-Dial set receives an instrument of the highest quality.

Another feature of the No-Dial receiver is that a portion of the rotating cover is utilized as a station register on which the call letters of stations may be recorded at the exact point where they will always be received. This feature will add greatly to the ease of bringing in stations and will do away with the keeping of a log book which is so easily misplaced and lost. The No-Dial, in tests, has received stations from Coast to Coast with loud speaker volume and fine tonal quality.

No-Dial sets are made in two models, a five-tube set, a combination of tuned radio frequency and resistance coupling, covering the entire present band of wave-lengths, and a four-tube set, having transformer coupled audio amplification. They are finished in mahogany

brown crystalline, matching the most beautiful loud speakers and harmonizing with distinctive furniture in any home. The crystalline finish is easily cleaned and is not readily scratched or marred.

## Helps Dealers to Tie-Up With School Season Opening

The Radio Corp. of America has distributed to its dealers unusual window display material featuring tie-ups with educational interests, now uppermost in the public mind with the opening of the school season. A special poster illustrates school days as related to Radiolas and, in addition, some clever slogans regarding the addition of the word "Radiola" to the three R's are also featured.

## E. C. Rockwood Resigns

H. C. Cox, president of the Columbia Phonograph Co., Inc., New York City, announced recently that E. C. Rockwood, who has been general credit manager of that organization for some time past, had resigned. His many friends in the talking machine field will share in the regret expressed by his business associates at his withdrawal from the field.

Future work of the general credit department will be handled through the treasurer's office under the direction of F. J. Ames, who has also been connected with the Columbia Phonograph Co. for many years.

## Dealers Meet in Portland

PORTLAND, ORE., September 3.—Gus Mayer, special representative of the Victor Co., Camden, N. J., was a recent visitor to this city, and while here arranged a meeting of Victor dealers and their employes in the Hotel Portland. Constructive talks on salesmanship featured the event.

## International Radio Show to Be Along New Lines

Exposition to Be Held in New York Will Be Devoted to Interests of General Public Rather Than a Display of Sets

A new type of radio industry exposition, the International Radio Exposition, will be held in New York early next year under the management of Calvin Harris, publicity director of the Second World's Fair and the Fourth Annual Chicago Radio Show. The dates will be January 25 to 30, 1926, but the location has not yet been selected. The exposition will not be a trade show in its usual sense but will be devoted to the interests of the general public. There will be but twelve manufacturers' exhibits, the principal attractions to be a series of demonstrations enlisting the services of famous people and the use of new and startling inventions. Four-fifths of the floor space will be turned into a properly arranged amphitheatre where different programs will be staged each afternoon and evening.

While the booth space is to be limited, practically every set and set apparatus will be demonstrated during the daily experiments by experts employed by the exposition directors. All these sets and parts will be purchased outright by the Program Committee from retail dealers and the manufacturers will not be asked to give or loan apparatus.

Following the New York show, the exposition will probably be taken on a tour of this country. It is likely that this will be followed by a European tour. Mr. Harris is well known as a trade show promoter and will probably score big with his 1926 offering.

W. O. Koehler is the new radio buyer for the Prange Department Store, of Capeboygan, Wis. He is a widely known and capable merchandiser.

## Bristol Advertising Has Something NEW TO HELP THE DEALER SELL

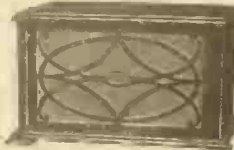
WHEN a dealer carries the Bristol Line of Loud Speakers he may be sure of this, —he will be backed by a thorough advertising campaign with many unique features. The Bristol Company takes a keen interest in its dealers' success and its advertising provides a concentrated service that will promote sales.

### NATIONAL MAGAZINES

The Saturday Evening Post and Literary Digest have been selected as the key magazines to carry the Bristol story of "True Tonal Quality" to millions of people.

### TRADE AND RADIO PUBLICATIONS

The Bristol message is also carried regularly in the Trade Papers and Radio Publications. It will reach over 900,000 Radio Fans, all of whom are interested in anything which improves Radio.



Cabinet Model

### NEW "PROGRAM WINDOW SIGN"

A full colored, three-panel window or table display 40 inches long and 24 inches high, embodying a unique blackboard on which with chalk you may each day call attention to some notable broadcast event or make some special radio accessory offering. Nothing like it has ever been offered in Radio.

### BOOKLETS-FOLDERS-COUNTER-SIGNS

A handsome colored booklet, "How to Select Your Loud Speaker" fully explaining the science and mechanics of the different Loud Speaker parts is a mark of absorbing interest to the prospective buyer. Folders and striking counter signs will make up convincing sales helps, while Giant Advertisements for window stickers will be of great interest to passers-by.

### DEALERS—SEND FOR THIS PROSPECTUS

An interesting book, telling the whole story of Bristol advertising for 1925-26, will be sent on application. Dealers who are after quality trade and quick turnovers should stock the Bristol Line. (Address Radio Division, B. S.)



Model "8"

The new Low Pitch Speaker. Black velvet mat finish. Base will allow decoration.

### Represented by Braeuchers in 9 Principal Cities

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

# BRISTOL AUDIOPHONE Loud Speaker

THE BRISTOL COMPANY—WATERBURY, CONN.



# ATWATER KENT RADIO



*"We don't open  
the box"*

**D**EALERS have been telling us what they most like about Atwater Kent.

"This sums it up," one of them said: "We send the sets to our customers' homes without opening the boxes. We know they're all right. 'Inspected' means inspected when Atwater Kent says it."

Other dealers gave similar testimony. Although we advise all of them to open the boxes and make sure there has been no accident in transportation, it is gratifying to know that they regard it as unnecessary.

The word "Inspected" on the pink tag attached to the bottom of every Atwater Kent set is a certificate of character. It means that every set has been subjected to no less than 140 gauge and physical inspections and nineteen electrical tests. All along the line of manufacture the smallest defect is a death warrant.

Even after the "final" inspection we are constantly picking Receivers from the finished array and testing them again.

## Dealers, did you know—

THAT the farmers of the country have set down in writing their preference for Atwater Kent Radio?

The Meredith Publications and the Capper Publications recently asked the farmers: "What make of radio set do you expect to buy?" In the answers Atwater Kent was **FIRST**.

If you have prospects in rural districts, there's a tip for you.

# ATWATER KENT RADIO

Visitors at the factory sometimes think we're too fussy. That we regard as a compliment. Every dealer knows that "fussiness" at the plant relieves the customer from fussing in the home, and makes Atwater Kent Radio easy to sell.

"It is not our fault that we sell most of that make," a dealer told us. "The people take them away. Atwater Kent Radio has a good name, fastened to the people's mind with the glue of quality."

We believe in being fussy and shall continue to be.

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

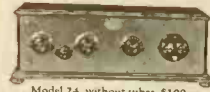
**ATWATER KENT MANUFACTURING COMPANY**

*A. Atwater Kent, President*

4725 WISSAHICKON AVENUE · PHILADELPHIA, PENNSYLVANIA

**Every Thursday Night**—the potential audience of the Atwater Kent Radio Artists, who broadcast from ten stations every Thursday evening from 9 to 10 (Eastern Standard Time) is estimated at more than 10,000,000. These are the stations:

WEAF . . . . . New York	WCAR . . . . . Pittsburgh
WJAR . . . . . Providence	WGR . . . . . Buffalo
WEEI . . . . . Boston	WWJ . . . . . Detroit
WFI . . . . . Philadelphia	WSAI . . . . . Cincinnati
WCCO . . . . . Minneapolis-St. Paul	WOC . . . . . Davenport



Model 24, without tubes, \$100.



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



Model 20, without tubes, \$80.



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



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



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



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



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

Prices slightly higher from the Rockies West, and in Canada

**POOLEY**  
RADIO CABINETS  
with  
**ATWATER KENT**  
RADIO

**Isn't this Radio Perfection?**

An exquisite cabinet is all you see. Such elegance of design, beauty of woods, fineness of workmanship, making it the woman whose home is a place of refinement, whose taste is reflected in every object, color and arrangement within it.

Now open its doors. Then the surprise! An unswelled 5 tube Atwater Kent receiver is revealed: hidden behind that attractive grille is the built-in Pooley floating horn of luscious tone and clarity inside the lower compartment and the batteries and wires lie concealed. The cabinet top is stationary.

A thing of beauty open closed—in unswelled elegance when in use. Radio in perfection.

**Marriage of Art and Ingenuity**

Men and mothers to make homes lovely they ask us not to set up mechanical contrivances in their rooms.

As Pooley saw it and met it—to give them the best in radio—and home markets like pieces of furniture—in period design and making—in varied proportions to selection for any room.

You will find the unswelled 5-tube receiver built-in Pooley floating horn hidden from view—no other hidden. In the model, the superb Pooley Phonograph compartment for your pleasure—all in small—yet ever hidden. And sets are stationary.

Thrill in the possession of a Pooley.

**THE POOLEY COMPANY**  
1465 Indiana Ave., Philadelphia, U.S.A.

Model 1200-R-1  
Chinese Chipendale Style  
American Walnut or English Brown Mahogany, Duotone Finish  
Height 50", width 30", depth 18"  
Equipped with Atwater Kent 5-tube Model 20 Compact Set; built-in Pooley floating horn; Pooley phonograph in amplifying chamber.  
Price complete, less tubes and batteries—\$295

Model 1300-R-1  
Squatt Style  
American Walnut or English Brown Mahogany, Duotone Finish  
Height 52 1/2", width 33", depth 19 1/2"  
Equipped with Model 20 Atwater Kent 5-tube Set. Price complete, less tubes and batteries—\$225

Model 1400-R-1  
Louis XVI Style  
English Brown Mahogany, Duotone Finish  
Height 31 1/2", width 34", depth 15 1/2"  
Accommodates any Atwater Kent Set. Space for set, 28 1/2" x 10 1/2".  
Price, less Set, tubes and batteries—\$75

Model 1500-R-3  
Chinese Chipendale Style  
American Walnut or English Brown Mahogany, Duotone Finish  
Height 50", width 30", depth 18"  
Equipped with Atwater Kent 5-tube Model 20 Compact Set; built-in Pooley floating horn; Pooley phonograph in amplifying chamber.  
Price complete, less tubes and batteries—\$295

Model 1120-R-2  
Squatt Style  
American Walnut or English Brown Mahogany, Duotone Finish  
Height 52 1/2", width 33", depth 19 1/2"  
Equipped with Model 20 Atwater Kent 5-tube Set. Price complete, less tubes and batteries—\$225

**To support your selling—the new Pooley**

THE two chief things we could do to make Pooley an extra good line for you to sell were, first, to give you merchandise of unusual saleability. Pooley Radio Cabinets and Radio Phonographs with Atwater Kent Radio will appeal strongly to the public. Your orders show that you agree with us.

The second was to tell your possible customers about the Pooley models through national advertising. Here are the first advertisements. Note where and when they appear and watch for them. They will be followed by many more in close

Did you see this advertisement in the Saturday Evening Post of August 22—and September Good Housekeeping out September 1st? It features the popular Model 1600-R-2.

This appears in the Saturday Evening Post of September 5. Show it in your window to let people know you have the Pooley line.



Pooley Radio-Phonograph  
← Model 1500-R-3  
Chinese Chipendale Style  
American Walnut or English Brown Mahogany, Duotone Finish  
Height 50", width 30", depth 18"  
Equipped with Atwater Kent 5-tube Model 20 Compact Set; built-in Pooley floating horn; Pooley phonograph in amplifying chamber.  
Price complete, less tubes and batteries—\$295



Model 1120-R-2  
Squatt Style  
American Walnut or English Brown Mahogany, Duotone Finish  
Height 52 1/2", width 33", depth 19 1/2"  
Equipped with Model 20 Atwater Kent 5-tube Set. Price complete, less tubes and batteries—\$225



Console Model 1400-R-1  
Louis XVI Style  
English Brown Mahogany, Duotone Finish  
Height 31 1/2", width 34", depth 15 1/2"  
Accommodates any Atwater Kent Set. Space for set, 28 1/2" x 10 1/2".  
Price, less Set, tubes and batteries—\$75

Prices slightly higher west of the Rockies and in Canada



**POOLEY**  
RADIO CABINETS  
*with*  
**ATWATER KENT**  
RADIO

models are now  
*nationally*  
advertised

succession in the same publications. The very best possible thing you can do is to tell your prospects that you have the Pooley models we are telling them about. We can supply mats or electros of newspaper advertisements you can use—*at once.*

Have you estimated your potential sales—and protected yourself on deliveries? If not, get in touch with your Pooley distributor promptly. It may soon be too late.

In case you don't know the Pooley distributor in your territory, write us direct.

**THE POOLEY COMPANY**  
1604 Indiana Avenue Philadelphia, U.S.A.

**POOLEY**  
RADIO CABINETS  
*with*  
**ATWATER KENT**  
RADIO

With the general usage of the 3-tube and 4-tube sets, the Pooley Radio Cabinet is the perfect adapted for use in the home. The construction of such a fine and modern radio cabinet is as well as a means of pleasure and convenience.

*With another magic—what of the artist and craftsman—Pooley has transformed radio into a household adornment more than ever magical. Design, woods, inlays, construction of the very highest order. A single Atwater Kent cabinet in a choice period design. Baffles and brass conical. Simply an exquisite piece of ingenuity and art.*

See beautiful, new Pooley Radio and Radio-Photograph cabinets, priced from \$15 to \$275, are shown and described in a booklet that is waiting for you. Send for it.

**THE POOLEY COMPANY**  
1604 Indiana Ave., PHILADELPHIA, U.S.A.

Seven Size Model 1110-R-2  
Cabinet is made of English Walnut, American Walnut or English Brown Mahogany—special Oriental Buhl, rosewood and walnut inlay.  
Height 41 1/2", width 34 1/2", depth 18 1/2".  
Equipped with Atwater Kent 5-tube Model 20 Compact Set.  
Price complete, less tubes and batteries—\$220

**Model 1320-R-2**

Stout Style. Finished in American walnut or English brown mahogany—special Oriental Buhl, rosewood and walnut inlay.  
Height 50", width 29 1/2", depth 15 1/2".  
Equipped with Model 20 Atwater Kent 5-tube Set.  
Price complete, less tubes and batteries—\$260

The first of a series of unusual radio advertisements to appear monthly in Vogue, Vanity Fair, and House & Garden beginning September issues. Pooley cabinets in special settings designed by notable interior decorators, to appeal to the wealthy high-class market.



**Model 1600-R-2**  
Italian Style, American Walnut or English Brown Mahogany—any domestic finish.  
Height 41 1/2", width 34 1/2", depth 18 1/2".  
Equipped with Atwater Kent 5-tube Model 20 Compact Set.  
Price complete, less tubes and batteries—\$200



**Model 1110-R-2**  
Cabinet is the same as Model 1110-R-2 but it is equipped with Model 10 Atwater Kent 5-tube open receiving Set.  
Price complete, less tubes and batteries—\$220



# Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

[Enron's Note.—This is the fifty-third of a series of articles by William Brad 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.]

## Appeal of Musical Gems

It is not enough to have a good thing to sell. More than that even is it to have a way of selling it. One must know what to say to the buying public; and also how to say it. The first talking machine makers had to persuade the public that their discs and reproducers could give satisfactory music, and they hit upon the sublimely simple but extremely courageous idea of going to the very best names in the musical world and offering them advantageous terms if they would only consent to have their voices, their violin or their piano playing recorded. Since operatic stars, under the accepted system of giving opera, have always obtained an immense and undue amount of praise and puffery, and consequently have always been known by name to thousands who have never heard, and probably never will hear, them sing in the flesh, their voices furnished the obvious foundation. A library of records was, therefore, formed from the singing of these men and women; and with the formation of that library the prosperity of the talking machine business may be said to have begun.

### Caruso

Compton McKenzie the other day, in London, said that it was Caruso who made the popularity of the gramophone, as the phonograph or talking machine is called overseas. He said, in effect, that because Caruso lent himself willingly to the then new idea of recording and reproducing the singing of an artist, because he was willing to take the necessary amount of trouble to learn the technique of the recording artist (no mean technique either), because he put himself into the operation as a matter of business as well as of art, and not at all as a matter of condescension, his recordings were marvelously successful, even considering the crudeness of the recorder's apparatus in those days. It was the success of these re-

cordings which built up the wide and deep foundation of the talking machine business.

Allowing for some slight exaggeration, these statements are substantially correct. However, indeed, we distribute the praise among the artists who contributed to the general result, the fact remains that the talking machine had to be sold to the people, and the method of selling through the use of great, or at least greatly advertised, musical names, carried the business through that critical period during which technical methods of recording were being slowly perfected and afforded it the material support needed to build it up into independent strength.

Now while this precisely was going on, the taste of the public was being educated by a parallel process. So that in due course it became necessary to fill an aroused demand for instrumental music. Little by little, and with almost excessive caution, violin solos, then piano solos, then small ensembles, were brought in, and in time tentative attempts were made to produce records of full orchestras. The musical persons and organizations chosen to exhibit their prowess upon the disc were eminent and they played artistically eminent music; so that by degrees the taste of the public became educated to a point where satisfaction began to depend upon more than mere snippets of complete works, upon more than detached arias from operas, in fact upon the music itself as an expression of artistic thought, and not upon it as a mere vehicle for exhibiting the technical virtuosity of a singer or player.

### Are Dealers Awake?

Now this is something that every dealer ought to realize. The manufacturers are awake to the situation. They have found that the public of to-day is not interested half so much in the name of a singer or of a player as in the name of the music played or sung. They have found that the American people are getting to know something about music, and in their own peculiar way are turning their knowledge to account. They have found that there is a demand for records of more varied kinds. They have found that the public will pay for records of cello playing, of clarinet, of French horn, of

string quartet, of oboe, of flute playing. They have found that there is a market, still undeveloped, but obviously existent, for full, unaccompanied and uncut records of performance by the great orchestras of the day. They have found that a light opera can be produced complete on records, and will sell; and they are seriously occupied with the thought of producing the standard operas in the same way. In a word, the manufacturers have learned that the selling possibilities of the record are as unlimited as is the whole great field of music; and they are not asking too much when they ask the dealers to back them up in proving that this fact is not only a fact, but a practical fact too.

The point is that to-day the record catalogs embody a wealth of music for every taste, for every capacity and for every degree of education. And the particular thesis of this article is that dealers should specially develop the interest of their communities in all these less familiar types. The talking machine shows some of its finest features in the reproduction of band and orchestra music. Curiously enough, nothing is less familiar to the trade in general, so it seems, than that a good talking machine to-day brings out the instrumental colorings and the whole background too, of a well recorded orchestral score with a fidelity which would have set the recorders crazy with joy twenty years ago. Dealers still content themselves with publishing lists of records taken from monthly bulletins, without making the slightest attempt to exploit some of the more unusual and out-of-the-ordinary performances. Some of the most interesting records to be found are of cornet, horn, clarinet, oboe, flute, harp and cello. Some of the most attractive are recordings by concert bands. Some of the most magnificent are the work of American and foreign symphonic orchestras. All these things are available; and yet the cry is raised that there is nothing new to sell.

The musical possibilities of the talking machine have hardly been touched so far, judging from the preliminary announcements of the Brunswick Co. and the Victor Co. No matter what is done in the future through improvements in reproduction, the fact remains that here and now there is an immense, almost unlimited, wealth of salable attractive record material whose possibilities are only awaiting exploitation.

Let us develop the musical possibilities of what we have and then we shall be in better shape to deal with future improvements as these come.

## Phil Ravis Finds Normal Record Demand on Trip

Phil Ravis, president of the Peerless Album Co., 638 Broadway, New York City, manufacturer of the Peerless Album record carrying cases and other accessories, recently returned from a trip through Mid-West territory. Mr. Ravis upon his return stated that he found the record business everywhere to be quite normal. The activity in record sales was so pronounced that it came as a surprise to many retailers. He said that everywhere he heard predictions that Fall record sales would be far above those of last season.

The Peerless Album Co., which is also a distributor for Pictorial records, manufactured by the New Record Corp., has found a most active demand for its new children's album of unbreakable records. These are multi-colored lithographed base records with transparent playing surface. The album includes such numbers as "Mother Goose," "Animal Series" and "Child Life of Christ."

The 1925-26 Line of

# New and Improved FRESHMAN MASTERPIECE

5 Tube Tuned Radio Frequency Receivers

Sold direct to selected dealers—one dealer only in towns of less than 25,000 people—specified localities in larger cities.

**NO MORE CUT-THROAT COMPETITION**  
**NO MORE LOSSES ON INSTALLMENT SALES**

Eight distinctive models from \$39.50 to \$115

Chas. Freshman Co., Inc.  
Radio Receivers and Parts  
FRESHMAN BUILDING  
140-142 WEST 40TH ST., NEW YORK, N.Y.  
CHICAGO OFFICE — 327 S. LA SALLE ST.

Write to either office for complete information



The simple (but sound) idea of displaying their Carryolas prominently enabled the Orth Music Company of Milwaukee to sell 87 Carryola portables in one week, 50 per cent of which were for cash; \$25 records in direct connection; and additional sales of two console model phonographs to customers who came in to buy portables. Direct returns with a vengeance to say nothing of the indirect influence of a corking good display stunt!

Last year this same company sold more than 500 Carryolas. At the rate they are going this year they will come mighty close to selling an even thousand! Most of it cash business—no terms, no credit asked. The secret is very simple. The Orth Company appreciates both the possibilities of the Carryola and of dominant window and counter display.



Retail Price

**\$ 25<sup>00</sup>**

In the Far West and South

**\$ 27**

*The* **CARRYOLA MASTER**

**What This Dealer Did You Can Do!**

There's no magic about it. A good location, yes! But probably no better than yours. A better value for the price—absolutely! The Carryola Master has no equals. But probably no better display ability or sales experience than you, yourself, can bring into play.

Perhaps you are one of those dealers who have always looked on a portable as an outing proposition—nothing more. It's that—and a lot more. It is—if handled right—a splendid selling item. There's a big demand for good portables. There's a big demand for Carryola Masters. You can do as well as the Orth Company if you care to do what they did. It's a question of proper stocks—colorful, dominant display—and, inside, a little knowledge of

the many, real selling points to the Carryola Master.

**Guarantee**

With every Carryola Master goes a WRITTEN GUARANTEE that unless it completely and unconditionally satisfies, it may be re-shipped at the end of ten days and all charges will be cancelled. We will even pay the return shipping charge. This guarantee eliminates all risk.

The Carryola Master is the only portable with the well-known Add-A-Tone reproducer, which gives a tone of exceedingly fine quality, rich and clear. Volume will compare favorably with any cabinet ma-

chine. It is equipped with an exceptionally quiet motor—absolutely noiseless when records are being played. Finished in beautiful Dupont Fabrikoid cover with nickelled fittings. Holds 15 records. Plays records of any size or make. Good materials—good assembly—good inspection.

The Carryola Master has been so remarkably successful because it contains more actual value for the money in every respect. Better materials; better performance; fine appearance; reasonable price.

*If you want to know more about the Carryola Master, write us for details. Put yourself in line to profit through this remarkable little machine. No obligation. Write now.*

**The CARRYOLA COMPANY of AMERICA**  
 647 Clinton Street Milwaukee, Wisconsin

## Plans for Wisconsin Radio Exposition Nearly Completed

Practically All Booth Spaces Reserved—Comprehensive Program Prepared—Indications Point to Huge Success of the Event

Nearly all arrangements have been completed for the Third Wisconsin Radio Exposition to be held in the Milwaukee Auditorium, November 11 to 15, inclusive. "Every indication at the present time predicts a wonderful success for the exposition," reports N. C. Beerend, business manager of the Wisconsin Radio Trade Association, promoters of the show. "Nearly all of the ninety-six booth spaces in the main arena of the Auditorium have been reserved, and it looks as if we will have to utilize every bit of space in Walker and Kilbourn halls to provide for late reservations. Not only are the local radio distributors and dealers manifesting intense interest in the show, but the manufacturers are coming through with reservations for individual booths in addition to being represented in the booths of the distributors and dealers.

The first convention of radio dealers to be held in conjunction with a radio show in the United States will be held at the Third Wisconsin Radio Exposition. The days for the convention are Friday and Saturday of the exposition week.

"From a trade standpoint, the convention of radio dealers will be the most important feature of the show," says Mr. Beerend. "The purpose of the convention will be to educate the radio dealers of Wisconsin in better business methods and their particular relation to merchandising, salesmanship, advertising and finance."

The convention committee consists of the following: W. C. Kluge, Julius Andrae & Sons Co., chairman; W. H. Roth, Radio Specialty Co.; F. H. Suter, Shadbolt & Boyd Iron Co.; Harry M. Hahn, American Radio & Equipment Co.; V. H. Maurer, Badger Radio Co., and N. C. Beerend, business manager, all of Milwaukee.

Additional features on the convention program are a stage entertainment for the dealers in the sky room of the Plankinton Hotel on Friday night, and a talk on organization by Phil Grau, organization expert.

The Parks Music House, Louisiana, Mo., reports exceptional success in moving merchandise in the recent Victor reduced price sale.

## Strong Trade Support for Irwin Kurtz for City Judge

Members of Talking Machine and Radio Men, Inc., Organize Strong Committee to Support Candidacy of the President of That Body

A strong campaign has been launched in local talking machine and trade circles in support of the candidacy of Irwin Kurtz for Judge of the City Court on the Republican ticket, it being felt that the trade itself may regard as an honor the selection of one of its members for this post, to say nothing of the belief that in the selection of Mr. Kurtz the Republican Party has selected a mighty good man for the job. The Judgeship is for a period of ten years and carries with it a salary of \$12,000 annually.

Mr. Kurtz is a New Yorker by birth, and although circumstances made it necessary for him to seek employment after his graduation from public school, he had ambitions to become a lawyer and after working during the day he studied law at night in the New York Law School, being admitted to the bar in 1906.

During the period of the war Mr. Kurtz served with distinction as chairman of one of the local draft boards, and collected and disbursed over \$10,000 for the benefit of the families of soldiers in his district who needed help. For years he has been an active figure in politics, is counsel for the Harlem Board of Commerce, and has the distinction, it is said, of being one of the few who have out-shouted Mayor Hylan in fiery Board of Estimate meetings.

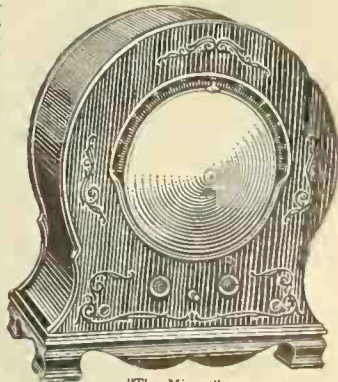
How Mr. Kurtz has worked for the Talking Machine and Radio Men, Inc., for which organization he is now serving his fifth term of service, is too generally known to require any elaboration, and that body is back of him to a man in support of his candidacy. At the August meeting of the Association, a Trade Campaign Committee was organized with about two score prominent men of the industry as members, and with Lloyd L. Spencer as chairman, and Bryan R. Foster, campaign manager. Members of the trade will be asked to support Mr. Kurtz regardless of party affiliations or their attitude towards other candidates.

W. W. Grant, Ltd., Calgary, Alta., has been granted a Dominion of Canada charter with a capitalization of \$300,000. The company has been formed to engage in the manufacture of radio sets.

## Unique Radio Receiver, "The Minuet," Makes Bow

R. E. Thompson Mfg. Co.'s New Product Is Radical Departure in Radio Receiving Set Design—May Be Used as a Portable

One of the newest products of the R. E. Thompson Mfg. Co. is a unique radio receiver known as "The Minuet." It is designed purposely to serve the requirements of those who



"The Minuet"

desire broadcasting entertainment with the least possible exertion and in the simplest manner. The appearance of "The Minuet" is most striking. It is housed in a round or circular cabinet with battery compartments, a five-tube receiver unit, and contains a cone type speaker. The cabinet stands 18½ inches in diameter, 21¼ inches high and 10¼ inches deep. Around the periphery or circumference of the cone is a large scale which indicates the tuning positions operated by a knob or handle which when moved tunes all the circuits of the receiver simultaneously. The set is completely self-contained, dry batteries, cone type speaker, all in one unit with a single tuning control.

The Thompson Co. also has available a carrying case for this model, which makes this instrument an ideal portable receiver.

## Baltimore Atwater Kent Dealers Inspect New Line

Magneto & Machine Co., Local Distributor, Has Gathering of Dealer Organization

BALTIMORE, Md., September 8.—Over one hundred Atwater Kent dealers attended the recent dealer meeting of the Magneto & Machine Co., Atwater Kent distributors here.

The complete line of Atwater Kent receiving sets and radio speakers was on display, and dealers were unanimously of the opinion that 1925 will be the greatest sales year that radio has ever enjoyed.

Among the speakers was D. M. Bauer, of the Atwater Kent Mfg. Co., who outlined the Atwater Kent sales plans and policies. He was followed by L. A. Charbonnier, service manager of the Atwater Kent Mfg. Co. Mr. Charbonnier told of the various servicing methods that could be used by the dealer and reviewed the Atwater Kent service policy for 1925.

H. C. Canda, of Barton, Durstine & Osborn, New York City, advertising agency, explained the advertising schedule for the year and showed what a tremendous selling force is being put behind the Atwater Kent line.

Daniel M. Broad, credit manager of the International Photograph Co., New York, recently returned from a most enjoyable vacation spent at Liberty, N. Y. Mr. Broad spent part of the Summer in the Rockaways.

BRACH

## Radio Specialties Dominate

No Dealer Should Be Without a Full Representation of the BRACH Line—  
They Are Always Ready Sellers



### BRACH AERIAL OUTFITS

—complete equipment for antenna in one sale—  
cutting out all trouble of selecting parts—satisfying  
the customer—saving dealers' time  
—increasing profits.

### BRACH SHOCK-PROOF RADIO PLUG

This plug gives perfect electrical contact, has insulation that withstands high voltages required by loud speakers, has no metal parts to shock the user and is in every particular a distinct and worthy addition to the Brach line. Licensed under Patent No. 1,498,196.

Trade Supplied by Jobbers Everywhere



Manufactured by **L. S. BRACH MFG. CO., Newark, N. J.**

## One Profit —or Many?



VERY time you sell a phonograph, you are sure of one profit, at least; the one which the sale itself brings you. But what about the many profits that you expect from your new customer in the form of records, needle and other sales? Are you sure of them?

The answer rests alone with the motor enclosed in the phonograph.


If the motor is dependable—carefully constructed for perfect performance—the sale of that phonograph means future profits. If it is soon to develop noises, become erratic, and finally, always be in need of costly repairs, that motor breeds bad business.

It will make a dissatisfied customer; cause continual customer complaint; create a bad impression of you and your establishment. It will kill your customer's interest in the machine. That means a total loss of the record, needle and sundry sales which would ordinarily be yours.

If you would get all of the profits, be sure, first of all, that the motors in your phonographs are sturdily built to give steadfast, easy and noiseless operation made possible only by superior design, expert construction, and the use of highest quality materials.

You can obtain a motor embodying all of these vitally important qualities, if you will insist, as thousands of other dealers are insisting, that the phonographs you sell be equipped with

Another famous  
**HEINEMAN MOTOR**



**Flyer Motor**

A high-grade motor,  
specially adapted for  
Portable Machines.  
With one winding it  
plays two average  
10" records.

### HEINEMAN QUALITY MOTORS

*A Product of the*

**General Phonograph Corporation**

OTTO HEINEMAN, Pres.

25 West 45th Street

New York, N. Y.



## How a Live Covington, Ky., Dealer Cut Radio Service by Intelligent Selling

Better Methods of Merchandising Resulted in Drop of Service to Seven Calls in Four Months and Placing the Department on Profitable Basis—An Article by Walter T. Williams

"Soon after I had added radio to my stock I was confronted by the problem of service," explained Edward P. Cooper, who has had unusual success in the merchandising of talking machines in his store in Covington, Ky.

"Like others," continued Mr. Cooper, "I had made service a selling point, guaranteeing it for one year, and as a result it was not long until there was so much of this work that either I or my assistant had to attend to some of it at night. I considered the employment of a special service man, but a little figuring showed me that the radio business was not large enough to permit that.

### Eliminating Service at Time of Sale

"After pondering the matter several days an idea came to me. 'Why not take steps to make so much service unnecessary?' I asked myself. Then, in order to find out why there were so many requests for service I tabulated them in a manner that would show the causes. A study of the table showed that practically all of the troubles of my radio customers were of a nature that made it possible to forestall them in the store, at the time of the sale of the goods. In other words, I planned to remove the service problem, rather than to seek a solution.

### Only Seven Service Calls in Four Months

"I thereupon bought all necessary radio testing apparatus, including a tube tester. After that, all of the tubes, batteries and so forth were tested before they left the store. This removed our problem completely, and practically removed the necessity of night work. In the four months that followed we only had seven service calls, which is less than an average of one call each two weeks."

Mr. Cooper carries all kinds of radio, but he features the Atwater Kent. He stimulates his business by means of catchy newspaper advertisements and direct-mail literature. Being on a busy street, he pays particular attention to his show window displays.

### Uncrowded Displays Best

"Experience has taught me that with the radio a crowded show window does not produce the best results," he said. "For this reason I only place in view one or two pieces of apparatus, without any 'scenery' to distract the attention of people who stop. This makes it easy to change the display daily, so if the passer-by does not see a thing that attracts him one day he will see it some other time."

### Buyers Are More Discriminating

Mr. Cooper is of the opinion that the day has passed when people will buy radio merchandise at "any old place where it is offered." Buyers are beginning to discriminate, he said, and go to a seller who has a thorough knowledge of radio and who is a reputable business man. As with the other goods in the store, outside canvassing is not done, other than to follow up inquiries that have been received.

"We stress the idea of absence of necessity of service, rather than to parade the fact that we give service night and day," stated Mr. Cooper. "As a matter of fact, too much talk about service is unwise, because it amounts to telling the prospective customer that you know he is going to have trouble, and therefore you have made preparations to take care of it when it comes. Our experience has proved to us that radio trouble has been taken too much as a matter of course and a necessary evil. We know that it is not a necessary evil, because we

have reduced our trouble calls almost to zero. I am firm in the belief that it is better to take care of the purchaser in advance by forestalling trouble than it is to leave the customer in a position where he will have trouble, and take care of him afterward."

## Resas, Inc., Is Now in Larger Gotham Quarters

Resas, Inc., New York, manufacturer of the Resas Tone-a-Dyne radio receiving sets, recently announced through T. F. Foley, president of the company, that it has moved to new and larger quarters at 556 West Fifty-second street, New York.

"The move was made necessary on account of the greatly increased business which we have been enjoying during the past year and due to the fact that our production plans for the present season could not be carried out in the space which we previously occupied," said Mr. Foley. "With the greatly increased floor space and improved factory facilities which we now possess we will be enabled to more adequately meet the demands for Resas receivers. The requirement of the trade for the coming season will be met by prompt deliveries and from all indications the season should be a most satisfactory one."

## Neiser Bros. Open New Store

Neiser Bros., Inc., Wilkes-Barre, Pa., recently opened its new and larger store at 47-49 South Main street with appropriate ceremonies. On the evening of opening a musical program was given with Guy Hall's Orchestra as featured artists. A complete stock of talking machines, pianos and other musical instruments are carried.

The Carpow Radio Panel Corp., New York, recently changed its name to the Carpow Composition Corp.



**RADIO** *Clearfield* **DE-LUXE**

**An Easy Set to Sell That Pays You A Handsome Profit**

**A SIX TUBE SET In A Rich Plate Glass Cabinet**

**A new and distinctive cabinet effect that is attracting widespread attention and interest. Its original and beautiful appearance sells it on sight. Its fine performance keeps it SOLD. The plate glass cabinet, finest of low loss materials, insures a new purity of tone.**

**\$115 List**

**THE CIRCUIT**

Six tube, tuned radio frequency, resistance coupled amplification.

**BEAUTY BACKED BY PERFORMANCE**

We have a highly profitable proposition for better dealers and distributors. Write

**SHERMAN RADIO MANUFACTURING CORP., 112 Trinity Place, New York**

# A Selling Policy Made By



Model 400  
Reproducer



Radio Tube  
Model S.W.  
501-A.



## Only One Stewart-Warner Dealer In Each Locality

**Y**OU get ALL the profit, because there are no other dealers handling Stewart-Warner Radio in your locality. No possibility of a drug store around the corner selling the same line, or some other store across the street "stepping in" on a share of your profits. You are absolutely protected.

You will receive full benefit from the extensive national advertising program soon to appear. It will make a "beaten path" to your door—help build your success. Are you going to pass up this opportunity to get in on the ground floor?



Model 305



Model 300



Antenna Kit

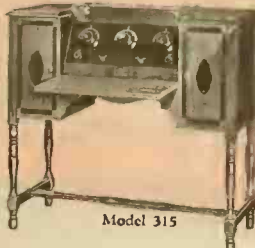
All Sets Licensed  
Under  
U. S. Navy Patents



Model 320



Model 310



Model 315



Model 410  
Console Table In-  
cluding Built-in  
Speaker and Battery  
Compartment, with  
out Radio.



# Radio Dealers Themselves

## *It Guarantees Profit - Protection - Permanence*

**R**ADIO dealers are responsible for our new plan of selling radio. Our plan was actually made by the dealers themselves, according to their own statements of what they required to achieve success—to obtain their full share of protection and profits—to build a permanent, prosperous radio business.

Stewart-Warner Matched-Unit Radio is a wonderful line—complete in every detail—that carries plenty of prestige for the dealer. Stewart-Warner Merchandise is always like this.

But, what is equally as important, we have a “dealer-made” plan to merchandise our radio—a plan that could not be made to suit your needs better, had you made it yourself.

“Gyp dealers” are barred. There will be no “bargains” in Stewart-Warner Radio.

“Counterfeit” dealers simply do not exist. No individuals can buy Stewart-Warner Radio at dealers’ prices.

Our method of distribution makes it possible for us to offer you everything you have hoped for.

We have no jobbers. We have our own central distribution stations—96 all over the world—62 in the United States and Canada. They are direct factory branches under the Stewart-Warner name. When we say, “do,” they do—when we say “don’t,” they don’t. No other radio manufacturer has such absolute control of his distributors.

There is already a great demand for Stewart-Warner Matched-Unit Radio. How much greater will this demand be when we have broadcasted to the world the superiorities of our wonderful units?

The demand which our advertising will create can only be satisfied at one place—in your store. Purchasers of Stewart-Warner Radio will come to you to buy.

Prestige, Profit, Protection and Permanence in the radio business is yours, through our “dealer-made” plan of radio merchandising.

Fill in the coupon below, and we will have our representative call and explain its advantages to you.

STEWART-WARNER SPEEDOMETER CORPORATION

CHICAGO - U. S. A.

# Stewart-Warner

## Matched-Unit Radio

INSTRUMENTS      TUBES      REPRODUCERS      ACCESSORIES

COPYRIGHT 1925 BY S.W.S. COR'N.

*A Model to fill Every Desire  
A Price to fit Every Purse*

Radio Division  
Stewart-Warner Speedometer Corporation  
1824 Diversey Pkwy., Chicago, U. S. A.

Gentlemen:—I want to be considered in connection with a Stewart-Warner Radio Dealership and to discuss the details with your representative.

Date \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ County \_\_\_\_\_ State \_\_\_\_\_

## Tone Quality and Woman's Influence Are Dominating Factors in Radio Selling

Frank V. Goodman, Sales Director, Sonora Phonograph Co., Inc., Shows How These Factors Influence Sales and Tells How the Sonora Co.'s New Models Were Designed With This in View

"With the development of radio from an intricate mechanical device into a musical instrument, the woman's influence plays an important part in the purchase of each radio set. When the phonographs first came out they were not,

graph lover—both to Madame's eye and 'his' ear—for each of our highboy phonographs is radio adapted. To make a complete Sonora combination, we have designed our regular model 'C' five-tube, tone quality set into a stand-sized panel that may be easily placed within. By doing this a complete combination phonograph and radio is achieved—yet it does not make the selection of the Sonora panel obligatory on the part of the purchaser, for Sonora highboys are designed to accommodate most standard-sized panels.

"This feature enables the dealer to get a tremendous turnover on a very limited investment, for he can combine with a Sonora phonograph any radio panel which the customer may desire.

"In speaking of radio, there will be two great classes into which radio will be placed—the



Sonora Hampden Highboy Closed

to say the least, things that would please anyone's aesthetic sense, but after they became more perfected, cabinet work played an important part—and so, too, did the woman's opinion in the purchasing of a phonograph.

"In designing our radio line and new phonograph line, too, we have carefully considered Madame. The new highboys, both radio and phonograph combinations, will make an irresistible appeal to her inherent love of beauty, for the artful decoration of the Renaissance period is ingeniously effected through the wood carver's skill. Yet the line treatment of these models is so simple that it will be harmonious with the appointments of the average home.

"Our new highboy phonographs will appeal to the radio enthusiast as well as the phono-



The Hampden Highboy Open

distance group and the tone quality class. Tone quality will be the dominant feature of all Sonora advertising, because even though the Sonora set is exceptional in securing distance, we realize that there is just one dominating idea that we can get into the consciousness of the consumer and that idea will be tone quality. The tone quality class is a fast growing one and it is the group which will naturally look to the music dealer for its radio requirements for it buys its radio as a musical instrument."



Sonora Plymouth Highboy

The new models which the Sonora Phonograph Co., Inc., has brought out to conform to the ideals outlined by Mr. Goodman include the Hampden Highboy, a Renaissance period model of great beauty, demonstrating the wood carver's skill and furnishing a fine example of the cabinet maker's art. This model contains a sliding drawer in which is enclosed the radio panel.



Sonora Highboy With Receiving Set

The Sonora Highboy with radio receiving set also is an extremely handsome piece of furniture, and the third model, the Plymouth Highboy, a radio adapted Sonora phonograph, is designed for use with either a Sonora five-tube Model C receiving panel or any other standard sized radio set.

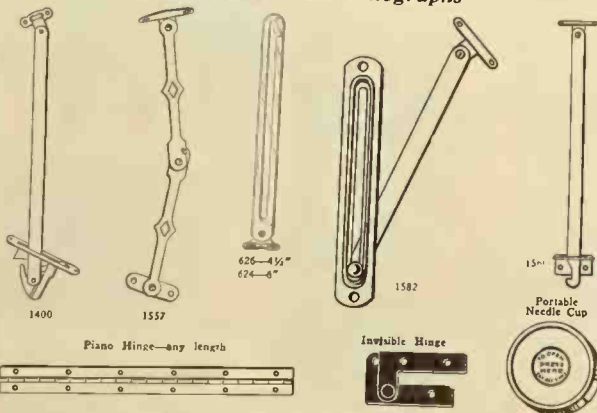
### New Ted Lewis Record

Columbia record fans who preferred the "hot" type of music which the Ted Lewis Jazz Band formerly played rather than that of the "flash" variety, to which his recent releases have belonged, will welcome the latest Lewis release which couples "Tin Roof Blues" and "Milenberg Blues." Jazz, as only Ted Lewis and his boys render it, is the keynote of both recordings.

Stanley Soule, of Soule Bros. Music House, Portland, Ore., is receiving the congratulations of his many friends on the arrival of a baby boy, Stanley, Jr.

## FULL LINE of HARDWARE

For Radios and Phonographs



H. A. GUDEN CO., Inc.

227 CANAL STREET

NEW YORK, N. Y.

THE GYPSY MODEL can be had in Black, Brown, Blue, Green, Gray and Spanish.

THE ARISTOCRAT comes in two toned Blue, Gray and Ivory.

THE DE LUXE ARISTO-CRAT in Black, Shark Grain and Genuine Pig Skin.



*The Gypsy*



Genuine Du Pont Fabrikoid. Embossed

*The Aristocrat*

Genuine Leather-Sewel Edges



*The De Luxe Aristocrat*

# Pioneers of Policy

CASWELL pioneered the idea of a sales policy built on fair, equitable lines that would protect and assist both jobber and dealer.

This policy was not forced upon Caswell. It was formulated when the company began and it has been adhered to ever since. Now, through its effectiveness in stabilizing volume business and profit for jobbers and dealers it is becoming one of the beacon-lights of the industry.

In addition to Caswell's well defined policy, this company also set a new standard of tone and quality in the portable phonograph field.

The jobber who stocks the Caswell Line knows that he is being protected from cheap competition and is receiving the regular—and only scale of discounts.

The dealer who ties up his future with the Caswell Line knows that he is getting quality—quality, from the genuine Du Pont Fabrikoid covering to the Heineman motor; that the instruments possess matchless tone, and that he is protected from the fly-by-night, business-wrecking methods of itinerant, one-night-stand merchants.

All these factors of profit and permanency are yours with the Caswell Line. Why tread the path of doubtful quality and doubtful methods when the safe, sane, way to permanent profit is open to you with Caswell? Write for the story of how Caswell is putting the portable phonograph business on a right basis.

PRICES: GYPSY MODEL, List Price \$25.00. Far West and South \$27.00.

THE ARISTOCRAT, List Price \$30.00. Far West and South \$32.50.

THE DELUXE ARISTO-CRAT, List Price \$45.00. Far West and South \$50.00.

## Caswell Manufacturing Co.

PORTABLE PHONOGRAPHS OF DISTINCTION

MILWAUKEE, WIS.  
U.S.A.



ST. PAUL AVE.  
AT 10<sup>TH</sup> STREET

Western Sales Office: Oakland Tribune Tower, Oakland, Cal.



## New Types of Radiotrons and Rectrons Introduced by the Radio Corp. of America

Radiotrons Designed Especially for Audio-Frequency Amplification—Do Not Supersede Standard Radiotrons—Rectrons Intended for Use in B Battery Eliminators and Similar Devices

The Radio Corporation of America recently announced the introduction of three new types of Radiotrons designed especially for audio-frequency amplification and two new types of rectifier tubes to be marketed under the trade-name "Rectron," the latter intended for use in "B" battery eliminators and other similar devices for obtaining filament grid and plate voltages from A.C. lighting circuits, on which deliveries commenced September 1.

The new Radiotrons and Rectrons were de-

veloped which will be employed in the new rectifier-amplifier units for the operation of high power loud speakers.

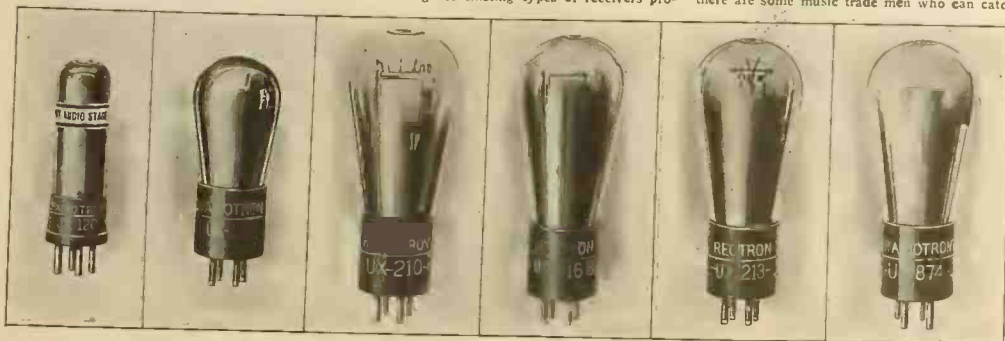
"Rectron UX-213 is a double-way rectifier giving outputs of approximately 50 milliamperes. "Radiotron UX-874, UV-876, UV-877—This group of tubes are of a special type for regulation of line voltage, plate voltage and for protection of the plate circuits in certain new additions to the Radiola line which will be made known in the near future, according to the announcement.

As an audio-amplifier, UX-112 occupies a position midway between the dry battery power amplifier, UX-120, and the A.C. power amplifier, UX-210.

"Radiotron UX-210 is a super-power amplifying tube of exceptional merit designed to produce loud speaker volume considerably in excess of that obtainable with present types of tubes and to give undistorted output at such volume. UX-210 may be employed in the last audio stage of existing types of receivers pro-

### Boys—Read How C. C. Baker Cleaned Up Lost Lake, Wis.

COLUMBUS, O., Sept. 3.—Just to prove that there are some music trade men who can catch



New Line of Radiotrons Now Being Manufactured by the Radio Corporation of America

signed for specified uses resulting from new developments in the radio art. None of these tubes supersede the present five standard types of Radiotrons. They do, however, occupy special fields of usage as set forth in greater technical detail below:

"Radiotron UX-120 is a new dry battery amplifier tube designed to provide increased loud speaker volume and improved quality of reproduction from dry battery operated sets. UX-120, when used in the last audio stage of dry battery operated receivers and connected to a loud speaker such as the UZ-1325 or other types of similar or preferably of lower impedance, provides loud speaker volume double that obtainable with the UV-201-A tube used under the same conditions. Through the use of a special adapter, shortly to be put on sale, UX-120 may be employed in the last audio stage of RCA Super Heterodyne and Super VIII and other sets using the UV-199 tube.

"Radiotron UX-112 has been developed to meet a demand for increased loud speaker volume and improved quality of reproduction from radio sets operated by storage batteries, where UV-201-A is now used in the last audio stage.

vided the proper filament grid and plate voltages are applied. Radiotron UX-210 is a power tube of exceptional long life and of such char-



One of the "Rectron" Group

acteristics that it may also be used for amateur radio transmission.

"Rectron UX-216-B is a high power (60 milliamperer output, single-wave rectifier, a new

fish on their vacation, C. C. Baker, Victor and Columbia dealer of this city, had a picture taken of himself with a 35-pound tiger muskellunge, which he caught during a several weeks' fishing trip at Lost Lake, Wis., 60 miles north of Rhineland. The big catch was made while he, with several other men from his camp, was casting from a boat. It was about fifteen minutes after the musky struck, Baker says, before he was able to land it in the boat and then he had to employ the aid of a revolver.

He also landed more than 100 more muskellunge and 10 small-mouthed bass of a total weight of 37 pounds, in one day's catch. As soon as the big musky along with Baker's second largest catch is mounted he plans to display them in the window of his music store at 123 South High street.

Baker is fostering a movement which has for its purpose the establishment at Lost Lake which is in the center of 2,000 beautiful lakes, of a music merchants' colony. He has already interested several of his fellow tradesmen. The resort is in charge of Ed. Gale, one of the best known men in the north woods, and is a fisherman's paradise.



## Wuebben Record Albums are indestructible

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

Ask for our illustrated prospectuses and price lists

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

## *Reaching 3 out of 5 Homes in the United States With Gulbransen National Advertising!*

A greater volume of Gulbransen National Advertising will be done in September, October, November and December, 1925, than at any time in the history of the Gulbransen Company.

New mediums, and in some cases larger space in old mediums, will be used; millions more homes will be reached.

13,810,899 magazines will carry Gulbransen National Advertising every month. The newspaper field in 15 large cities will be invaded, increasing the Gulbransen demand not only in those cities, but in large surrounding communities and in entire states. New agricultural mediums have been added to the list.

The piano trade has never experienced as extensive and well-developed an advertising campaign as will be witnessed this fall when Gulbransen copy appears in the leading magazines and newspapers of the country.

Gulbransen cooperative local advertising continues, new selling plans are ready, the list of dealers' helps has been augmented. In every department of Gulbransen activity there has been extension and improvement—in National advertising coverage, in local advertising and selling plans and in store helps.

A 12-page brochure has been prepared fully setting forth the details of the Gulbransen advertising program for this fall. It should be in the hands of every progressive music merchant. Send for your copy today.

GULBRANSEN COMPANY, Chicago.

Please send us new 12-page brochure showing advertising calendar for balance of 1925.

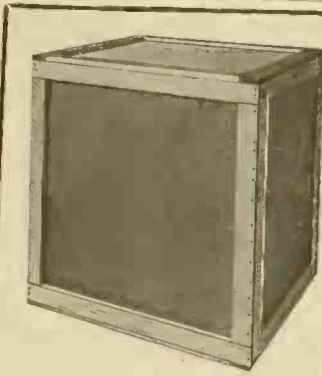


Name .....

Address .....

City and State .....

REGISTERED TRADE MARK  
**GULBRANSEN**  
*The Registering Piano*



Ship in an "Atlas"

## Diamonds in Lead Settings?

You don't put diamonds in lead settings nor rubber boots over silk stockings. At least most people don't. Yet some manufacturers continue to ship their high-grade products in ordinary lumber boxes.

Give your goods protection in keeping with their quality. Let the container suggest the character of the contents.

Atlas Plywood Packing Cases make a better appearance and give maximum protection. Each end, side, top and bottom is formed of one whole piece of cross-banded plywood without cracks or knot holes. Dust, dirt or moisture cannot enter. Scientific construction has given Atlas Cases greater power of resistance to shocks and strains and made possible the carrying of heavier loads with perfect safety. Yet this same construction has resulted in the saving of weight so that freight bills are greatly reduced.

Save money and give your product the best possible protection by using Atlas Plywood Packing Cases.

## Atlas Plywood Corp.

PARK SQ. BUILDING

BOSTON, MASS.

Largest Manufacturers of Box Shook in New England

## Complete New Radio Line Announced by Shamrock Co.

One and Two-Dial Table and Console Models Now Being Marketed by Prominent Manufacturer—Herman Rose, President, Outlines the Comprehensive Policy of the Company

The Shamrock Mfg. Co., of Newark, N. J., maker of the well-known Shamrock two and three-tube reflex kits and other standard radio parts, announces a complete line of one and two-dial table and console model radio receiving sets. Its new products will be six-tube super-tuned self-balanced radio frequency circuits. A unique feature of its products is the fact that the Shamrock engineers have made these new sets available with either one or two-dial control. The one-dial control carries some refinements which are important attributes for unified synchronization.

### President Rose's Timely Remarks

The Shamrock products are to be marketed along the lines of the highest standard business practice. Herman Rose, president of the company, who has guided its destinies successfully since the earliest days of radio, says:

"In formulating our marketing plans for the new Shamrock line of super-tuned six-tube sets, we have been governed by our past experience in merchandising thousands of two and three-tube kits, hundreds of thousands of quality standard radio parts, and a thorough study of the needs of both the trade and the millions of prospects who have yet to be converted to radio! The Shamrock products in the past have never been allied with any glutting-of-the-market, and its aftermath of price-slashing orgies, nor have we been lax in protecting the integrity of dealer territory, nor can it be said that Shamrock has in any way been a party to some of the practices that have brought only chaotic instability to the entire trade. Shamrock dealers have, and will continue to have, complete protection guaranteed them in the Shamrock selling franchise; exclusive territory, no overloading, a rigid policy of price maintenance, definitely established discounts, the full sales-stimulating benefits of a constructively planned national and localized advertising campaign, and the complete services of highly individualized co-operation in any problem pertaining to the selling of the Shamrock super-six line.

### Shamrock Advertising

"We have planned a huge advertising campaign," said Mr. Rose, "which will include a compelling series of Shamrock advertisements in the Saturday Evening Post; we have a newspaper schedule calling for a consistent bringing of the Shamrock line before millions of prospects in practically every large and sizable city in the country.

"The Shamrock super-six line will also be

featured at the New York, Chicago, San Francisco, and other radio shows.

"Special booklets, mailing pieces for prospects, special newspaper copy, and other dealer selling helps have been developed to help the Shamrock dealer reap real radio profits for the Fall and Winter selling season."

### E. P. H. Allen Directing Sales

E. P. H. Allen, formerly general sales manager of David Grimes, Inc., and late of the Radio Corp. of America, has recently headed the Shamrock sales organization of the new Shamrock super-tuned six line. Mr. Allen enjoys a national reputation in both the electrical and the music trade industries. Jobbing territories have already been taken up by many of the leading houses throughout the country, for both the enviable reputation of the company and the present performance of the new super-tuned six have met with the universal approval of the trade.

The Shamrock line includes a console grand, "Special Shamrock Console" and the "Shamrock De Luxe Table Model." All three models are made with the Shamrock new one-dial perfected control and with the standard two-dial panel. Thus the company is sponsoring six units of sale with a wide range of models and choice of dial control. The cabinet work of the Shamrock products is finished with great care and refinement of design will add to the decorative environment of both the home and showroom. The "Grand Console" and "Special Console" like all other models are satin finished walnut in two-tone effects. They have built-in sound chambers with all batteries and wiring self-contained. These Shamrock products are marketed at moderate prices and with the De Luxe Table Model give a range of prices to meet various tastes.

The Shamrock executive offices and factory are located at 196 Waverly avenue, Newark, N. J.—a modern factory building with excellent shipping facilities including a private railroad siding. The production schedule has been arranged to satisfy a continually increasing demand.

## Pushing Valley Forge Products in the South

BALTIMORE, Md., September 9.—William Braiterman, of the Braiterman-Feddor Co., this city, distributor of Valley Forge main springs, has just returned from an extensive trip through the South, and reports that business was exceptionally good. Mr. Braiterman has traveled the South for years and the trip just completed resulted in his renewing the many business acquaintances he has not seen for the several years of his inactivity on the road. William Feddor, general sales manager, has under him an efficient organization, and, although new in the talking machine field, is making rapid strides.

## Live Radio Distributors' Fine Literature Aids Sales

Ludwig Hommel & Co., R. C. A. Wholesalers of Pittsburgh, Distributing Musical Literature to Their Dealer Clientele

PITTSBURGH, PA., September 1.—Ludwig Hommel & Co., distributors of radio equipment and supplies, of this city, have given much attention to the subject of dealer literature. One of the most popular catalogs in the trade is "Hommel's Encyclopedia of Radio Apparatus." A particular convenience of this catalog is the alphabetical arrangement of the various products distributed, all products being listed under their proper alphabetical headings, such as adapters, batteries, cabinets, etc.

Ludwig Hommel & Co. are distributors of R. C. A. and other well-known receiving sets and also feature an extensive line of accessories and parts. Accordingly, the catalog has reached an impressive size, but through its convenient arrangement may be readily and quickly referred to by the dealer. Another feature of the Encyclopedia is the printing of list prices with a key to the dealers' discounts. The catalog is opened with an interesting foreword signed by Ludwig Hommel, president of the company, which is followed by a clear statement of the policy of the house.

In addition to the "Encyclopedia of Radio Apparatus" which is published at frequent intervals, Ludwig Hommel & Co., under the direction of their advertising manager, M. Lipman, have produced from time to time attractive folders and broadsides in attractive colors. One entitled "How About Your Jobber" interestingly analyzes the important points in the selection of a jobber. Another under the caption of "The House of Hommel," in addition to a description of the service rendered by Ludwig Hommel & Co., visualizes the personnel of this large organization. The Hommel building, together with the delivery truck and service cars, is also featured in this folder. In another folder window and interior views of the building are shown with a statement that "Dealer service built this business." An important point that is featured in all Hommel publicity is the fact that Ludwig Hommel & Co. are not only an organization of radio specialists but that they are exclusively wholesalers.

## Humes Co. Opens Branch

COLUMBUS, GA., September 5.—The Humes Music Co., of this city, recently opened a branch store at Albany, Ga., where a complete line of the talking machines, pianos, musical merchandise and sheet music carried by the firm will be sold. The new establishment is located at the Elks' Hall and is under the management of C. S. Waddell, who has been connected with the Humes firm for a number of years.

For Sixteen Years  
Plaza Music Com-  
pany Has Served  
the Music Trade

# Plaza News

Every Item De-  
scribed Here Can  
Be Profitably Sold  
in a Music Store

VOL. I, No. 1

Published by Plaza Music Co., 10 West 20th St., New York

SEPTEMBER 1925

## PAL AND REGAL PORTABLES IN MAHOGANY FINISH

**NEW MODELS NOW  
READY FOR DELIVERY**

The numerous and persistent calls for wood cabinet portables have prompted the Plaza Music Co. to add a mahogany finished PAL and a mahogany finished REGAL to their line of Portable Phonographs. These will cost no more than the regular fabricated finished models.

Now that the Summer and Out-of-Door Season is over there is a new and greater opportunity in the Fall and Winter portable phonograph trade. More than ever people are buying portables for home use, and in this there is nothing that will harmonize better and will please the customer more than the PAL or REGAL mahogany finished Portable Phonographs.



## TREMENDOUS SALES IN UKULELES RE- PORTED BY PLAZA

**DEMAND  
CONTINUES  
UNABATED**

Ukuleles, Banjo Ukes, etc., were never more popular than now. With the holiday season coming, sales will be greater than ever. To take care of this big demand, Plaza is now carrying a complete line of these instruments, each item representing remarkable value. Be sure to write for a complete catalog.



Write for Plaza's catalog of phonograph accessories.

## PLAZA OFFERS IMPORTANT NEW LINES TO MUSIC DEALERS

The Plaza Music Company here introduces to its thousands of friends in the trade several new items which according to the opinions of those music dealers, who have already seen them, have all the appearances of becoming big sellers, as is traditional with all Plaza Products.

Due to the lack of space, the descriptions given on this page are necessarily brief, but Plaza Music Company shall be glad to send complete details on any of these items upon request.

## PLAZA ENTERS THE FIELD OF RADIO WITH



For Full Details  
See Following Pages

## LITTLE TOT'S NURS- ERY TUNE RECORDS

**SONGS, GAMES AND  
STORIES FOR KIDDIES**

The big selling season for the Juvenile Records is now practically here and alert music dealers all over the country are already featuring these records in their stores.

The two fastest selling Kiddie Records in the field are, of course, the LITTLE TOT'S and PLAYTIME Records.

The LITTLE TOT'S Records come in books containing four 7-inch double-faced records, complete with colored picture and verse cards retailing at \$1.00. The individual PLAYTIME Records, attractively put up in colored illustrated covers, but without the picture and verse cards, retail at 15c each. Both of these Kiddie Records are proven profit pullers.

Plaza offers quality phonograph needles at attractive prices.

## "PLAYTIME" NEW KIDDIES CABINET PHONOGRAPH

Because of the excellent appearance, its fine proportions, attractive finish, and its remarkably low price, "PLAYTIME," the new cabinet-model Kiddie Phonograph, is certain to be an enormous seller in music stores. The list price of \$12.50 makes every home in which there are children a real prospect for this instrument.

The cabinet is 17"x11"x10", finished in ivory white, with a pretty kiddie design on the front door. Of sturdy construction throughout, this instrument reproduces every size of record, from the small Nursery Disc to the large regular 10-inch records.



The LITTLE TOT'S table model phonograph which retails at \$10.00 will be usual come in for a good share of the Fall business. This model is finished and decorated similar to the PLAYTIME Cabinet Model.

Plaza ships sheet music orders the same day they are received.

## K O M P A C T NEW CAMERA-SIZE PHONOGRAPH TO RETAIL AT \$12.50

**NOTHING TO REMOVE,  
COMES READY TO PLAY**

KOMPACT, a new camera-size portable phonograph which the Plaza Music Company has now placed on the market, is a remarkable step forward in this type of instrument. When setting up the instrument for use, there are no parts to remove, and none to attach. KOMPACT comes ready-to-play, and thus eliminates the one big objection which has heretofore been held against this convenient style of portable phonograph.

The KOMPACT is the lowest price camera-size portable phonograph in the field. It is a REAL Phonograph in every sense of the word. It possesses tone quality and volume of sound equal to any portable phonograph on the market.



## CAMERA DEPT. HIGHLY PROFITABLE TO MUSIC STORES

Thousands of music stores all over the country have found a Camera Department highly profitable, not only because of the steady all-year-round income from the sale of films and cameras, but because of the extra trade which they get for their staple lines from the customers who are brought into their store time and time again, for Camera Accessories.



Furthermore, a Camera Department lends to balance monthly sales of a music store, at the real peak of the Camera season is during the Summer months when phonograph sales are usually low. Let Plaza show you how you can start a Camera Department in your store on a very small investment.

# The PLAZA MUSIC CO. enters the field of RADIO



*with*

Again, this time in Radio, the Plaza Music Company establishes a new standard of value in musical merchandise.

In FINE-ARTS Receiving Sets and Consoles you are offered a Radio line of superb quality. Perfect efficiency, simple in operation—tone that is clear as a bell—plus the added quality of cabinets exquisite in their grace and beauty—furniture settings that harmonize with the finest of home interiors.

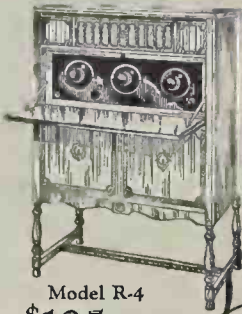
With the complete series of models, ranging in price from \$35 to \$175, you can fill every requirement of those who prefer the low priced set, as well as purchasers who seek only the finest of furniture art with their Radio.

And always, you have the assurance that in FINE-ARTS you are giving your public the greatest radio values their money can buy.

Unquestionably, FINE-ARTS offers the music merchant a real opportunity for building a permanent and profitable Radio Business.

RADIO DIVISION  
PLAZA MUSIC COMPANY





Model R-4  
\$125 List



Model R-5  
\$150 List



Model P-R-1  
Phonograph and Radio Combination  
\$175 List

### Complete Receivers

All models are equipped with the standard, guaranteed, FINE-ARTS five tube tuned Radio Frequency Receiver. The panel design is new—of an appearance that speaks fine workmanship and quality.

**Model R-1 \$35 Retail**  
In a very fine, full size sloping front cabinet, finished in duo-tone mahogany.

**Model R-2 \$50 Retail**  
Contained in a sloping front cabinet, finished in a rich mahogany. Completely equipped with a loud speaker and unit.

**Model R-3 \$85 Retail**  
Contained in a beautiful, full size console cabinet, equipped with loud speaker, unit, battery and charger compartment, etc. Finished in duo-tone mahogany.

**Model R-4 \$125 Retail**  
Encased in a highboy cabinet of excellent proportions, equipped with loud speaker, unit, battery and charger compartment, etc. Finished in duo-tone mahogany or duo-tone walnut.

**Model R-5 \$150 Retail**  
Encased in a beautiful highboy of imposing design and dimensions, equipped with loud speaker, unit, battery and charger compartment, etc. Finished in duo-tone burr walnut or diamond laid mahogany veneer with marquetry inlay across top rail.

**Model P-R-1 \$175 Retail**  
The perfect Radio and Phonograph Combination encased in a cabinet of duo-tone burr walnut, or duo-tone diamond laid mahogany veneer with marquetry inlay across top rail. Complete with phonograph motor, combination radio and phonograph tone arm, loud speaker, unit, battery and charger compartments, etc. Finished in duo-tone mahogany or duo-tone walnut.



Model R-1  
\$35 List



Model R-2  
\$50 List

### Cabinets for Standard Sets

Following, we are listing FINE-ARTS Radio Cabinets completely equipped with loud speaker, battery and charger compartments, but not including the Radio Receiver, nor the loud speaker unit.

**Model C-1 \$60 Retail**  
Same cabinet as illustrated in model R-1. Will accommodate Atwater Kent Compact and similar size receivers. In duo-tone mahogany only.

**Model C-2 \$85 Retail**  
Same cabinet as illustrated in Model R-4. Will accommodate Atwater Kent Compact and similar size receivers. In duo-tone mahogany only.

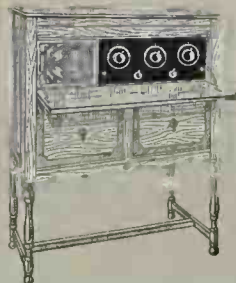
**Model C-3 \$110 Retail**  
Same cabinet as illustrated in Model R-5. Will accommodate Receiver up to 30 inches long, 19 3/4 inches high, and 15 inches deep. Finished in duo-tone walnut or duo-tone mahogany.

**Model P-R-2 \$125 Retail**  
The same cabinet as illustrated in Model P-R-1. Complete with phonograph motor, and combination Radio and Phonograph tone arm. In duo-tone walnut, or duo-tone mahogany.

**Model T-1**  
A console speaker with a specially constructed horn and unit. Equipped with a wood fibre amplifying chamber which gives remarkable volume and perfect reproduction. Handsomely finished in a rich duo-tone mahogany. Will accommodate a Receiver, 36 inches long, and eighteen inches deep.



Model T-1  
\$35 List



Model R-3  
\$85 List

Complete details of our attractive discount schedule will be given on application. Write for them today.

10 West 20<sup>th</sup> St., New York

# MOST PEOPLE NOW WANT 3 for \$1 RECORDS



**D**EALERS who are selling 3 for \$1 records are making real profits. Three years of ever increasing sales prove conclusively that the public will no longer pay more than 35c each for popular song and dance hit records.

## Banner and Domino are the leaders in the 35c Record Field

**BANNER** (black) and **DOMINO** (red) records are the outstanding leaders in the 35c record field. They are by far the biggest sellers all over the country.

The earliest releases of the latest song and dance hits together with the fact that the recordings are made by the foremost artists and orchestras in the country, account for the popularity of **Banner** and **Domino** records among the trade.

*See department of Advance Record Bulletins of October Releases*

*Let us send you a \$25 assortment of either Banner or Domino to start a 3 for \$1 Record Department*

## PLAZA MUSIC CO.

10 West 20th Street, New York

# LITTLE TOTS' RECORDS

*Songs, Games, Stories - for Kiddies*



# \$1.00

**Complete Album  
with Picture and  
Verse Cards**

### LITTLE TOTS' RECORDS

include **ONLY** a complete series of standard Nursery Rhymes of songs and games which all kiddies love—and want.

This assures continuous sales, and absolute turnover of **ALL** your stock of these wonderful juvenile records.

There are no "specials" in **LITTLE TOTS' RECORDS**—every record is a proven seller, for they are the same familiar rhymes and games which have passed from generation to generation.

Prepare now for the big fall demand by ordering your supply at once.

8 Selections on four 7" double-\$1 faced records, complete with verse cards and album.....

### Individual Records

# 25¢

*with picture  
and verse  
cards*



**REGAL RECORD CO.**  
20 West 20th St. New York

## Lack of Standardization of Wave Lengths Retarding the Radio Progress of Europe

Ray H. Manson, Chief Engineer and a Director of the Stromberg-Carlson Tel. Mfg. Co., Who Has Just Returned From Abroad, Analyzes the Radio Situation in Europe

The universal use of plug-in type coils, the lack of multi-tube receivers and the great abundance of crystal receivers are the outstanding causes of the general backwardness of European radio noted by the American fan who visits England, France and Belgium, according to Ray H. Manson, chief engineer and a direc-

tionally in order to cover both bands plug-in coils must be used.

"The lack of multi-tube sets in Europe is not because they are unpopular but because the tax on radio sets and the high cost of radio material make the possession of a fine radio receiver almost an impossibility. The great majority of sets seen in the countries I visited were one and two-valve receivers. One in a while a three-tube set was found. Almost all of the sets found in homes have been constructed by the owners."

In explanation for the thousands of crystal sets found in operation, Mr. Manson said, "The crystal receiver is in great favor in England especially because of its economy and also because the great station at Daventry affords crystal set reception from as far away as fifty miles."

Another factor that tends to complicate the development of radio abroad is the great variety of tubes on the market there, he states. Visiting one of the radio dealers in England, he found that there were at least four main manufacturers of tubes, each of whom put out a special tube for use as radio amplifier, another for detector, and still a third for audio amplifier, making at least twelve different types from which the novice is obliged to choose.

In Antwerp Mr. Manson found that in that city the only real radio entertainment available was that from stations operating in the vicinity of 1,600 meters, because of the great number of ships coming and going out of the harbor which caused great interference with the broadcast band of 300 to 500 meters.

Summing up, Mr. Manson said, "The countries I visited are as a whole far behind America in radio development, not so much in transmission as in reception, due, of course, to the prohibitive cost of building and maintaining a multi-tube receiver. This condition can be traced to the unsettled economic conditions at present existing in all European countries. However, as conditions there readjust themselves, as I feel they will before long, I look to Europe as a most fertile field for American-made radio products."



Mr. and Mrs. Manson on the Eiffel Tower Immediately Under the Transmitting Antenna of This Famous Station tor of the Stromberg-Carlson Telephone Manufacturing Co., Rochester, N. Y., who has just returned from a tour of these countries for the purpose of studying radio conditions in Europe.

In commenting upon these differences, Mr. Manson said: "The real reason why the old style plug-in coils are still used abroad is because the radio industry there is not yet standardized to a point where but one universal wave band is used. Several of the most powerful stations are operating on waves ranging around 1,600 meters, while others use the 300 to 500 meter bands as in this country. Ob-

### Radio Music for Movies

An experiment to determine the feasibility of supplying metropolitan music for feature moving pictures shown simultaneously in different cities recently proved a success when the film "Siegfried" was shown at Briarcliff Lodge, Briarcliff Manor, N. Y., and the music for the latter half of the picture was broadcast by Station WJY from the Century Theatre, New York, where the main presentation of the film was made. Reception was exceedingly fine and the synchronization was perfect.

This success opens the possibility of supplying films running simultaneously in small towns with music played by famous orchestras in the metropolitan district and other large cities.

### Increase in Capital

The McPhibben Radio Corp., Jamaica, N. Y., recently increased its capital stock from 750 shares at \$100 each to 1000 shares of common stock of no par value and 700 shares at \$100 per share.

Tom Burke, of the Musical Supply & Equipment Co., Boston, visited Canada, dividing his time between Montreal and Quebec, and, of course, taking a trip on the St. Lawrence River. Ray Burke enjoyed a short trip to the White Mountains as a part of his vacation but is now back on the job.

Don't Miss Seeing!



POWER ELECTRIC RADIOS

AT BOOTH 46

GRAND CENTRAL PALACE National Radio Exposition SEPTEMBER 12-19

Power Electric Radio

The Only Electric Radio USING NO ATTACHMENTS Works on A C or D C Current

Entirely Self-Contained

NO BATTERIES

NO RECTIFYING TUBES

NO TRACE OF HUM

NO TESTING OR

BATTERY CHARGING

NO MORE BUYING A, B

OR C BATTERIES



Model #60

POWER ELECTRIC RADIO

Comprises 4 different models

The Power Line Offers

to the progressive merchant a new line of radio receiving sets. The ultimate achievement in Radio Engineering. Built in beautiful cabinets, self-contained, with the latest type built-in loud speakers, which makes POWER performance acoustically perfect.

Send for Literature, Distributor and Dealer Proposition.

MANUFACTURED BY

ARGUS RADIO CORP.

25 West 18th Street

New York City



The "Power" Line is Dependable

AMBASSADOR

Registered U. S. Patent Office

Solid Mahogany SPEAKER

\$20



A SENSATION!

This is a real piece of furniture, being made in dark, rich mahogany with a Ducco finish. The patented double reflex principle of sound is used, giving perfect reproduction of music and voice.

CONSIGNED

Ambassador Loud Speakers and Head-Phones are consigned to picked phonograph and music dealers.

Ambassador Speakers, list ..... \$20.00

Dealer's price under plan..... 9.69

Ambassador head-phones, 3,000 ohms,

one-year guarantee. List price, \$3.98.

Dealer's price under plan, \$2.00.

Write for particulars.

AMBASSADOR SALES COMPANY

108 Greenview St., New York  
226 W. Madison St., Chicago

## "Harmony" Popular Priced Record Is Announced by Columbia Phonograph Co.

W. C. Fuhri, General Sales Manager of the Company, States That Record Is Designed to Meet Extensive Demand for a Medium Priced Record of High Quality—First List Wide in Scope

The Columbia Phonograph Co., Inc., has announced the production of the "Harmony" record which will list at fifty cents east of the Rocky Mountains and fifty-five cents west of the Rocky Mountains. The company refers to this new record as "A Quality Record at a Popular Price" and in a letter to Columbia dealers W. C. Fuhri, general sales manager of the Columbia Phonograph Co., Inc., commented as follows regarding the manufacture of Harmony records:

"In order to meet the extensive popular demand for a medium priced record of high quality, we present the Harmony record.

"This record is manufactured from the best materials, has an extremely smooth surface,

bears an attractive and distinctive label and will be kept up-to-date by the monthly or more frequent issue of all the latest dance and popular song selections of the day. Further than that, we will allow the records to speak for themselves. Suitable printed matter will be supplied in limited quantity.

"The list price printed on the label of the Harmony record is 50 cents east of the Rocky Mountains and 55 cents west of the Rocky Mountains. We believe it will be the best record on the market at the price and we are giving Columbia dealers a real chance for profit.

"The price to dealers is 23 cents per record—F. O. B. Bridgeport, Conn., in minimum quantities of ten of a number, or minimum orders

of 200 records. The price F. O. B. branches or jobbers' establishments is 25 cents per record for dealers east of the Rocky Mountains and 27 cents per record for dealers west of the Rocky Mountains. You may send your order to the nearest Columbia branch or jobber and take advantage of the convenience of securing your supply direct from the distributor nearest to you, or you may have your shipments sent direct from our factory at the lower price.

"We feel confident that these records will prove very popular with the big public who desire a moderate priced up-to-the-minute article. Prices quoted to Columbia dealers should prove an attractive proposition. It is truly a quality record at a popular price."

The first list of Harmony records includes up-to-date dance and vocal selections as well as sacred, band, Hawaiian and novelty numbers. The popularity of the numbers in the dance and vocal repertoire is indicated by the following recordings: "I Miss My Swiss," "Are You Sorry," "Collegiate," "Yes, Sir, That's My Baby," etc. The first announcement to Columbia dealers regarding Harmony records has been more enthusiastic than ever anticipated, and it is expected that the new library will meet with unequalled success.

## H. A. Guden Co. to Move to New Home in October

Increased Demand for Cabinet Hardware From Phonograph and Radio Manufacturers Made Move Necessary

Announcement has recently been made by the H. A. Guden Co., New York, manufacturer and sales agent of cabinet hardware, through H. A. Guden, president of the company, concerning plans for the removal to new and larger quarters. The company will, on or about the first of October, be located at 87 Walker street, New York. It will occupy three floors and store space at this address. The location is exceptionally accessible, being in the center of business activities, between Broadway and Lafayette street, and in the heart of the lower Manhattan manufacturing district.

"This move has been made necessary due to the fact that through our greatly increased business, the old quarters which we occupy have proved to be entirely too small for us," said Mr. Guden, in discussing the move. "The fact that not only is the phonograph industry using cabinet hardware more than ever before, but that radio manufacturers are now employing it extensively in the higher development of cabinet work and design for radio receiving sets, has increased the demand considerably. It is necessary to-day to contain certain types of musical instruments in attractive and well-designed cabinets so that they will grace the home as fine pieces of furniture. The tendency among manufacturers has been to meet this demand, and we in consequence have felt the effect in a greatly increased volume of business. We feel that in our new building we will be in a position to serve the trade to the best possible advantage. With our increased space and central location we look forward to an exceptionally good business for the coming year."

## H. W. Robbins Is Vitrola Eastern Representative

The Vitrola Talking Machine Co., 666 Lake Shore Drive, Chicago, recently announced the appointment of Harry W. Robbins as Eastern representative. Mr. Robbins maintains his headquarters at 30 West Fifteenth street, New York City, and will have charge of New York State and the New England territory. The appointment was made by L. C. Samuels, vice-president of the Vitrola Co., while in the East. Mr. Robbins is well known in the music trade, as he has been engaged in the phonograph business for a number of years. His merchandising experience has been extensive.

**With a RESAS Tone-A-Dyne**

**EAST IS WEST**      **NORTH IS SOUTH**

Distant or nearby stations as clearly as if they were in the next room! Tone and Volume controlled at will by means of the Resas exclusive Tone Modulator! These always have been the big features of the Resas Tone-A-Dyne.

This year's models not only retain the same excellent circuit and superior points of last year, but also have many added features, which make the Resas easily the best buy of the year.

Dealers can find no more satisfactory or profitable line, as the hundreds of Resas dealers already know.



Cabinet: length, 21 1/2"; height, 8"; depth, 9". Mahogany finish, artistic design.

**\$85**

### New Resas Tone-A-Dyne De Luxe

A 5-tube set of proven merit and unexcelled tone. The exclusive Tone Modulator is a feature. All the latest improvements are built in, such as the straight line frequency condenser, which, with simple tuning, permits greater ease of operation, as the broadcasting stations are distributed evenly over the entire dial. This feature has heretofore been used only in sets selling around \$200. The finest materials obtainable are used in this model. Each set is a laboratory product.

### New Resas Compact Tone-A-Dyne

Smaller than the De Luxe model, but having many of the same superior features including the popular Tone Modulator, three outboard tuning controls, one filament control for all five tubes and a filament switch to turn set on or off. A 5-tube set artistically designed and carefully constructed. Will prove a popular seller this season.

Jobs and Dealers: Write today for exclusive proposition.

**RESAS, Inc.**

556 West 52nd St., New York City

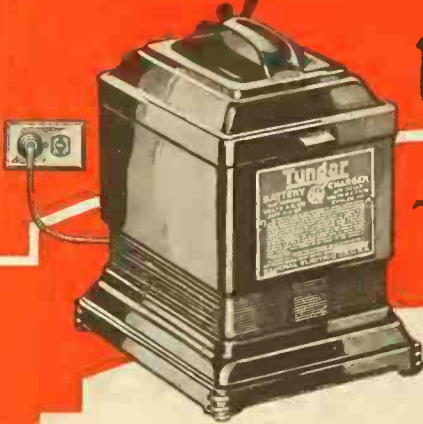


Cabinet: length, 21 1/2"; height, 8"; depth, 9". Mahogany finish, artistic design.

**\$60**

# Everybody knows the Tungar

*—and every storage battery  
needs the Tungar*



## Points that mean sales

- The Tungar is the *original* bulb charger.
- It is built to last for years.
- It charges any make and size of storage battery; radio "A" and auto batteries, and "B" batteries (as high as 96 volts in series).
- It is simple: just two clips and a plug for the house current.
- It makes no disturbing noise.
- It can't blow out Radiotrons if battery is left hooked to set while charging.
- It causes no radio interference.

Two ampere Tungar (East of the Rockies) List \$18  
60 cycles—110 volts

WHEN a music dealer sells a radio set, he sells music—and his important selling point is tone quality. Because tone quality depends very much on keeping the batteries charged, it is important to sell a Tungar with every storage battery set. That is one reason—and the dealer has another: the good profit on the Tungar.

A dealer proud of his reputation, can stake that reputation on his claims when he backs the prestige of the Tungar. And his word of recommendation is the one straw needed to complete the sale.

# Tungar

REG. U.S. PAT. OFF.

**BATTERY CHARGER**

*Tungar—a registered trademark—is found only on the genuine. Look for it on the name plate.*

*Write for sales helps and distributor's address.*

# GENERAL ELECTRIC

GENERAL ELECTRIC COMPANY

MERCHANDISE DIVISION

BRIDGEPORT, CONNECTICUT

## Complete Line of Radio Receiving Sets to Be Marketed by the Plaza Music Co.

Manufacturer of Pal Portable Talking Machines and Other Products Well Known to Trade and Public Celebrates Its Sixteenth Anniversary by Announcing Its Entrance into the Radio Field

The Plaza Music Co., the well-known manufacturer of Pal portables, Banner and Domino records, and distributor of Anasco cameras and other musical merchandise for the modern talking machine store, now announces a full line of radio receiving sets.

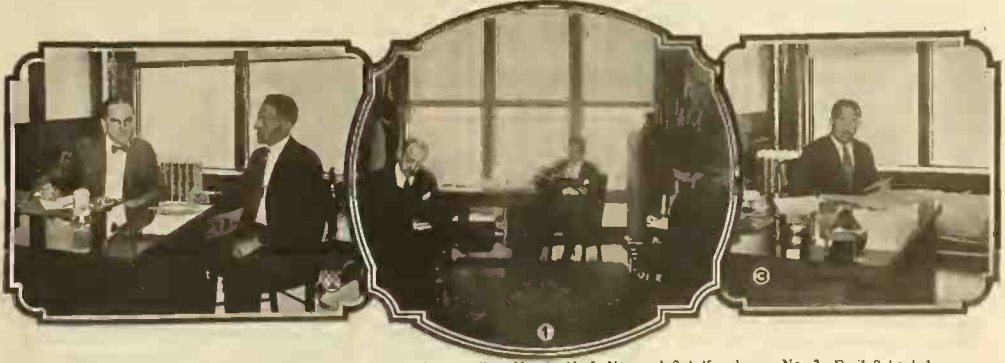
In conjunction with its radio announcement

the same time first introduced its Pal portable. This product has increased in importance and sales each season and is now one of the outstanding talking machine products.

It was the officers of this company also who conceived the idea of "Little Tot" records and for the past few seasons they have ob-

torious products, can probably credit the bulk of its success to its intensive advertising campaigns, covering numerous channels, and to the publicity and service departments for the retailer. This latter includes many sales helps such as window displays, cut-outs, hangers, multi-colored signs, consumer literature, etc.

Apart from its advertising on a large scale, often using newspaper-space in various localities, the Plaza Music Co. for over a decade has used *The Talking Machine World* in its messages to the talking machine retailer. It has in its files records showing that a large export business has been built up, covering all parts



No. 1—H. Germain, C. J. Kronberg, the Plaza Music Co. has pointed out that it is celebrating its sixteenth anniversary. Earlier this year the Plaza Co. took over an entire floor in the abutting building to its former plant and its quarters include space in 10-12-14-

Miss Gertrude Cheadle No. 2—H. J. Neu and Sol Kronberg. No. 3—Emil Schenkel tained widespread distribution with the "Little Tot" records and albums. First introduced as seasonable merchandise for the holidays its importance has steadily grown and there is now a healthy all-year demand for these goods.

The officers of the company have all been with the concern since its inception and its co-workers in the executive branches pride themselves on the long period they have been with the company. They include H. Germain, executive director and treasurer; C. J. Kronberg,

of the globe, through original inquiries received from its *Talking Machine World* advertising.

There are shown herewith a number of reproductions of some of the executive offices in the Plaza Co.'s new home, as well as several views of its manufacturing and sales departments. They, however, can only give an impression of the new Plaza quarters and its many activities.

## Celebrates 45th Anniversary

DENVER, COL., September 7.—The Boot Music Co., the second oldest music store in this city, recently celebrated its forty-fifth anniversary, having been founded in 1880 by Frederick Boot,



Pal Assembling Room

father of the present proprietor, Albert J. Boot. Sr. Victor talking machines and Holton band instruments are featured. The repair department of this aggressive establishment is one of the most complete in the entire Western territory.

## Broadcast Voices of Dead

The British Broadcasting Co., London, recently broadcast, a program of the recordings of dead celebrities—Theodore Roosevelt, Adeline Patti, Sir Beerholm Tree and other prominent personages. Talking machine records were used for the broadcast program.

The Pettingell-Andrews Co., RCA distributor, recently opened a branch office in Portland, Me. A complete line of Radiolas, Radiotrons and loud speakers are carried in the new establishment.



Reception Foyer and Display Room

16-18-20 West Twentieth street and runs through to Nineteenth street with entrances and elevator service through either street.

Since its organization sixteen years ago the Plaza Music Co. has contributed each season important and timely products for the music merchant. Originally the business started as a sheet music distributing house. This was closely followed by the addition of valuable accessories for the music store. With the advent of the talking machine the Plaza Co. became important manufacturers of talking machines. After the inflation period of 1920 the Plaza Co. saw the great need of popular priced records and produced the Banner record catalog, closely followed by the Domino series, both of which are having wide sales to-day. Sensing the future of the portable talking machine and the great demand that would accrue for such instruments in coming years, the Plaza Co. at



Billing Department

president; Sol Kronberg, vice-president and export manager; H. J. Neu, manager of record department; Gertrude Cheadle, manager phonograph and accessories department. Emil Schenkel for a number of years was advertising manager of the company and has now taken over the radio activities for the concern, and L. J. Weil, advertising department. Jerry Vogel, who is in charge of the sheet music department of the company, started his association on the first day the company opened its doors.

The Plaza Co., besides giving the trade meri-

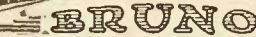
## PHONOGRAPH CASES RADIO CASES Reinforced 3-ply Veneer

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.




 BRUNO

## FULL SPEED AHEAD!

**C**REATION of a new era in talking machine entertainment in the home is made certain by the new products shortly to be introduced by the Victor Talking Machine Company. Only a brief time remains in which Victor dealers may prepare to present to the public the most colossal advancement in reproduction of all musical sound that has ever been attained.

In realism, in volume and in duration of the selection, nothing to resemble or even approach the new Victor products has ever been seen in this industry. It is the supreme new value, new interest and new serviceability in the new line for which we most earnestly urge all Victor dealers to prepare. Dismiss from your minds all previous standards of excellence, all past proofs of performance in the phonograph business. Remember that when the new goods show themselves to be of astounding improvement to you, how much more striking will be their effect upon the public!

A new vogue in talking machine ownership and usage will sweep the country with the introduction of the new line. What the appearance of console types did for the established industry that had sold upright machines for fifteen years, what the moderate-priced closed ear did to revive the automobile trade, what the manufacture of popular-priced period furniture did for the homefurnishings business, the new Victor line is going to do for the Victor business.

Millions of persons are going to be introduced to a style and perfection of Victor talking machine entertainment that is destined to re-crown the instrument as **MONARCH OF ALL HOME ENTERTAINMENT**. All the impulses of claiming the best, and buying it lavishly, that lie dormant in the American public will be awakened. In this flood of new business, every alert Victor dealer will participate to the extent that he equals the opportunity before him.

Are YOU ready for the fall of the barrier?

ASK YOUR JOBBER

**C. BRUNO & SON, Inc.**

351-353 Fourth Avenue

New York

*"Victor Distributors to the Dealer Only"*

# BRASS TONE ARM

for  
**RADIO**  
and  
**PHONOGRAPHS**



Speakertube Tone Arm available for all loud speaker attachments in radio cabinets



No. 3 Portables — high quality tone at a low price



No. 4 Universal full size Priced for quick turnover. Good volume—clear tone



No. 5 High Class Universal. Latest model. Acoustically perfect for finest machines

Tone Arms and Sound Boxes and All Parts for These Products in Raw or Finished State

All Globe Products are Manufactured in Entirety From Raw Material to the Finished State, on the Premises. The Savings Assure Low Quotations



All kinds of Plating, Polishing and Finishing for the Trade.

75-77 Winthrop St. Newark, N. J.

## Gulbransen Announces Its Fall Advertising Campaign

Thirty-seven Mediums to Be Used Reaching a Total of 13,810,899 Homes, or Three Out of Every Five Families—An Imposing Showing

CHICAGO, ILL., September 8.—The Fall advertising campaign which has just been announced by the Gulbransen Co. will bring the Gulbransen name to three out of five families every month of the year. This campaign has reached 13,810,899 homes during the last four months of this year, setting a new record for the Gulbransen Co.

The company is already recognized as one of the leading advertisers of the industry as shown by impartial surveys made by the Curtis Publishing Co. and other similar organizations. With the increase in the Fall campaign, the curve of Gulbransen leadership will rise to a new point. In most of the publications, full-page space will be used, making this campaign, without question, the biggest one of its kind ever used in the piano industry.

This is not an isolated campaign, but merely an expansion, for the best months of the year, of the regular Gulbransen national advertising program. All of the cumulative effect of Gulbransen advertising published monthly without a break for the past eight years backs up this extra advertising in the last four months. The names of a number of new mediums are to be found on the Gulbransen advertising list for this Fall, including Munsey's, Argosy, All-Story, Flynn's Magazine, Adventure, Short Stories, Frontier, Everybody's, Sea Story, Love Story, Popular, Top Notch, Complete Story, Ainslee's, Western Story, Detective Story and Sport Story. In the agricultural field Holland's Magazine is a new one.

In the newspaper field the additions to the list include New York American, Boston Advertiser, San Francisco Examiner, Los Angeles Examiner, Washington Herald, Atlanta American, Seattle Post Intelligencer, Milwaukee Sentinel, and Sunday Telegram, Rochester American, Detroit Times, Syracuse American, Fort Worth Record, Baltimore American and San Antonio Light.

One of the outstanding insertions of the Fall campaign will be a full-page, four-color advertisement in the American Weekly of Sunday, December 6, being the group of newspapers mentioned in the preceding paragraph. The selling value of this, coming early in December, one of the best piano buying periods of the year, cannot be overestimated.

The Saturday Evening Post continues to be the leading medium used, with a full page each month to tell its story to the regular Saturday Evening Post group of 2,500,000 families, while other leading mediums will also continue to carry the story.

In accordance with the regular policy of Gulbransen Co. the advertising copy used will be of a convincing selling nature, full information of the product, what it does musically and how it can be bought. It will have the usual selling appeal that can be linked up with local advertising by the dealer.

## Keeps Dealers Informed

R. A. Forbes, manager of sales and merchandise of the Victor Talking Machine Co., Camden, N. J., recently sent a very interesting letter to the trade giving information regarding the line of talking machines and radio combinations as well as new types of records which will be placed on the market by the Victor Co. this Fall. This policy of keeping in touch with the trade will be continued.

The recent annual outing of Sherman, Clay & Co., wholesale and retail, at Riverlot Park, Portland, Ore., was a great success. More than 1000 employees and their families and friends enjoyed the sports and other features.

## R. E. Thompson Marketing New Cabinet Type Speaker

Invented by Dr. Leonard F. Fuller, Vice-president of the Company, and Will Be Known as the Thompson-Fuller Speaker

In addition to the Thompson bell type speaker the R. E. Thompson Mfg. Co., manufacturer of neotrodyne receivers, has developed and placed upon the market a cabinet type speaker.



Dr. Leonard F. Fuller

It is known as the Thompson-Fuller speaker, having been designed by Dr. Leonard F. Fuller, vice-president and chief engineer of the Thompson Co. The Thompson-Fuller cabinet speaker is enclosed in a mahogany cabinet with most attractive screened grill.

Dr. Leonard F. Fuller, designer of this newest R. E. Thompson product, is a scientist, engineer and executive whose experience covers many years in the industry. His designs are to be found in many of the most important radio stations throughout the world, including a majority of the high-powered stations of the American Navy. Dr. Fuller is the designer of the largest single transmitter in the world, the 1,000,000-watt station of the French Government at Bordeaux.

The Thompson-Fuller speaker is adjustable to any type of vacuum tube receiver regardless of number of tubes. It is highly sensitive, picking up the faintest signals, and gives results on distance reception with equal quality as that received from local stations. It passes all known acoustical tests and is free from squeals and blurs under all operating conditions.

## Incorporation

H. B. Alderman, Buffalo, N. Y., was recently incorporated to manufacture wireless instruments with a capital stock of 500 shares of preferred stock at \$100 per share and 500 shares of common stock of no par value. H. B. and F. W. Alderman and H. I. Merwin are the incorporators.

The Horner Piano Co., Evanston, Ill., has moved to new quarters at Sherman avenue and Grove street. The move was made necessary by a steadily growing business.

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

Distributed by

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

CATALOGUES SENT ON REQUEST





# Compare the actual shipments!

In August, 1924 we shipped a record-breaking number of sets—

This August we actually shipped more than *four times as many!*

• • •

Our dealers tell us that the reasons for their buying enthusiasm are:

“THE NEW VALUES”—

(A new six-tube licensed Neutrodyne at \$110; a new five tube Latour Receiver at \$75 00; and two other quick selling new models at higher prices.)

“BIGGER PROFIT MARGIN”—  
(Greater discounts than ever before.)

“REAL DEALER PROTECTION”—

(An iron-bound contract direct with the manufacturer through the wholesaler.)

It is important that you should get the details of the Freed-Eisemann proposition!

Write to the Freed Eisemann exclusive territorial jobber, or write to us and one of our executives will reply personally.

*Freed-Eisemann Radio Corporation*  
MANHATTAN BRIDGE PLAZA, BROOKLYN, N. Y.

# FREED-EISEMANN

MASTERY IN RADIO

## Early Fall Demand Creates Optimism in Milwaukee and Surrounding Territory

Dealers Eagerly Await New Talking Machine and Radio Models—Promises to Be Biggest Radio Year in History—Stage Radio Week—Important Dealers' Meetings—Exhibits at Fairs

MILWAUKEE, Wis., September 7.—Both phonograph and radio jobbers in this city state that business is beginning to open up for Fall, and everyone is very enthusiastic about prospects for the season. In phonographs business has been showing some improvement and local jobbers are awaiting the arrival of new Fall models with considerable interest, as many dealers are holding off somewhat on orders until the new models are on display. Radio has started out exceptionally well, and the general opinion is that this will be the biggest season radio has ever seen.

### "Radio Week" Opens Season

Through the efforts of the Wisconsin Radio Trade Association, both jobbers and dealers in Milwaukee and other parts of Wisconsin featured the last week of August as "Radio Week." This period was to mark the opening of the radio season this year, and jobbers state that the publicity obtained through advertising and window displays will undoubtedly encourage earlier buying on the part of the general public. Special window cards and streamers were distributed by the Association to its members, and several other means of featuring the week were used. David M. Kasson, vice-president of the Interstate Sales Co., which features Freed-Eisemann and De Forest sets, and treasurer of the Wisconsin Radio Trade Association, gave a talk on "Radio Week" over the School of Engineering station, WSOE.

### Enthusiastic Over New Sonora

"I am very enthusiastic about the new Sonora receiving set, and we have already placed orders for delivery up to next February," stated Fred E. Yahr, of Yahr & Lang, Sonora wholesalers in Wisconsin and Michigan. "During the past month I have made trips through both Wisconsin and Michigan territory and I have found conditions very good, except in some northern communities where dry weather has affected the crops. I am anticipating a very good season."

### S. O. Martin Addresses Sonora Dealers

Invitations were sent out to about 300 Sonora dealers in Wisconsin and upper Michigan for a dealers' conference held September 1. New models were on display, and several enthusiastic talks on the prospects for the coming season

were given by S. O. Martin, president of the Sonora Phonograph Co., and F. V. Goodman, general sales manager. The meeting opened with a general discussion in the morning, which was followed by luncheon at the Milwaukee Athletic Club. Demonstrations of the new lines and addresses by Sonora officials followed the luncheon.

### David M. Kasson Optimistic

"Business has been picking up, and the outlook for Fall is excellent," stated David M. Kasson, vice-president of the Interstate Sales Co., distributor for Freed-Eisemann and De Forest. "We held a big meeting of Freed-Eisemann dealers here recently and the general optimistic note which prevailed at the meeting bodes well for the radio industry in this territory."

### Alex Eisemann Addresses Dealers

More than 100 Wisconsin dealers were entertained by the Interstate Co. on October 20 at a banquet in honor of Alex Eisemann, treasurer of the Freed-Eisemann Radio Corp. The banquet was held in the Elizabethan room of the Milwaukee Athletic Club, which was attractively decorated for the occasion. An address on merchandising policies and the practical future of radio was delivered by Mr. Eisemann, following the banquet. Paul Cornell, of a well-known Eastern advertising company, discussed in detail the advertising appropriation of the Freed-Eisemann Corp. and displayed some beautiful double-page, multi-colored advertising. Merchandising in general was discussed by Marx Max, musical merchandising manager of Gimbel Bros. department store in New York City. Harry Goldsmith, secretary of the Badger Talking Machine Co., spoke on Freed-Eisemann policies. Mr. Kasson presided over the meeting as toastmaster. Following these addresses, a number of prominent Wisconsin dealers spoke on their experiences with Freed-Eisemann. All agreed that a very prosperous season was ahead of them. Mr. Kasson plans to attend the New York radio show this month.

### Expects Busy Fall

"Prospects for the Fall are very bright," declared Harry Goldsmith, secretary of the Badger Talking Machine Co., Victor jobber. "Crop conditions throughout this section are

remarkable, and nothing can stop a big Fall." Mr. Goldsmith stated that plans were being developed for dealer conferences as soon as the new Victor models were received but that the dates had not yet been set.

### Pushing Music Master

"We have been way ahead of our schedule for the past month, and Fall business promises to be exceptionally good," stated Harry Halin, of the American Radio & Equipment Co., which is featuring the Music Master and Magnavox lines. "We are meeting with considerable success by advocating making radio a twelve months' business, and to this end we are keeping in touch with our dealers by mail at least every ten days." The American Radio & Equipment Co. was the first local firm to hold a conference of dealers, having brought together their Music Master dealers last July. Since then the company has been working on a ten weeks' sales campaign on the Music Master line, which has been helping to boost sales.

In order to keep an exact record of dealers who have been calling at the offices of the company, this firm has started a guest book and all visitors are requested to register. Those whose names appear for the first three days include H. J. Meyer, of Plymouth, Wis.; A. L. Pitzschler, Theresa; E. W. Tucker, North Prairie; Harry Neuman, Lake Geneva; W. Tomlinson, Kenosha; and Leo Hobbins, Green Bay.

### Many Brunswick Exhibits at Fairs

"During the past month I have been visiting dealers who had displays at the county fairs around the State, and I have been very well satisfied with the results they are getting," said Carl Lovejoy, local representative of the Brunswick Co. "Most of them have been holding some sort of a contest with a Brunswick phonograph or Brunswick Radiola as the prize, and they have been doing very well. Brunswick-Radiolas have been moving better during the past month as dealers find conditions more favorable for selling them. Fall business is beginning to open up fine."

Mr. Lovejoy states that the record business has been holding up remarkably well, with a variety of popular numbers in great demand.

Mr. Lovejoy made a trip to Chicago at the end of August to secure further information on deliveries of the new Panatone which is being manufactured by Brunswick, and states that special plans for introducing this model will be made as soon as deliveries are assured.

### Ordering for Fall

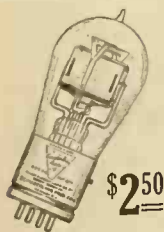
"Radio is opening up very early this year," reported A. J. Ractz, manager of the Radio Corp. of Wisconsin, which features the Pathé line. "We have orders on file far in excess of last year to be delivered as soon as new models are received. Business at the beginning of September is about equal to what we were doing in October last year."

### Atwater Kent Conclave a Success

"Business has been very good with us, and we are about four weeks ahead of last year on our orders," said Ralph Miller, secretary-treasurer of the Radio Specialty Co., which features Atwater Kent.

About 150 Atwater Kent dealers attended the dealers' conference held by the Radio Specialty Co. at the Milwaukee Athletic Club. The conference opened in the early part of the afternoon, August 28, and closed with a banquet that evening. According to Mr. Miller, dealers were very much pleased with the meeting and expressed enthusiastic opinions concerning the future of radio.

R. F. Davis, sales manager for the Atwater Kent Co., Philadelphia, was one of the principal speakers at the meeting, outlining the policies and explaining the merchandise featured by this company. Martin J. Polikoff spoke on Pooley cabinets, and Ben Duffy, of a prominent Eastern advertising firm, presented some new ideas on radio advertising. Other representatives of the Atwater Kent Co. to attend the meeting were Robert Wheeler, Hayes Clark and T. W. MacDowell. The meeting was in charge of Leo Nohl.



\$2.50

### Retail Price

S-4000—3 volt. Standard Base, 1 amp. Detector-amplifier with full, noise-free, distortionless volume.

All models sold with a 10 day written guarantee

### OTHER MODELS SELL AT

3 volt—6/100 amp. Miniature Base  
Model S-8100 Det.-Ampl. .... 2.50  
5 volt—3 amp. Standard Base  
Model S-200 Detector..... 2.50  
Model S-4000 Det.-Ampl. .... 2.50  
Model S-700 Power Tube.... 3.00  
3 volt—1110 amp. Miniature Base  
Model S-600 Det.-Ampl. .... 2.50  
1 1/2 volt—4 amp. Standard Base  
Model S-300 Det.-Ampl. .... 2.50  
5 volt—16/100 amp. Standard Base  
Model S-1600 Det.-Ampl. .... 4.00

## For your sets—

the tube that took New York and Philadelphia by Storm

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

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

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

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

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

### SCHICKLERLING PRODUCTS CORPORATION

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

New York Office:

Knickerbocker Building, Broadway & 42nd St. Jewelers Building, 30 W. 47th St.  
Havemeyer Building, Corlandt and Church St.

Philadelphia Office: Jefferson Building, 1015 Chestnut Street

## SCHICKLERLING RADIO TUBES

With the Stabilizing Triangular Plates

Mail Orders filled from our Newark factory

## A Victor Victory

A true sportsman does not expect to win always. Many victories, culminating in supremacy, are often productive of laxity, indifference or over-confidence. It is true in social life and particularly so in business. Fortunately, the law of compensation and other uncontrollable factors keep us on our mettle.

As a great modern business organization does not depend upon one man or group of men, reorganization, injection of new ideas, new inventions, and the adoption of other modern means at times become necessary, to maintain leadership.

Recently it became apparent that the Talking Machine industry must re-awaken and reclaim the buying interest of the public or soon relinquish its proud supremacy in the field of home entertainment. The theatre, the dance hall, the automobile and lately the radio have challenged the Victrola and it seemed to be playing a losing game, but the crisis has been met and passed. The game is never lost until it is over, and now the Victor Company have scored and will win. This Victory will become unquestionably apparent within a very short time.

Victor goodwill has made possible the marketing of millions of Victrolas with a success beyond the most optimistic expectations. The way is paved for the introduction of a new Victrola, embodying improvements in recording and reproducing of sound, revolutionary beyond all former conceptions of Talking Machine tone and the commercial possibilities of the product.

We are not overlooking the wonderful advances that are being made in Radio this year, and we will make available to our dealers the best in Radio.

Any attempt to describe adequately the new Victor product we will offer our dealers this Fall would be futile. Mr. Victor Dealer, you must see and hear the new instrument, if you would be convinced. Have your enthusiasm aroused and a most profitable future made apparent by letting us give you a demonstration of the new Orthophonic Victrola and the new Victor Record.

J. NEWCOMB BLACKMAN.



*Blackman*  
TALKING MACHINE CO.

28-30 W. 2<sup>ND</sup> ST. NEW YORK N.Y.

VICTOR WHOLESALE DISTRIBUTORS

# STRAND PRICES

## Gigantic Purchase by the Player-Tone Talking Machine Co.

We have purchased the complete stock of Strand Phonographs and Radio Cabinets and offer these splendid quality instruments at 50% off former list prices

Write or wire for NEW net trade prices on large or small quantities. Special prices on carload lots.



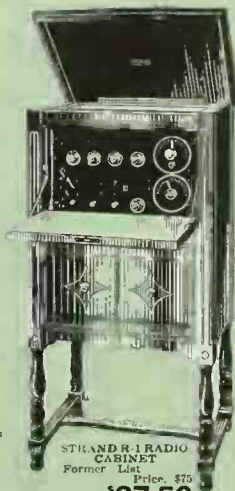
STRAND MODEL 11  
Width, 36 in.; Depth, 21 in.; Height 34 in.  
Former List Price, \$165 **\$82.50**  
New List Price.....



STRAND MODEL 80  
Width, 30 in.; Depth, 21 in.; Height, 31 in.  
Former List Price, \$135 **\$67.50**  
New List Price.....



STRAND NO. 27 RADIO CABINET  
Accommodates any radio set measuring not over 20" x 10" x 10"  
Former List Price \$100 **\$50**  
New List Price.....



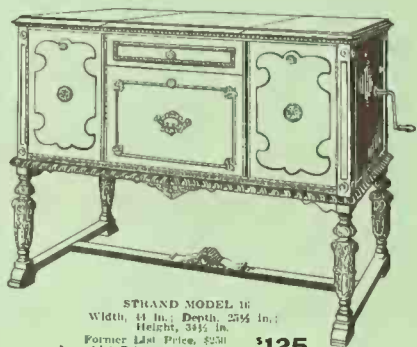
STRAND R-1 RADIO CABINET  
Former List Price, \$75 **\$37.50**  
New List Price.....



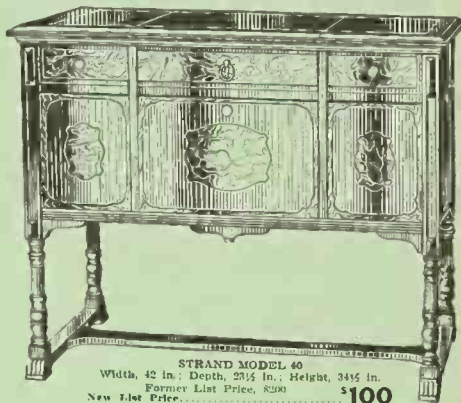
STRAND R-2 RADIO CABINET  
Accommodates any radio set measuring not over 20" x 9" x 7 1/2"  
Former List Price, \$100 **\$50**  
New List Price.....

**Player-Tone Talking Machine Company**  
632 Grant Street Pittsburgh, Pa.  
Eastern Representative: GEORGE W. LYLE  
Showrooms and Offices, 95 Madison Avenue, New York City

# REDUCED 50%



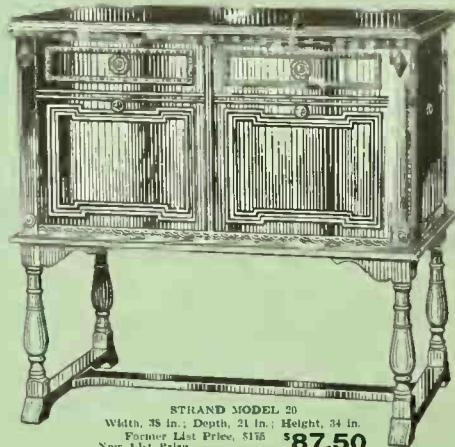
**STRAND MODEL 16**  
 Width, 44 in.; Depth, 25 1/2 in.;  
 Height, 34 1/2 in.  
 Former List Price, \$230  
 New List Price..... **\$125**



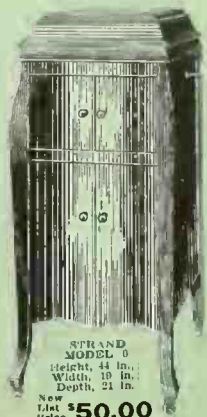
**STRAND MODEL 60**  
 Width, 42 in.; Depth, 27 1/2 in.; Height, 34 1/2 in.  
 Former List Price, \$200  
 New List Price..... **\$100**



**STRAND MODEL 230**  
 Width, 36 in.; Depth, 21 in.; Height, 34 in.  
 Former List Price, \$125  
 New List Price..... **\$62.50**



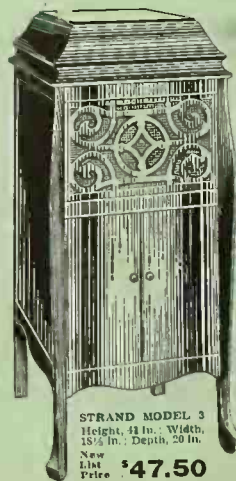
**STRAND MODEL 20**  
 Width, 35 in.; Depth, 21 in.; Height, 34 in.  
 Former List Price, \$135  
 New List Price..... **\$67.50**



**STRAND MODEL 0**  
 Height, 44 in.;  
 Width, 10 in.;  
 Depth, 21 in.  
 New List Price..... **\$50.00**



**STRAND MODEL 10**  
 Width, 36 in.; Depth, 21 in.; Height, 34 in.  
 Former List Price \$130  
 New List Price..... **\$75**



**STRAND MODEL 3**  
 Height, 41 in.; Width,  
 15 1/2 in.; Depth, 20 in.  
 New List Price..... **\$47.50**



Radio  
Receiver



## Selectivity means more with the Valleytone

—more sales for the dealer, because more satisfaction for the user

### Appearance

The Valleytone is mounted in a solid walnut cabinet finished in two tones with inlaid gold stripe. Grained and engraved bakelite panel, trimmed in gold.

### Console Models

The Valleytone may be obtained in a beautiful console model. A special Valley table as shown above with built-in loud speaker may also be procured for the Valleytone.

The Valleytone 5-Tube Radio Receiver is extremely selective. It has no trouble separating stations on wave lengths only four or five meters apart, whether distant or local stations. The *Valley Toroidal Coils* make this selectivity possible.

In addition, the Valleytone has a balanced tone. The *potential balance* method of suppressing oscillation makes the tone of this set clear, mellow and free from the howls and squeaks which have been the plague of radio.

Radio receiving sets are bought for these two qualities. These qualities are the measure of success, of results. And results are what buyers want.

Sell results. Sell satisfaction. Sell the kind of radio performance that Mr. and Mrs. John J. Public want. Sell the Valleytone.

Consult your jobber or write us for the full story of the Valleytone 5-Tube Radio Receiving Set. We are telling that story to millions this year in magazine and newspaper advertising, and we are looking for good dealers to profit with us on this better radio receiver.

VALLEY ELECTRIC CO *Radio Division*  
*Branches in Principal Cities*

ST. LOUIS, U.S.A.

Valleytone  
Radio Receivers

Valley  
B-Eliminators

Valley  
Battery Chargers



### The Valley Battery Charger

The Valley Battery Charger is the only charger needed for all radio batteries: 6-volt A batteries; 24, 48, 72 or 96 volt B batteries; and 2-volt batteries. Correct. 6-ampere charging rate. Safe. Quick. Economical.

### The Valley B-Eliminator

The Valley B-Eliminator is made for receiving sets of from one to eight tubes. It costs less at the start than wet B batteries and less in the long run than dry cells, too. Much more satisfactory than either.



# Valley Electric

# Interstate Commerce Commission Issues Freight Schedules on Radio Receivers

Take Effect in Official Southern and Western Territory in Carload Lots—Refuses Approval on Proposed Increases on Radio Sets and Talking Machines Combined

WASHINGTON, D. C., September 8.—The Interstate Commerce Commission has approved schedules proposed by the railroads on radio receiving sets, in carloads, in official Southern and Western territory, which would result in increased freight charges, but has refused approval of the proposed increases on talking machines and radio sets combined, in carloads, and has ordered the carriers to file new schedules which will be in accordance with this decision.

The schedules were originally filed to become effective February 10, last, but were suspended upon protest by the Music Industries Chamber of Commerce, the Radio Corporation of America and other radio and phonograph manufacturers, who claimed the proposed rates were too high to be justified.

On account of the comparatively recent development of radio receiving sets, specific provision has not heretofore been made for them in freight classifications. The railroads admitted during the hearings that they are electrical appliances, which, when not otherwise specifically rated, are rated first class in less than carloads and third class, with a flat minimum of 30,000 pounds, in carloads. Radio loud speakers are specifically rated 1/2 times first class in less than carloads and second class, minimum 12,000 pounds, in carloads. Specific provision is likewise made for radio tubes, at double first class in less than carloads and first class, minimum 14,000 pounds, in carloads.

The music and radio industries hold the opinion that under the classification ratings now in effect radio sets are subject to the ratings provided for electrical appliances. The railroads concurred in this view, except in the case of sets equipped with loud speakers or tubes or both, where these parts are included in a set they contended that the whole constitutes an electrical appliance combined with tubes or with a loud speaker, as the case may be, and that under the rules relating to combination articles or differently classed articles in the same package the applicable rating is that provided for the highest-classed article in the combination or package. The commission holds that the industries' interpretation of the existing provisions is correct and that where a set is designed for the reception of tubes or a loud speaker or both and those parts, or either of them, are shipped with the set, whether installed or separately packed, the whole constitutes a single electrical appliance and must be rated as such.

In the absence of specific provision in the classification for talking machines and radio sets combined, they have been rated under the combination-article rule as a talking machine and an electrical appliance combined. Talking machines are rated first class, in less than carloads, and second class, minimum 16,000 pounds, in carloads. Less-than-carload shipments of talking machines and electrical appliances are rated the same, first class, but carload shipments of talking machines are classed higher than carload shipments of electrical appliances. Accordingly, under the combination-article rule the ratings on talking machines and radio sets combined are first class in less than carloads, and second class, minimum 16,000 pounds, in carloads.

By the schedules filed by the railroads they proposed to establish less-than-carload ratings on radio sets and talking machines and radio sets combined of 1 1/2 times first class in the official and Western territories and double first class in the Southern territory; and a uniform carload rating on both articles of second class, minimum 20,000 pounds. On carload shipments of radio sets it was proposed to increase the

rating from third to second class, with a reduction in the minimum from a flat minimum of 30,000 pounds to a graduated minimum of 20,000 pounds, according to the size of the car used. On carload shipments of talking machines and radio sets combined it was proposed to continue the rating of second class, but to increase the minimum from 16,000 to 20,000 pounds.

During the course of hearings before Examiner Flynn, a great mass of evidence was introduced showing the weights and values of the two classes of shipments and their comparison with other commodities taking various rates. Much evidence was introduced relative to the recency and development of radio and the various uses to which it is put.

The railroads claimed that the installation of a radio set in a talking machine substantially increases the value without materially increasing the weight. They admitted that the values of the more expensive and elaborate types of talking machines may equal or exceed the values of some types of machines equipped with radio sets, but contended that average conditions must be considered in determining classification ratings. They claimed that the existing ratings on talking machines are too low in view of the development in the models of such machines since the ratings on talking machines were originally established at which time they were small, compact and portable and much heavier per cubic foot than the present types.

The music industries claimed that the proposed minimum of 20,000 pounds on talking machines with radio sets combined cannot be loaded in a 36-foot car. The roads did not insist that the proposed minimum can be loaded but contended that the proposed rating of second class was reasonable only when applied with a minimum of not less than 20,000 pounds. The commission, however, has consistently refused to approve a minimum weight which it is impossible to load, and refused to do so in this case.

In its decision the commission approved the proposed ratings on radio sets except to the extent that the less-than-carload rating proposed in Southern territory should not exceed 1/2 times first class, disapproving the double first class rate asked. It also approves the proposed ratings on talking machines and phonograph rates combined, in less than carloads, with the same exception. The proposed ratings on talking machines and radio sets combined, in carloads, however, is disapproved as it provides for a minimum weight which cannot be loaded.

The carriers are instructed to cancel the original schedules on or before September 19, next, and file new schedules complying with the commission's findings.

## Finds West and Mid-West Trade Enjoying Good Demand

Herman Segal, president of the Unique Reproduction Co., New York, manufacturer of Add-A-Tone sound boxes and reproducers, for use in cabinet phonographs and portables, recently returned from an extensive trip through the West and Middle West. Mr. Segal took this trip in the interest of business and visited the factories of several large manufacturers with whom he is doing business.

In discussing conditions as he saw them during his trip, Mr. Segal said: "The manufacturers whom I interviewed all seemed to be enjoying a good volume of business and look forward eagerly to an exceptionally good Fall trade. The purpose of my trip was to familiarize myself with the production problems which were confronting the firms for whom I manufacture

and thus to place myself in a position where I would be able to co-operate with them more readily, due to an intimate knowledge of their particular problems. I have always felt that not only should a manufacturer of parts and accessories which go to make a complete phonograph turn out the best possible product, but he should also give his customers the utmost in service and co-operation towards making their problems simpler and more easily solved. This has been our policy since our establishment in business, and I feel that it has been justified, as the business has increased in volume year after year."

## Ohio Sales Co. Chartered

Papers of incorporation have been filed recently by the Ohio Musical Sales Co., of Cleveland. H. M. Deering, J. C. Logue, and Dorr E. Warner are the incorporators. The concern has an authorized capital stock of \$100,000.

THE TUBE WITH A SENSIBLE GUARANTEE



All for You!

## A GOOD TUBE

Produced by a responsible organization, who know how.

Unusual profit—rigid policy, local and national advertising.

A sensible guarantee—each tube serial numbered.

At the public demand retail price \$2.00 each—ALL TYPES.



All Types \$2.00 ea. ca. 2175

## DISTRIBUTORS

Fineale Radio Svl Co. Chicago	M. A. Bator & Son... Elms
Yahr & Lutz Org. Milwaukee	M. H. Johnson Elec. Co. Union
The Everett Co. Minneapolis	Mindell Elec. Co. Albany
Sorenson Lamp Co. Ore. Milne	Troy American Photograph... Albany
Wipac-Slate Auto. Ore. Milne	Rosen Talking Machine Boston
Ort. Greig... Cedar Rapids	East. Wash. Waret Co. Baltimore
Radio Draera Co. San Francisco	Ortiz Auto Svl. Co. Buffalo
Western Light Co. Los Angeles	W. D. Taylor Co. Buffalo
Franklin Elec. Sup. Co. Phila.	Hamburg Bros. Pittsboro
Keystone Radio Dist. Co. Phila.	Reynolds Radio Co. Denver
Attention Radio Co. Alton, Ill.	Burr-Foster Co. Syracuse
Boydell Auto Co. South Wad	E. J. Gabel Co. Cincinnati
Fort Waus. Iren Co. Ft. Waus.	Elgin Radio Corp. Elgin
Swanson Elec. Co. Evansville	Alberta Radio Co. Alberta, Can.

## SUPERTRON MFG. CO. HOBOKEN, N. J.

Export Division, 220 Broadway, N. Y. City

### Factory Branches

CHICAGO	21 E. Van Buren Street
ATLANTA	Georgia Savings Bank Bldg.
DALLAS	200 1/2 Commerce Street
PHILADELPHIA	133 No. 4th Street
INDIANAPOLIS	121 No. 4th Street
MINNEAPOLIS	279 So. 4th Street
KANSAS CITY	414 East 4th Street
DENVER	1841 Stout Street
SAN FRANCISCO	Radio Bldg.

Exhibiting at NATIONAL RADIO EXPOSITION Grand Central Palace Sept. 12-19

**SUPERTRON**  
A SERIAL NUMBER GUARANTEE

## Kolster Radio Opens New Divisional Sales Offices

Local Sales Headquarters at Boston, Washington, Chicago and San Francisco Now Operating—Close Contact With Trade Assured

Four new divisional sales offices in all, located in Boston, Washington, D. C., Chicago and San Francisco, have been opened by the Federal Telegraph Co., according to an announcement just made to the trade. All four offices are in the hands of men well known in the radio business.

W. A. Hendrickson has been appointed manager of the Boston office, located in the Rice Building, from which he will cover the New England States.

W. A. Eaton is in charge at Washington, D. C., with offices in the Munsey Building, where he will hold forth over the Eastern section of the country, South to include Florida and West to Ohio.

H. F. Tideman, manager of the Chicago office, at 33 South Clinton street, that city, is covering the mid-Western States West to the Rocky Mountains.

G. L. Stannard is manager of the San Francisco office, located in the Hobart Building, which are the home offices of the Federal Telegraph Co. of California, and will cover the Pacific Coast.

New York State, northern New Jersey, and the metropolitan district have been reserved for the New York office in the Woolworth Building, which is merchandising headquarters for Kolster radio.

It is the intention of the Federal Telegraph Co. to give the fullest measure of protection and support to established Kolster radio distributors and dealers, and through these divisional sales offices to maintain close contact with the trade in general in their respective regions.

## Zenith Expert in New Orleans

NEW ORLEANS, LA., September 7.—Rudolph Todd, who qualified as an expert at the Zenith Radio School, Chicago, has been added to the staff of Woodward, Wight & Co., one of the most extensive distributors of radio instruments and supplies in the South.

The concern is distributing "The Voice in the Air," a 36-page radio catalog of their own compilation, and has announced copies of the booklet will be sent to any radio dealer on application.

## Opens New Store

C. Durkee recently opened a new music store in the Baker Building on Superior street, Alaman, Mich.

## Valley Electric Co. Introduces Valleytone Receiver

New Creation Has Many Novel Features—Also Makes Eliminator and Battery Charger

The Valley Electric Co., 3157 Kings Highway, St. Louis, Mo., manufacturer of the Valley battery charger, has introduced to the trade a radio receiving set, known as the Valleytone receiver. Handsome folders illustrated in gold and brown have been mailed to dealers showing the set, which is a five-tube model with radio frequency circuit. By means of a patented appliance, termed the "Potential balance method for suppressing oscillation," a small coil is placed upon the doughnut coil, preventing the set from going into oscillation, and producing pure tone, with both range and selectivity.

The Valleytone is finished in two-tone walnut, with gold inlay on the top and sides. The panel is of bakelite, with vernier adjustment on the gold-trimmed and lettered dials. The set, which was placed upon the market about two months ago, lists for \$115.00.

A "B" battery eliminator has also been perfected and introduced by the Valley Electric Co., listing at \$30.00. It is attached to any light socket, and provides an even, steady source of current. The controls are adjustable, allowing the operator to obtain clear distinct reproduction by regulating to exactly the right voltage. The manufacturer states that the Valley eliminator may be operated at a cost of about one-tenth of a cent an hour.

The Valley battery charger, perhaps the oldest and best known of the Valley radio products, having been on the market for a considerable length of time, is presented this season with several improvements. It is furnished with an engraved and grained bakelite panel, with a moulded glass top designed to make it tamper-proof and to enhance its appearance. Rubber feet underneath the charger protect polished surfaces. The charger lists for \$19.50.

## Atwater Kent to Exhibit at Gotham Radio Shows

During the two radio expositions to be held in New York City during the middle of September, the Atwater Kent Mfg. Co., Philadelphia, Pa., will establish headquarters at the Commodore Hotel. They will exhibit at the Fourth Annual Radio Exposition which opens at noon on September 12 at the Grand Central Palace and also at the 258th Field Artillery Army, Kingsbridge Road and Jerome avenue, New York, where the Annual Radio World's Fair will be opened at 7:00 p. m. on Monday, September 14.

It is announced that the complete line of Atwater Kent receiving sets and radio speakers will be exhibited at both these shows and the

company is extending a cordial invitation to visit the displays at both the Army and Palace.

## Install Stromberg-Carlson Switchboard at Kodak Park

The Stromberg-Carlson Telephone Mfg. Co., of Rochester, N. Y., manufacturer of a line of radio receiving sets which have become tremendously popular among discriminating radio fans, has built up its present fine reputation over a period of thirty years engaged in the manu-



Stromberg-Carlson Installation

facture of telephone apparatus, cables and supplies. Radio is the most recent branch of activity engaged in by this firm. The concern has made installations of its switchboards and other apparatus in some of the largest factories and commercial structures in the country. Among the most recent was the installation of a new switchboard at the Kodak Park plant of the Eastman Kodak Co., Rochester, N. Y., which is considered one of the largest private branch exchanges in this section.

## Radio at Sesqui-Centennial

Arrangements have been completed whereby a mammoth radio educational exhibit will be held at the Sesqui-Centennial International Exposition to be held in Philadelphia from June to September of 1926. Over 50,000 square feet of floor space have been allotted to the radio industry, this space to be located in the Liberal Arts Palace, the most beautiful building planned for the exposition. The exhibit will portray the development of radio from both the technical and artistic standpoints. Many leading radio manufacturers have already reserved space at the exposition.

## Opens Repair Department

CANTON, O., September 5.—Announcement is made by the Home Music Co. of the opening of an up-to-date repair department, for the repair of all makes of talking machines and radios. The new department has been installed to the rear of the store. The Home Music Co. is one of Canton's newest and most attractive retail music stores.



## The New Minnelli Portable

This newest portable is equipped with the Minnelli tone arm with its many high qualities of tone reproduction. This tone arm which is reproducer and amplifier combined is readily detached which allows the machine to be built compactly.

Well equipped and finished the Minnelli portable enables you to sell a portable that is different from all others.

Send today for full details and dealers' prices.

MINNELLI PHONOGRAPH CO., Inc.

Pittston, Pa.



## Why *Music Master*?

The Company and Its Products  
Are *Thoroughly Dependable*

The name, *Music Master*, is the most inspiring name in the whole field of radio.

Such inspiration arises only from *proven* dependability—dependability of both the Company and its Products.

The fact that no one has ever lost money on *Music Master* is enough to convince the most cautious businessman that

*Music Master* products more than match the catalog descriptions of them: that

*Music Master* merchandising policies protect dealers from shelf-warmers, price-cuttings and model changes: and that

*Music Master* is financially and morally sound.

### *Tie Up to Strength*

Receiving Sets in 10 Styles \$50 to \$460  
Reproducers in 9 Models \$18 to \$100

Multi-Cell Dry Batteries --- Storage Batteries  
and Accessories

A Complete Line Under One Trade Name

**Music Master Products Are Money Makers**

### *Music Master Corporation*

Makers and Distributors of High-Grade Radio Apparatus

WALTER L. ECKHARDT, President  
PHILADELPHIA

128-130 No. 10th Street

Canadian Factory: Kitchener, Ontario

Chicago New York Pittsburgh Montreal, Can.

93,000,000 Americans Are Reading the *Music Master* Story!

**Music Master**  
RADIO PRODUCTS

# Music Master Receivers



**TYPE 215**  
 Six tubes. Special Music Master Circuit. Built-in Music Master Reproducer. Very selective, tone range, extended tone quality. Table base equipped with drawer and battery compartment. Finished in same style as cabinet.

Table base only \$40  
 Set without Table \$175  
 Set and base complete \$215



**TYPE 300**  
 Five tubes. New circuit. Connect with standard bell or cabinet type Music Master Reproducer, or with specially designed art model reproducer, illustrated. Great selectivity, extraordinary volume and wonderful tone quality. Solid mahogany cabinet, beautifully ornamented, brown mahogany art satin finish.

Price \$300

Music Master Reproducer, Model XIII. Drum type. Specially designed art model, illustrated.

Price \$40

## 10 Styles of Receivers with a Price Range from \$50 to \$460

In addition to the models shown here, we offer :



**TYPE 460**  
 Seven tubes. Special new patented tuned radio frequency circuit. One major control of operating wave-length indicator. Built-in loop antenna or ground required. Mahogany console type cabinet, period design, beautifully hand-carved. Finished in brown mahogany art satin finish. Includes Music Master Reproducer, Model XIII. Drum type. Specially designed art model, illustrated.

Price \$460

Canadian Prices Slightly Higher

- TYPE 400** Five tubes. Special super-selective circuit. No antenna or ground required. No batteries; operates entirely on AC house current. A and B battery eliminators housed in steel clad box within cabinet. Connect with standard bell or cabinet type Music Master Reproducer, or with specially designed art model reproducer, illustrated. French Spinet Desk Cabinet of solid mahogany, beautifully ornamented, in brown mahogany art satin finish. Price \$250. Music Master Reproducer, Model XIII. Drum type. Specially designed art model, illustrated on Type 460.
- TYPE 50** Four tubes (Music Master 199 type). Neutrodyne, R. F. circuit operated on Dry Cell 120 units B, 2-150 or 201. Four and a half volt A, 3 (Dry Cell) (Music Master 191). Two control—inch dials—one auxiliary control. On and off switch. Loud speaker connection in front. Metal panel, etched alnico. Mahogany Cabinet with space for dry cells in rear. Battery leads.
- TYPE 60** Five tubes (Music Master 201A type). Ninety volts of "B" battery (two Music Master 450 or 451). Six volt storage "A" battery (Music Master No. 690). Three control—knobs and pointers. One volume control. Loop and Jack combination (cannot be operated when locked). Loud speaker connection in front. Plus external elements. Bakelite panel engraved, slanted. Mahogany Cabinet with space for "B" batteries, access from rear. Two stages of tuned radio frequency, detector and two stages of audio frequency amplification. Highly efficient radio frequency transformers are used in oscillations are controlled by the resistance method. Battery leads.
- TYPE 100** Five tubes (Music Master 201A type). Ninety volts of "B" battery (two Music Master No. 451). Six volt storage "A" battery (Music Master No. 690). Three control—three 4-inch dials. One volume and one tone control. On and off switch. Jack for headphones in right panel. Loud speaker connection in back. Bakelite panel engraved and slanted. Mahogany Cabinet of special type with space for "B" batteries, access from rear. Two stages of tuned radio frequency, detector and two stages of audio frequency amplification, employing special patented coils and the absorption method for stopping oscillations.
- TYPE 140** Five tubes (Music Master 201A type). Ninety volts of "B" battery (two Music Master No. 451). Six volt storage "A" battery (Music Master No. 690). Single dial and coil-plated pointer, controlled by knob. Two auxiliary adjustments and toggle switch. Loud speaker connection in back. Metal etched panel with wave-length production. Dial under glass indirectly illuminated. Mahogany Cabinet with wave-length production. Dial under glass indirectly illuminated. Mahogany Cabinet with audio frequency amplification. Battery leads.
- TYPE 175** Six tubes (Music Master 201A type). Ninety volts of "B" battery (two Music Master No. 451). Six volt storage "A" battery (Music Master No. 690). Two control—knobs and pointers, operating an embossed scale of golden bronze finish. Two auxiliary controls. On and off switch. Built-in speaker panel, slanted. Battery leads. Music Master Reproducer built within cabinet—"B" batteries also contained within mahogany cabinet. R.F. backed with gold brasses silk. Three stages of tuned radio frequency, detector and two stages of audio frequency amplification. Patented circuit free from oscillations through a system of chokes and capacitors.
- TYPE 250** Seven tubes (Music Master 201A type). Ninety to 125 volts of "B" battery (Music Master No. 690). One major control operating wave-length indicator through through cut-out in front panel. Two auxiliary knobs, one for volume and one for direction of built-in loop. On and off switch. The set is entirely finished and the features of this tuned radio frequency hookup are covered by a series of patents issued or pending. Mahogany Cabinet, no antenna or ground required on this set. Metal etched panel. Battery leads.

# Music Master RADIO PRODUCTS



**MODEL VIII**  
Cabinet type. Solid mahogany with full graining wood. Price \$35

# Music Master

RADIO REPRODUCERS

9 Styles of Reproducers with Price Range from \$18 to \$100

## The Musical Instrument of Radio

THE Music Master unit has a capacity to produce with fidelity, not only the modulations of the human voice, but the vibrations of music's overtones.

We do not care whether this unit takes its place in horn types, cabinet types, or reflector. Its capacity remains the same.

We make every type of reproducer, so that Music Master dealers may have everything with which to satisfy the desires of every consumer.

### MUSIC MASTER REPRODUCER MODEL XI

New Drum Type. Handsome silk facing. Ornamented mahogany, in brown mahogany art satin finish. Tasseled silk cord for support from picture moulding.

Price, \$30

### MUSIC MASTER REPRODUCER MODEL XII

New Drum Type. Silk facing gathered with ornamented rosette. Ornamented mahogany, in brown mahogany art satin finish. Mounted on solid mahogany base, with hand-carved supporting columns.

Price, \$35

### MUSIC MASTER REPRODUCER MODEL XIII

New Drum Type. Silk facing gathered with ornamented rosette. Ornamented mahogany, in brown mahogany art satin finish. Mounted on solid mahogany base, with hand-carved supporting forms.

Price, \$40



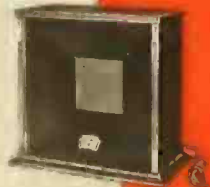
Music Master  
Resonant Wood  
Insures Natural  
Tone Quality

**MODEL VI**  
Fourteen-inch wood bell. Solid mahogany cast aluminum tone chamber. Standard Music Master producing unit. Price . . . \$30

**MODEL VII**  
21" wood bell \$35



**MODEL X**  
Pedestal type. Solid mahogany. Full floating wood bell in top section. Shaded electric bulb, concealed within case, reflects a soft, diffused light through silk screen. Price . . . \$100



**MODEL V**  
Metal cabinet. Mahogany finish. \$18 Wood bell. Price \$18

Canadian Prices Slightly Higher

# Music Master

RADIO PRODUCTS



Condensers Unique one-piece frame construction, brass plates, die-cast rotor and stator, high ratio, low loss. Prices: 2 1/2-plate, \$6.00 4 1/2-plate, \$7.00



Phonographs and 400 wheel. Carries signals by controlling action of vacuum tubes. Price \$1.00



100-500 Cycle. Output contact removal and provision for sub-panel mounting. See 'E' type. Price \$1.00

Resistor 2 1/2 and 10 ohm. Large size, uniform resistance control. Price \$ 1.5



L. V. 100 Type Price \$ 75

Head Set Tone quality and sound uneven. 40 Ohms. Leather-covered padded head band. Price \$10.00



Phonograph Attachment. Turns any record into good sounding loudspeaker. Price \$8.00



# Music Master ACCESSORIES

## Big Profit on Small Items

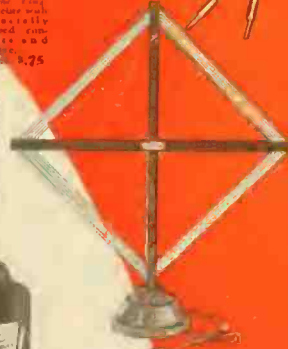
AN accessory department attracts customers for parts and replacements who, in almost every instance, are good prospects for higher priced and more profitable radio, phonograph and musical merchandise.

Pictured here are some of the worthwhile Music Master Accessories. Like everything else that bears the Music Master name they are each and all UN-CONDITIONALLY GUARANTEED.

Canadian Prices Slightly Higher



Phone Plug. Facilitates work. practically standard. Price \$ 75



Loop Antenna. Results in better reception. For any Superheterodyne or Radio Frequency Set. Just increase wire length 200 to 600 feet. Price \$10.00



A. P. Transformers. Faithfully reproduces natural tones with greater volume. Price \$7.00



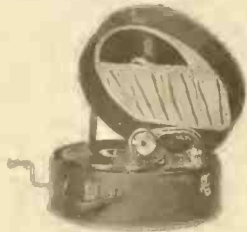
Dial. Finest grade special black composition, richly polished. Patented clutch for attachment to any set. Price \$ 75

# Music Master RADIO PRODUCTS

### Carryola Flapper Portable Introduced to the Trade

Unique Case Is a Feature of Latest Portable Being Marketed by the Carryola Co. of America—Dealers Interested in New Product

The Carryola Co. of America, Milwaukee, Wis., manufacturer of the well-known Carryola Master portable phonograph, has introduced a



Carryola Flapper Open

new model which is called the "Carryola Flapper." The case resembles a hat box, trimmed off at the hinged end so that it will stand upright, and the effect is unusually pleasing. Closed, the Flapper looks like a Deluxe bandbox, in handsome Dupont Fabrikoid or grained imitation leather, with tan edging and nickeled



Carryola Flapper Closed

hasps and lock. A convenient and sturdy handle gives it real portability. Open, the Carryola Flapper becomes a talking machine in a novel setting with very attractive lines. The lid tips back, disclosing a lining of cretonne and a pocket that will hold fifteen ten-inch records.

The same playing features that distinguish the Carryola Master are found in the Flapper, including the Add-A-Tone reproducer, the quiet motor, nickeled fittings, throw back tone arm and others. It also has the same total volume and quality of tone, and, in fact, is practically the same instrument in a different dress. The weight is the same, as are also the over-all dimensions, and the price remains the same as the Carryola Master.

Donald T. Allen, vice-president of the company, states that the appeal of the Carryola Flapper is frankly feminine and that while men will undoubtedly prefer the Carryola with its maximum simplicity, the women will probably select the Carryola Flapper for its style and distinctiveness. Mr. Allen reports a lively interest in the new product with the dealers keenly enthusiastic as to its sales possibilities. The company is anticipating a very active demand for the Carryola Flapper and factory facilities are being prepared accordingly.

### A Time Waster

It would be well if the dealer and his salesmen in conducting the radio department would avoid the radio "bug" who spends half the day arguing the merits and demerits of some triviality with anyone willing to listen. There's no profit in it and the time wasted can be put to better use in energetically going after real, live prospects.

## Limited Free Radio Service and Charge Thereafter Solves Luscher's Problem

"Buy the Set You Service the Least" Is the Advice of H. Olsen, Radio Expert of Luscher's Music Store, in New York, as the Best Answer to the Elimination of Profit-Killing Service

"An ounce of prevention is worth a pound of cure" might well be used to describe the system by which Luscher's Music Store, New York, solves the problem of radio servicing. This establishment has, for the past couple of years, been retailing radio merchandise with success and has been exceptionally successful in avoiding that bugaboo of many dealers, the high cost of service. In fact, H. Olsen, radio expert, who is associated with the store in conducting the radio department, states that in the past year the number of service calls can be counted on the fingers of one hand. Mr. Olsen is well qualified to discuss the problem of radio servicing, having for a great number of years been interested in radio and having a thorough knowledge of his subject.

"This store," states Mr. Olsen, "in selling a radio set, guarantees free service for thirty days and following that a charge is made for each time a man is called to inspect or go over a set. In other words, if a customer calls on us for every one of the thirty days following the purchase we cheerfully call and render every assistance. After that time we bill them, usually a dollar for an ordinary complaint or if the servicing requires much time a charge in proportion to the time required is made. At least that is our plan—during the past year, however, we have had only about four or five service calls and these were, with one exception, simply minor adjustments."

Asked how this remarkable record was possible when so many dealers were besieged by calls for service, Mr. Olsen summed the answer in a few words, "Buy the set you service the least," and then went on to explain the store's policy of stocking instruments.

"Before any make or type of radio receiver is accepted from manufacturer or wholesaler for sale to our customers it must meet certain requirements. In the first place, we know our buying clientele and realize that for the greater part they are people in moderate circumstances and are novices in radio, knowing little or nothing regarding the operation of a receiver. Therefore, the two points which we take into consideration before stocking a line of receivers are simplicity of operation and quality.

"When we accept a set on approval it is sent to my workshop and is gone over thoroughly. I have a series of mirrors rigged up by which each part of the inside of a set can be looked over, not only for general workmanship but for each detail, the wiring, small parts, and all must stand up. In this section (the Bronx) the average buyer of a radio set purchases it not as a fad or toy but as a part of the home's furnishings and as he would buy an ice box or other article of furniture for a lifetime's use. They buy radio, not for a year or so but for continued use, and we help them to secure this result to the best of our ability and give them an honest dollar's worth for their dollar. Because of this, we feel that it is essential that each part must be up to par.

"Following this inspection, I next bring the set to my home and try it for accuracy in tuning and seeing that it brings in stations clearly. I do not base my findings on my own experience as I have had much more practice with radio than has the average buyer, so I request my wife to try the set at various intervals and we compare results. Should the receiver stand up to these requirements and give satisfaction we feel that we are justified in offering it to our trade. I believe that it is this angle of buying radio apparatus that has, in our case, obviated the necessity of having to give unnecessary service."

Naturally, the care taken in stocking radio merchandise is also used in installing the sets in the homes of customers and proper instruction is given all buyers in the use of the instruments purchased.

### New Aerial for Grebe & Co.

A new lattice-work tower 104 feet over the factory roof is being erected by A. H. Grebe & Co., Richmond Hill, N. Y., manufacturers of the Grebe Synchronophone radio receivers. This will form the third leg of a triangular set of antennae and when the three aereals are in place it is planned to broadcast simultaneously from WAHG, WBOQ and perhaps under the call letters of one of the other stations owned by the company.



### THANK YOU!

The response to the new Music Master line has been wonderful—exceeding even our highest expectations.

Our hearty, sincere appreciation is extended to our many dealer friends for their enthusiasm and co-operation. We know that the Music Master line will more than fulfill their expectations.

Metropolitan  
(New York)  
Distributors

## NORTH AMERICAN RADIO CORP.

"Just above the circle, but always on the Square"  
1845 BROADWAY, near 60th St.

## Continued Good Demand for All Lines in Cleveland Presages Busy Fall Trade

Panatrope, New Brunswick Instrument, Creating Wide Interest in the Trade—Preparations for Cleveland Radio Show Maturing—R. C. A. Exhibit at State Fair—Other Important Activities

CLEVELAND, O., September 8.—Cleveland phonograph fans and dealers alike are much interested in the Panatrope, the new sound reproducing instrument announced by the Brunswick Co., in New York, August 15. Already many inquiries are being received by Cleveland Brunswick dealers regarding the Panatrope and records. Some music merchants who feature Brunswick phonographs and Brunswick Radiolas have already booked orders for the new records, which will play for more than half an hour. Inquiries from small dealers in the country are also being made of the Cleveland branch of the Brunswick Co.

September promises to be a good month for talking machine dealers in northern Ohio. The last two weeks of August brought fair sales of machines. Portables are still much wanted. Latest releases of records by standard talking machine companies have had a good call. H. J. Shurtle, head of the Cleveland Talking Machine Co., Victor distributor, is still bombarding the trade and others with mail order literature to aid retailers.

### To Report on Radio Discounts

A special committee appointed several months ago by Otto C. Grau, president of the Ohio Music Merchants' Association, will report at the September 15 convention in Cincinnati on a survey made of radio manufacturers relative to their attitude in giving proper discounts to music retailers. E. C. McMahon, of Youngstown, is chairman, and Omer E. Westerfield, of Grenville, and Dan E. Baumbaugh, manager of the talking machine and radio section of the May Co., of Cleveland, are members of the committee.

### Featuring the Kameraphone

The Robert L. White Music Co., the Old Arcade, is making quite a hit by featuring products of the Kameraphone Corp. of America, 547 Broadway, New York. Mr. White offers these little portable talking machines at nearly half price, featuring them in window displays and sales room. They are sold as low as \$9.75.

### Expects Busy Season

W. J. McNamara, of the Empire Photo Parts Co., 2261 East Fourteenth street, expects to

book a lot of new orders during the next month. Business, he said, during the first half of August, showed many signs of reviving. The firm makes tone arms and reproducers.

### Preparing for Radio Show

James H. Lanyon, of Lanyon & Brown, publicity directors of the Cleveland Radio Show in the Public Hall for nine days, beginning November 27, reports that about \$5,000 worth of exhibit space has been sold to Cleveland concerns, aside from that contracted for by a New York booking agency. The Cleveland concerns include the May Co., William Taylor Son & Co., Dreher Piano Co., Cleveland Talking Machine Co., Buescher's Victrola Store, Edison Phonograph Co., and several radio distributing and manufacturing concerns. A feature of the show will be the transmission of pictures from one end of the Public Hall to the other by the radio process. It is expected that the Victor Co. will exhibit its latest combination of phonograph and radio. Warren R. Cox, vice-chairman and general manager of the Radio Apparatus Co., is working out plans for several radio stars to appear. Herman Lesser, of H. Lesser & Co., is chairman of the publicity committee, and R. C. Sidnell, head of the radio section of the M. & M. Co., will have charge of decorations.

Harry R. Valentine, vice-president of the Dreher Piano Co., is a member of the committee which is working out plans for the show.

### R. C. A. Exhibit Scores

A \$200,000 radio exhibit was made at the Ohio State Fair, which opened in Columbus August 3 and ran a week. The most interesting feature was the exhibit made by the Radio Corp. of America in connection with the Erner-Hopkins Co., of Columbus, and C. V. Truax, general manager of the fair. Captain K. H. Kangar, who transmitted the first photos sent from Europe to America by radio, directed the picture sending part of the exhibit. The exhibit equipment included a portable broadcasting station and studio, owned by the Radio Corporation of America. Francis M. Robinson, field secretary and program director of the corporation, booked talent for the broadcasting features.

## MICA DIAPHRAGMS

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

INTERNATIONAL MICA CO.

Phone 6319  
Building 335 PHILADELPHIA, PA. Cable  
Filadelp. Phil.

The portable station transmitter had a wavelength of 800 miles. Other radio exhibits included German wireless field sets, captured during the world war by Americans; army and navy sets; French and British radio equipment, apparatus in use twenty-five years ago; a welder of radio tubes and other devices. Fred Rieg, transportation manager; H. Mitchell, engineer; G. H. Clark, manager of the exposition division, and Miss Amy Clark represented the corporation at the fair. The show was purely educational, according to L. R. Krumm, of the Erner-Hopkins concern.

### Drive on Cheney

Dan E. Baumbaugh, manager of the radio and talking machine section of the May department store, Cleveland, recently launched a sales drive on Cheney phonographs. The firm obtained an unusually large stock of all types of Cheney machines direct from the Grand Rapids, Mich., factory. Whole pages of newspaper advertisements were used to announce the sale and Mr. Baumbaugh said a record breaker was made in sales during the first few days.

### Now a Freed-Eisemann Distributor

The Haas Electric Sales Co., 512 Huron Road, announces it has been made exclusive distributor for this territory for Freed-Eisemann radio sets and equipment. The firm's territory includes northern Ohio and northwest Pennsylvania. One dealer only will be appointed in cities of less than 25,000 population.

Ed. B. Lyons, vice-president and sales manager of the Buell Distributing Co., which took over business formerly done by the Cheney Phonograph Sales Co. and the Record Sales Co., and is located at 1965 East Sixty-sixth street, Cleveland, reports a good business in Adler-Royal phonographs and radio products during the first twenty days of August. This firm is also scoring on Okeh and Odeon records.

Max L. Haas, of the Haas Electric Sales Co., will head the contest committee and L. C. Baldwin, radio sales manager for the Willard Storage Battery Co., is in general charge of arrangements.

### News Brieflets

Harry Van Ness, representing the Radio Corp. of America, was a recent visitor.

"Tom" R. Buell, head of the Buell Distributing Co., is back after a look around over the northern Ohio retail field and reports good business prospects in sight. Cheney phonographs, he said, are going better than ever.

S. S. Larmon, manager of the Cleveland branch of the Columbia Co., is a new member of the Music Merchants' Association of Ohio.

Herman Wolfe, head of the Wolfe Music Co., of Cleveland, is back from a Chicago trip. This firm scored big on Victor talking machines during August.

The Sam Fox Publishing Co., which maintains offices in Cleveland and New York, is getting considerable local publicity out of its latest hit, "Footloose." It seems to be as big a winner as "The Flapper Wife." The Victor Talking Machine Co.'s record release of the song rendered by Billy Murray is having a large call.

The Starr Piano Co., in its Huron road store, attracted much attention by an unusual display of Gennett phonograph records.

A branch of the E. M. Curry Music Co., of Altus, Okla., has been opened in Tipton with a full line of music goods.



## Ten RAY-O-VACS for Every Radio Use

It pays to handle French Ray-O-Vacs. Stock the full line of ten models and you'll have a battery to fit the demand of every customer. You'll be making out cash slips instead of explaining why you can't give him what he wants.

French Ray-O-Vacs make repeat sales, too. They're built right, they give thoroughly satisfactory service, they're nationally advertised. They make money for you.

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

# FRENCH RAY-O-VAC

Radio's Best Batteries

# A new leader in the Phonograph industry



Adler-Royal Radio-Phonograph  
Highboy—Model F

**P**HONOGRAPH DEALERS, almost without exception, feel that new and aggressive leadership is essential to progress in the industry. True leadership can only come to the manufacturer who best serves the dealers, and through them, the public. Adler-Royal may justly claim the position of leadership in the phonograph industry, in addition to its present commanding position in radio.

## ADLER-ROYAL

WERE

*The first* to produce phonographs which kept pace with up-to-the-minute furniture styles. Ever since phonographs were built into cabinets, the styles of others have trailed many months, and even years, behind those of *furniture*, resulting in heavy losses in unsalable merchandise.

For instance, the delightful Spanish period motifs in the standard line of Adler-Royal are an exclusive feature giving Adler-Royal dealers a wider range of appeal to the furniture lover than other dealers have enjoyed.

*The first* to carry a full piano finish. This factor has been of material assistance in moving Adler-Royal instruments in direct competition with other standard makes less appealing to the eye.

*The first* to combine tone *volume* with exquisite tone *quality*: thereby producing a genuine musical instrument of marked superiority.

*The first* (and only) manufacturer to back the superiority of its product with a *five year* guarantee.

*The first* to make radio a true ally of the phonograph. For more than a year our dealers have had a complete line of Adler-Royal-made radio receiving sets, speakers and radio phonograph combinations to add to their stock of phonographs.

*The first* to build and market a complete line of radio adapted phonographs—which all others have now followed.

**T**HE PRECEDING are only a few of the achievements of Adler-Royal which entitle it to leadership in the industry. New blood, new ideas, new thinking, have produced vital innovations in many directions.

Adler-Royal instruments are today fully up to the minute in mechanical and artistic quality. Unimportant mechanical changes in competing product will doubtless develop from time to time, but we do not anticipate any so-called revolutionary results, for this season at least. When the phonograph is improved in any important way, it will probably be an Adler-Royal improvement.

*Stabilized value* which will be permanently maintained is assured the Adler-Royal line, and our dealers may depend upon this. Faith in its future leadership in the industry is shown by an early planned production schedule which will insure adequate supplies of instruments throughout the present selling season.

Adler-Royal has the vast resources, facilities and organization to maintain leadership, and to produce a superior line of phonographs which have already proved their easy and profitable salability.

Our production will continue to be merchandised in a clean and wholesome manner, and we guarantee complete protection to our dealers through storm and stress—in good weather and bad.

*Chas. Adler*, President

ADLER MANUFACTURING COMPANY

# ADLER-ROYAL Phonographs



**Spanish Gothic—Model 90**  
Height 33 in., Width 44 in., Depth 26 in.  
A phonograph of utmost quality. Guaranteed motor of six record capacity. Automatic stop.  
In highly figured American Walnut or Mahogany. Gold plated metal fittings. \$230



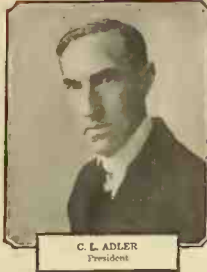
**Marie Antoinette—Model 60**  
Height 34 1/2 in., Width 38 in., Depth 21 in.  
Phonograph designed to permit installation of any standard radio panel. Guaranteed motor of six record capacity. Automatic stop.  
In highly figured American Walnut or Mahogany. Gold plated metal fittings. \$190



**Pergolesi—Model 20**  
Height 35 1/2 in., Width 36 in., Depth 21 in.  
Phonograph designed to permit installation of any standard radio panel. Guaranteed motor. Automatic stop.  
In highly figured American Walnut or Mahogany. Nickel plated metal fittings. \$125



**Andover—Model 5**  
Height 34 in., Width 32 1/2 in., Depth 21 in.  
Phonograph designed to permit installation of any standard radio panel. Guaranteed motor. Automatic stop.  
In Mahogany or Walnut. Nickel plated metal fittings. \$95



**C. L. ADLER**  
President



**LAMBERT FRIEBL**  
Vice-President and General Sales Manager



**H. P. BLOOM**  
Secretary

## ADLER-ROYAL the established value in the Phonograph Industry

**B**ACK OF THE Adler-Royal line stands a most efficient factory and organization insuring exceptional stability as well as satisfactory service.

The Adler Manufacturing Company, Inc., has been building high quality music producing and reproducing instruments for nearly thirty years, during which time it acquired every facility requisite for success in the Radio and Phonograph fields.

All who visit the Adler plant are quick to note the high average of skill among the large force of workers, and their real interest in maintaining the exceptional quality always identified with Adler products.

On the executive side, Adler-Royal manufacturing and selling policies are administered by men of unusual experience and proven capacity. Their record of achievement during the most difficult period in the history of the phonograph industry is the best guarantee for the future of all associated with Adler-Royal products.

Inspection of the various models shown on this and the



**E. I. NAGMANN**  
Factory Superintendent



**S. W. LUKAS**  
District Sales Manager



**B. N. BUCKLEY**  
District Sales Manager





THOMAS GRIFFITHS  
Treasurer



D. A. MEYER  
Vice-President



RALPH H. MEADE  
Advertising and Sales  
Promotion Manager

two following pages reveal a Radio and Phonograph line which possess obvious salability, remarkable completeness, and a distinctive character placing it

far in the lead of all competition. Adler-Royal values satisfy the most exacting customers—and the discounts are extremely liberal.

**I**N KEEPING with the quality of Adler-Royal models is the sales policy and comprehensive national advertising schedule on which this line is placed in the better class retail store. An Adler-Royal franchise is something *substantial*—a real pledge of cooperation.

Our franchise assures every dealer against loss through price changes, of Adler-Royal products which gives him definite territory, and which stands behind him day by day with valuable advertising and selling assistance. A

number of excellent retail territories are still open. On request we will be pleased to state the qualifications required of dealer applicants and also give further details of what an Adler-Royal franchise offers *you*.



Where Adler-Royal Phonograph and Radio models are produced. These factories have always been devoted to the manufacture of musical instruments—their facilities for high quality cabinet work are also unexcelled.



ROBERT HARRIS  
District Sales Manager



R. H. MCCARTHY  
District Sales Manager



ALLAN STRAUSS  
District Sales Manager

# ADLER-ROYAL Combinations



Elizabethan—Model 50  
Height 34 1/2 in., Width 36 in., Depth 24 in.  
Radio-Phonograph Console. High quality Adler-Royal Phonograph. Switchover from radio to phonograph—no adjustment required. In Walnut or Mahogany. With Adler-Royal five-tube Neutrodyne radio set and unit . . . . . \$325  
Phonograph only (for installation of any standard panel) . . . . . \$175



Spanish—Model 30  
Height 34 1/2 in., Width 36 in., Depth 24 in.  
Radio-Phonograph Console. High quality Adler-Royal Phonograph. Switchover from radio to phonograph—no adjustments required. In Walnut or Mahogany. With Adler-Royal five-tube Neutrodyne radio set and unit . . . . . \$300  
Phonograph only (for installation of any standard panel) . . . . . \$150

All combinations priced without tubes or batteries



Adler-Royal Radio Speaker  
Model 100  
For superiority of receiving results with beautiful appearance added, no better choice can be made. Does away entirely with the unsightly horn. Correct principles of sound reproduction as developed by years of phonograph manufacture are employed.  
In Walnut or Mahogany . . . . . \$25



**Radio Highboy—Model E**

Height 53-in., Width 23-in., Depth 19-in.

With built-in speaker and ample battery space. Sliding drawer gives accessibility to radio set. In Burl Walnut with Birdseye Maple overlays. With Adler-Royal five-tube Neutrodyne radio set and unit \$240  
Cabinet only (for installation of any standard radio set) \$125



**Radio Highboy—Model H**

Height 43½-in., Width 33½-in., Depth 17½-in.

With built-in speaker and ample battery space. Sliding drawer gives accessibility to radio set. In Burl Walnut. With Adler-Royal five-tube Neutrodyne radio set and unit \$225  
Cabinet only (for installation of any standard radio set) \$110



**Neutrodyne Radio Set—Model 199 and Console Speaker—Model 200**

This combination makes a most desirable radio installation. Both models also sold separately.

Five-tube Neutrodyne Radio Set and Console Speaker, as illustrated \$175

Radio Set only \$125

Console Speaker only \$50

All instruments priced without tubes or batteries

## ADLER-ROYAL

Phonograph and Radio

**T**HE most desirable features of Phonograph and Radio enjoyment are combined in the Adler-Royal line. With Adler-Royal models in stock the dealer has every favorable condition to do a maximum business at a worthwhile profit. Write *today* for details of our dealer proposition.

ADLER MANUFACTURING COMPANY, Inc.

881 BROADWAY, NEW YORK CITY

Factories: LOUISVILLE, KY.

**Radio-Phonograph Highboy Model F**

Height 20½-in., Width 36-in., Depth 21½-in.

Highest quality Adler-Royal Phonograph supplied with or without Adler-Royal five-tube Neutrodyne Radio. In Walnut with Birdseye Maple and striped Walnut overlays. With Neutrodyne set and unit \$340  
For installation of set and unit \$225



NEUTRODYNE

**Quality and Selectivity  
Basis of Radio Salability**

**David Grimes, Chief Engineer of David Grimes, Inc. Says Quality Is Deciding Factor in Selection of Radio Receivers by Public**

David Grimes, the well-known radio technician and writer and chief engineer of David Grimes, Inc., manufacturer of Inverse Duplex receivers, states that it is the general opinion in radio circles that radio set building at home by the



David Grimes

laymen has passed. That is, in so far as any volume of home-built sets affect the market for manufactured goods. Mr. Grimes can speak authoritatively on this phase of the radio business for two reasons, one, in that he has been actively engaged in the manufacture of complete instruments for the past few seasons and, secondly, through his relationship as a contributing editor on various radio consumer publications.

"People who have still to buy their first set will be more favorably impressed with radio provided only good quality and noise-free music is permitted to reach their ears from the radio speaker," he points out. "Such results are usually obtained only from manufactured sets in which the designers have taken into consideration not only the merits of the various components which enter into its make-up but also down to the smallest details of construction. A squawking, squeaking and distorted set or one that lacks in selectivity could not possibly leave a favorable impression on the listener. Although he might remark on the wonders of radio, his inward opinion would be that the time is not ripe for him to invest.

"The quality manufactured set everywhere available to-day gives the proper first impression to the radio prospect. This was not always so with the home-manufactured outfit. The products that will meet with the approval of the great unsold public are the instruments that will give tone quality and selectivity. The first to sell the receiver as a musical instrument and the second to give satisfactory results."

**Rafaelo Diaz and Felix Salmond, Columbia Artists**

Two new artists of high caliber and international repute recently signed contracts to record exclusively for Columbia records. They are Rafaelo Diaz, tenor of the Metropolitan Opera Co., who is held to be one of the most promising and highly esteemed of the younger tenors, and Felix Salmond, English violin-cellist, who has a world-wide following through his many appearances as soloist with famous symphony orchestras in all lands. The first Columbia recordings of these famous artists will be announced shortly.

**New Fall Victor Line  
Subject of Letter to Trade**

**Instruments Declared to Embody Several "New and Startling Discoveries" — Line Includes New Electric Pick-up Machine**

The Victor Talking Machine Co. over the signature of Roy A. Forbes, manager of sales and merchandise, has sent out to the trade a letter referring to the new instrument to be offered by that company in the near future. The letter reads in part:

"At our recent conference with our distributors we demonstrated to them the new line which we will place on the market this Fall.

"This line of instruments represents an entirely new development in the art of tone reproduction and is in itself enough to give the Victor dealer every confidence as to the future of his business. These instruments, embodying new and startling discoveries, can be marketed at a price range that brings them within the reach of all.

"In addition to this, we are going to market also this Fall what is known as an electric pick-up machine, which means a talking machine wherein the tone is amplified by the aid of vacuum tubes. This machine will not in any way compete with the other line as it will occupy a distinct field.

"We also expect to place in your hands as quickly as possible the very last word in talking machine and radio combinations. This combination we can assure you will far outstrip anything at present on the market.

"We are presenting to the public through you the greatest line of talking machines and talking machine and radio combinations that has ever been offered. With these facts in mind we feel sure that you will be ready to face the future with the feeling that you are going to realize further substantial dividends on the years and investment which you have put into the business. Could any prospect be more

pleasing to the talking machine dealer than this?

"We take pleasure in pointing out to you that we have spent and are spending vast sums in preparing this new line of instruments. We do not think it out of place, also, to point out that only the Victor Co., of all talking machine manufacturers, is in a position to do this work in the complete and perfect way that the marketing of quality products demands.

"Very truly yours,

"VICTOR TALKING MACHINE CO.,

"ROY A. FORBES,

"Manager of Sales and Merchandise."

**D. M. Bauer Made Atwater Kent Advertising Manager**

PHILADELPHIA, Pa., September 8.—The Atwater Kent Mfg. Co., of this city, manufacturer of the well-known Atwater Kent line of receiving sets and loud speakers, has announced the appointment of D. M. Bauer as advertising manager of the company. Mr. Bauer was formerly a district sales manager of the Atwater Kent Co. and in that important position so distinguished himself that he became the logical candidate for the promotion to the important post of advertising manager of this great organization.

F. W. Kulicke, who has been with the Atwater Kent Mfg. Co. for over nine years, recently resigned as advertising manager to become associated with the Budd Wheel Co. of Philadelphia and Detroit.

**Demand for Special Record**

A recent Columbia release, "William Jennings Bryan's Last Fight," recorded by Vernon Dalhart, to his own accompaniment, is selling exceptionally well, especially in the South and throughout the regions where the late Comonomer was most active.

**Priced to Sell Fast!**

Pivot base, ball bearing swinging elbow, tone arm combined with a scientifically constructed reproducer. Write for samples today.

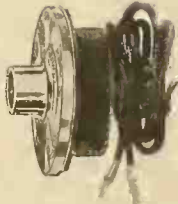


No. 1A Throw Back Tone Arm with No. 2 Reproducer

Our NEW non-adjustable unit of the same superior quality as our adjustable one. Remarkable units for volume, accurate reproduction and mellow tones.

Write today for our exclusive proposition

Address our Executive Office at  
149-151 Lafayette Street New York City



**MUTUAL PHONO PARTS MFG. CORP.**

DISTRIBUTORS

Canadian Acme Screw & Box, Ltd. .... 1208 King St., West, Toronto, Can.  
Industries Union, S. A. .... Baldras 110, Mexico City, Mexico  
Fay & Dinner Music Co. .... 229 W. Randolph St., Chicago, Ill.  
Arthur Brand & Co. .... 1616 Vine St., Cincinnati, Ohio  
Sheelagh Hardware Co. .... 24th St. and Washington Ave., St. Louis, Mo.

# Armies, navies and ships



**THE CONCERT GRAND.** List price \$180. The famous Thompson 6-tube Neutrodyne with reserve power for distant stations. Uses either dry or storage battery tubes. Two-tone mahogany cabinet, with dry battery compartment.



**THE PARLOR GRAND.** List price \$145. The standard set of the Thompson line. A 5-tube Neutrodyne in an artistic sloping two-tone mahogany cabinet. Uses dry or storage battery tubes. Great distance, clarity and volume of tone.



**THE GRANDETTE.** List price \$125. A 5-tube Thompson Neutrodyne, the same as the Parlor Grand, but in a vertical mahogany cabinet.



**THE THOMPSON-FULLER SPEAKER.** List price \$35. A special speaker reproducing both the deep tones as well as the high, enclosed in a beautiful mahogany cabinet of a type which will grace any living-room. Unlimited capacity for tonal volume without distortion.

**THE THOMPSON SPEAKER.** List price \$28. The standard by which all other speakers are still judged. Employs a special cone-shaped diaphragm with large composite horn. Six other special features.



**THE MINUET.** Apartment House Special, List price \$150. A new conception of the Thompson designers as to the form a self-contained dry battery set should take. Circular in shape, of beautiful mahogany, the front in itself comprising the cone of the new cone-type speaker, built in. Single Master Control for tuning all circuits with a fixed station-indicating dial three times the ordinary size. A 5-tube radio unit using self-contained dry batteries, but producing results in distance, clarity and tonal volume heretofore attained only with the larger storage battery sets.



# THOMPSON

# of the seven seas use Thompson-built radio apparatus

WHEN one designs and manufactures radio apparatus to be used by sailors on the seas, soldiers on the field of battle and operators in submarines and aeroplanes—where life and safety depend on faithful performance of radio—the idea of dependable quality is never subordinated to price.

Perhaps this influence on the laboratory and engineering staffs of the R. E. Thompson Manufacturing Company, which has produced some 116 different types of apparatus, is the main reason why Thompson Home Receivers perform with dependability.

Today there are in use millions of radio receivers sponsored by manufacturers or assemblers who are as new to this difficult industry as broadcasting itself. Many of these sets will be unsponsored when inexperience has taken its toll. Between theory and

practice there is a vast gap that no manufacturer can cross save over the bridge of experience.

It is significant that three of the five Thompson models offered this fall are exactly the same ones that were so popular last winter—and they bear the same prices. Their superiority is so great that they enter their second year undisturbed. These three receivers, with the two ultra-modern ones just added to the line, give the Thompson dealer the commanding position in his locality.

Be a Thompson dealer. Enjoy absolute confidence in the sets you sell. Know real stability in radio. Write us for complete information. R. E. Thompson Manufacturing Co., 30 Church Street, New York City.

Prices slightly higher west of the Rocky Mountains and in Canada.

**SUPER-THOMPSON DUO-TONE CONSOLE.** List price \$360. A 5-tube special Neutrodyne with single master control, large Queen Anne console cabinet, with space for all batteries or battery eliminator. Includes the newly developed Thompson Duo-Tone sound-reproducing system, comprising both specially designed bass and treble tone speakers, built in and operating together as desired, creating both sound perspective and a range of tonal reproduction never heretofore attained. The greatest contribution to sound recreation realism since broadcasting began.



# RADIO

## Albany Firm Appointed Kolster Radio Distributor

Electrical Supply & Equipment Co., Prominent Jobber, Popular With Up-State Trade, Plans Building of a Strong Dealer Representation

ALBANY, N. Y., September 10.—Appointment of the Electrical Supply & Equipment Co., of this city, as exclusive distributor for Kolster radio, just announced by the Federal Telegraph Co., has met with keen interest among dealers in New York State. The Albany distributor, who also maintains branches at Buffalo and Elmira, is highly popular among the radio trade, and the announcement of its association with Kolster radio has brought many letters from dealers requesting detailed information.

Under the plan of limited dealer representation, based upon population, as set forth in the policies outlined for the sale of Kolster radio by the Federal Telegraph Co., representatives of the Electrical Supply & Equipment Co. will start out at once to visit the better class of dealers in the territory, and discuss the Kolster radio proposition with them from the standpoint of permanence and the upbuilding of a staunch and reliable dealership organization.

## Sterchi Bros. New Quarters Opened in Bristol, Va.

Large and Well-Equipped Music Department a Feature of the New Store—Given a Prominent Location—Many Novel Features

BRISTOL, VA., August 15.—The remodeled quarters of the Sterchi Bros. Furniture Co., at 710-714 West State street, have been formally opened to the public this week, featuring a large music department. The latter is situated at the right of the entrance, the front of the department being given over to the display of pianos, with phonographs and demonstration rooms in the rear. The new building is thoroughly modern and incorporates many novel features, which add to the better display of the stock.

The Walcone Radio Mfg. Co., New York City, was recently incorporated at Albany with a capital stock of \$10,000. The incorporators are H. Weedenbaum, M. J. Kanin and G. Weiss.

## George H. Bliss Resigns to Enter Real Estate Field

Vice-president and Manager of Eastern Division of United States Music Co. Succeeded in New York by J. W. "Mace" Wale

George H. (Jack) Bliss, for the past three and one-half years vice-president and manager of the Eastern division of the United States Music Co., Chicago, with headquarters in New York, recently announced his resignation from that company in order to accept an unusual opportunity to enter the real estate business with a group of Westchester County men who have large holdings both in Westchester and Florida.

It was but natural that Mr. Bliss should feel deep regret in leaving the trade with which he has been associated for seventeen years. He started in the music roll industry as manager of the music roll department of the Baldwin Piano Co., in St. Louis, in 1908, and two years later entered the employ of the United States Music Co., as wholesale traveler, being the first man to travel continuously and exclusively in the interest of music rolls.

In 1914 Mr. Bliss joined the Melville Clark Piano Co. to promote the sales of Q R S rolls, and a year later came to New York to establish an Eastern branch of that company. In 1922 he became vice-president and manager of the Consolidated Music Corp., which comprised some of the leading popular publishers in the field.

In January, 1922, Mr. Bliss returned to the United States Music Co. and established a New York branch of that company, the unequalled success of which is generally recognized in the industry.

Mr. Bliss will be succeeded as manager of the Eastern division of the United States Music Co. by J. W. "Mace" Wale, the dean of the Eastern sales force.

Arthur A. Friestedt, president of the United States Music Co., said in connection with Mr. Bliss' resignation:

"Mr. Bliss is leaving us with the well wishes of our entire organization and it is my personal pleasure to commend the inestimable services which he has rendered in establishing our Eastern division in the highest possible terms.

"He will be succeeded by J. W. 'Mace' Wale, whom he was privileged to choose and who

has been associated with our Eastern sales organization since its inception.

"Mr. Wale will assume his larger responsibilities with the advantage of many trade friendships and years of experience in this field and our utmost confidence in his ability to continue the splendid record of Mr. Bliss."

On Wednesday evening, August 19, the employees of the New York Division of the U. S. Music Co. attended a banquet at their retiring vice-president and manager, George H. Bliss, the affair being held at the Cafe Boulevard. A set of resolutions were presented to Mr. Bliss, following which he introduced the new manager, J. W. Wale.

## Sterling Radio Co. Now in Spacious New Building

Sterling Radio Co., Kolster Distributor, Occupies 14,000 Square Feet in Three-story Building Devoted Exclusively to Radio

ST. LOUIS, Mo., September 8.—Invitations to visit the spacious new home of the Sterling Radio Co., Kolster distributor, located at 1515 Grand avenue, have been mailed to all of the company's dealers and friends.

The new three-story building, just completed, consists of 14,000 square feet of floor space, which shall be devoted exclusively to the wholesale radio business.

In an official announcement of the opening sent to the Federal Telegraph Co., manufacturer of Kolster radio, G. C. Bonfig, of the Sterling Radio Co., said: "With these improved facilities at our command, we are confident of being able to give Sterling dealers better service and consequently enhance the value of Kolster radio in the 'Heart of America' territory."

## New Audio Transformer Is Offered by King Products

BUFFALO, N. Y., September 7.—King Quality Products, Inc., is offering a new audio frequency transformer embodying special core and winding features designed to improve both volume and quality of reception which has attracted much attention. The company's technical description of the new product follows:



King Audio Transformer up of 7/1000-inch stock of laminated silicon steel. These laminations or sections number about 172. The core has approximately twice the cross-section area of the ordinary amplifying transformer core, thereby covering a broader band of frequencies and including all of those found in the speaking and musical range. This results in full, faithful reproduction of tone without distortion. The coil leads are brought out in such a way that they do not come close to the core, thereby preventing leakage and short circuits. The core winding ratio of 2 1/2 to 1 was chosen as producing the best and most consistent results. The low distributed capacity and the AC impedance are of the proper value to match the average standard tube. Core and coil are shielded to eliminate magnetic interaction and prevent distortion and howling. Binding posts are made with a square base so that the leads will not be twisted off. The finish is black enamel with a brown top. Over-all dimensions are 3 3/4 inches high, 2 3/4 inches wide and 1 3/4 inches deep."

"Music" was the theme of a recent talk before The Fine Arts Club, Portland, Ore., by G. F. Johnson, of the G. F. Johnson Piano Co., and president of the Oregon Music Trades Ass'n.



## 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.

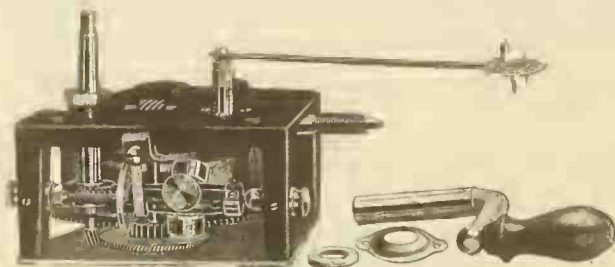
## AMERICAN FELT COMPANY

213 Congress St., Boston

114 E. 13th Street, New York City

325 So. Market Street, Chicago

# SILENT S. S. MOTOR



**MODEL S. S.**  
The Standard Portable Motor

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

## *The Silent Motor Policy*

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

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

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

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

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

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

## THE SILENT MOTOR CORPORATION

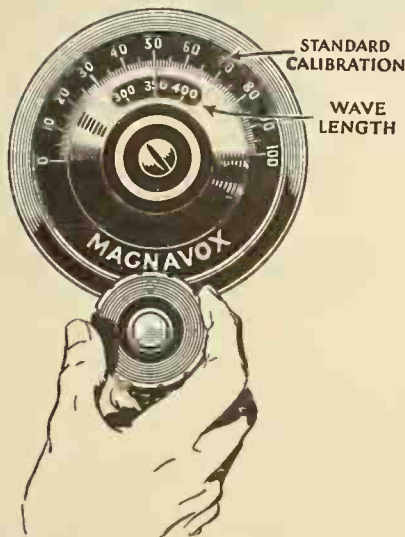
321-323-325 DEAN STREET

BROOKLYN, N. Y.

# The New

## Simple, Sensitive, Selective

### The Magnavox Single Dial



**MAGNAVOX 75**

Five tube tuned radio frequency set. Built-in Magnavox Loud Speaker, encloses all batteries. Artistic mahogany cabinet, hand rubbed finish. Price, without tubes or batteries.

**\$200**



**MAGNAVOX 25**

Table model, Magnavox Built-in Loud Speaker, enclosing B Batteries, exposed dial panel. Price, without tubes or batteries.

**\$145**

Last year Magnavox introduced the single dial control to the Radio world.

This year the Magnavox single dial is perfected.

**Simple**, of course—a flick of the fingers makes you master of the air—**Sensitive**—Factory tuned with the Magnavox tuning meter, 1000 times more sensitive than the human ear. **No multiple dial control** can equal it for fine tuning—no human fingers can adjust a series of dials to the exact unison of the Magnavox circuits which are forever in perfect resonance.

**Selective**—If you know the wave length of a station, turn your Magnavox dial to that length—and there it is. The New Magnavox tunes through the big, powerful stations when right under them—the New Magnavox circuit and the Torodial R. F. transformers do the trick.

**Small Selling Cost**—And for demonstrations—the Magnavox single dial tuning will enable your prospects to do their own demonstrating and each one of your salesmen to make three and four times as many house demonstrations as ever he did before—and so treble and quadruple his sales.

The New Magnavox is a set you can sell with utmost confidence, knowing that any amateur, a child, a woman, can operate it with complete satisfaction.



**MAGNAVOX JUNIOR**

Same circuit as Magnavox 75. A compact, portable set.

Price **\$85**



**MAGNAVOX 10**

Table model, allowing enclosure of B Batteries, operating with external loud speaker. Artistic cabinet finish. Price, without tubes, batteries or loud speaker.

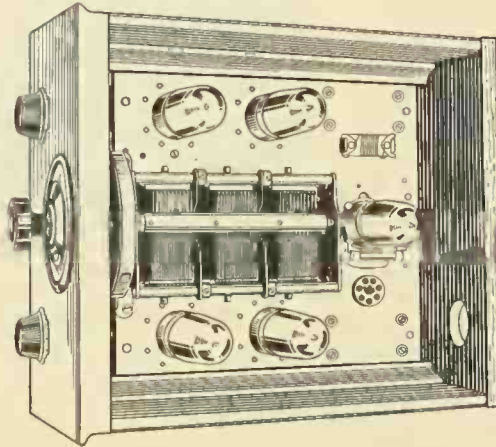
**\$110**



# MAGNAVOX

The most advanced feature in Radio

## The Magnavox Receiver Units



**MAGNAVOX M-20**  
Cabinet Loud Speaker  
Especially adapted for use  
with Magnavox Model 10  
Radio Receiving Set. Price  
of the M-20 Cabinet Model  
including cord and plug is

**\$25**



**NEW MAGNAVOX**  
Anti-Noise Tube  
The Magnavox Anti-Noise  
Tube with bakelite base fits  
every standard base and  
is used either as a detector  
tube or an amplifying tube.  
Price **\$2.50**

Here is the greatest advance in Radio development yet achieved—All Magnavox Receiver Units on all Magnavox models are interchangeable. Figure out what that means to you in making service easy. Service! Why service with Magnavox is instant, complete, everything it should be. A new Unit slipped into place—the old Unit fixed up at leisure. Then think of this—

No Magnavox set can ever become obsolete—If, through constant research we can better the Magnavox circuit next year—a change in Units only is all your customers will need to bring their Magnavox right up to date.

This advertisement has listed but two of the many outstanding features of the New Magnavox—the set which will make radio history this year.

Backed by powerful, consistent, large space advertising and a unique dealer policy, those fortunate enough to secure a Magnavox franchise will undoubtedly make the coming season the most profitable in their history.

Write, or better still, wire at once for particulars.



**MAGNAVOX M-3**  
Loud Speaker  
Magnavox Loud Speakers  
combine all factors essen-  
tial to perfect reproduc-  
tion. The M-3 has a 15  
inch bell. Price **\$25**

**THE MAGNAVOX COMPANY**

1315 So. Michigan Ave., Chicago

OAKLAND, CALIFORNIA

130 West 42nd Street, New York

## Selective Dealer Distribution Plan Is Announced by the Radio Corp. of America

New Merchandising Plan Founded on Principle of Trade Prosperity Through Service—Most Progressive Dealers to Handle R. C. A. Line—Will Be Backed by Full Co-operation

A new merchandising plan founded on the principle that the retail radio business will prosper in proportion to the service rendered to the public has been announced to the trade by E. E. Bucher, general sales manager of the RCA. The plan is designed to protect the public against misrepresentations of the unscrupulous "here to-day, gone to-morrow" dealer, and requests honest and intelligent representation so that not only the public but dealers and jobbers also will reap the full benefit of such representation. This new merchandising plan known as the Selective Dealer Plan involves specific performance on the part of the dealer in accordance with certain standards which the RCA has set up based on public demand. The dealer must strictly adhere to these standards in order to receive recognition. This recognition will be evidenced by the display in the dealer's shop of the RCA "Authorized Dealer Sign" which carries with it the valuable RCA franchise. The plan requires that to be eligible for selection as an RCA registered dealer, a firm must have established and must maintain a satisfactory volume of business and above all must service that volume adequately in addition to meeting the credit requirements of the plan.

The announcement of the new policy to RCA jobbers reads in part as follows:

"The RCA herewith announces its selective dealer policy to become effective January 23, 1926, at which time records of dealer performance and service to the public will be ample for the purpose of selection and the RCA authorized dealer signs will be ready.

### Letting the Public Select RCA Dealers

"In the Saturday Evening Post of May 30, the RCA clearly outlined its policy towards its distributors as follows:

"While the number of wholesale distributors is limited, the RCA has felt that no artificial restraint should be placed upon the flow of its merchandise through retail outlets, especially when radio sets are in such spontaneous and universal demand.

"In this way it is believed that the public itself will select the stores where it is desirable to have Radiolas, Radiotrons and Radiola accessories always in stock.

"By selecting its own dealers, the public will aid industry in the much discussed task of reducing the cost of distribution.

"It will give an incentive to honest and reliable

dealers whose interest in the customer does not stop with the ringing of the cash register after sale is made.

"The full strength of the advertising program of the RCA will be continuously behind its authorized dealers, and corroborated complaints from customers that dealers are misrepresenting our products, failing to give proper service to the public with reasonable charges, or making fraudulent representations to the public, will be sufficient reason for withdrawing the valuable franchise.

"It will be a valuable franchise. The number will be limited mainly on the basis of the service given to the public, but also with a frank recognition of the fact that Authorized RCA Dealers should have opportunities for profitable volume. We want to create a profitable permanent business for them because it is the only way in which they can serve the public.

"It is quite clear to us, from the mail, the press and individual expressions, that the public looks to the Radio Corporation of America to protect it from dealers who are here to-day and gone to-morrow; who sell a radio set and then lose interest in it; or who, when called upon for a simple readjustment of a screw, or a wire, or a tube, either deliberately, or through sheer stupidity, put the whole set awry.

"It is because the very essence of our dealer policy comes from the public and is designed to fulfill our responsibility to the public and to the dealers who will be our permanent representatives, that we feel free in asking your complete and loyal co-operation.

### Responsibilities of Distributors

"Just as we feel it essential to have authorized dealers only those who will serve their customers with a sense of responsibility, so we will limit the number of distributors to those who best serve the dealers in their own trading zone.

"Just as the volume done by a dealer will be evidence of public preference when checked against his service, so the volume done by a distributor will hereafter be checked against his service to his own dealers in his own normal trading area. We suggest and recommend to all our distributors that they sell Radiolas and Radiola accessories to our authorized dealers,

and to our authorized dealers only; and we further suggest and recommend that they sell to those in their own normal trading area and within such area only, so that they can render the merchandising service we expect them to render to such dealers.

"Our dealers, in turn, will be confined to those who maintain a definite servicing policy on Radiolas and Radiola accessories. Public acceptance of the prices at which we advertise Radiolas and Radiola accessories permits a dealer a profit that is sufficient to warrant a liberal and expert servicing policy with moderate charges. Dealers failing to render service to the purchasers of Radiolas and Radiola accessories will not be authorized RCA dealers.

"Service, volume and credit will be the three tests in determining the RCA authorized dealers. This selective dealer plan does not apply to the sale of Radiotrons. Radiotrons are more in the nature of a commodity than a specialty, and more convenience in purchasing becomes the important factor. All RCA dealers will, of course, be authorized as well to sell Radiotrons, but the value of their franchise will lie in their exclusive right to sell and service the profitable and well-established line of Radiolas and Radiola accessories such as loud-speaker and power units.

### Details of Plan

"So that RCA may select its dealers on the basis of public preference, as shown by concentration of purchases, we are asking all our distributors to begin the preparation of a list of their dealers and to keep records of their purchases, credit performance and servicing reputation, individually, furnishing us such records complete from September 1 to December 31, 1925.

"Upon the basis of such preliminary evidence of public choice and satisfaction, RCA will issue authorized dealer signs reading as follows:

### RCA AUTHORIZED DEALER

The presence of this sign in a dealer's shop indicates our faith in the dealer's willingness and ability to serve patrons of our products, as they are entitled to be served. This sign is our property and will be withdrawn from any dealer whom we find to be misrepresenting RCA products to the public.

RADIO CORPORATION OF AMERICA  
RADIOLAS, RADIOTRONS and RADIOLA ACCESSORIES  
Produced only by RCA

"The major test to be made to determine the eligibility of a dealer for one of these signs is a vital test, and after December 31, 1925, there will be rigid adherence to it. This test is whether the dealer gives expert and honest service to his customers on RCA products. If the dealer's interest in his customers ends with the sale over the counter, he will not be eligible for the RCA dealer franchise. Where his service assures the final satisfaction of the customer, after the set is installed, the evidence will be regarded as satisfactory assurance that such a dealer not only will remain in business but will develop volume.

"The dealers who have rendered service to the public on Radiolas, Radiotrons and Radiola accessories have mainly been favored by the public with its purchases; and the Radio Corporation of America herewith requests of its distributors that they keep records and furnish to us a list of their dealers, with the following information filled out on forms which we will furnish.

"After January, 1926, distributors will be asked to furnish volume, credit and service reports (volume by the number of sets and loud speakers sold) at stated periods, or at least once every six months.

"What the Franchise Will Mean to Dealers  
"The authorized dealer sign of RCA will represent a real franchise, backed by the entire advertising program of RCA. Beginning in January, 1926, the public will be advised of the policy adopted by the Radio Corporation of America, and will be requested to co-operate by buying Radiolas and Radiola accessories from only authorized RCA dealers. That there will

(Continued on page 91)



**Sending him home -- happy!**

EVERY time your customer goes home with a package of good needles—one hundred good little steel reasons for happiness go with him.

He's happy and satisfied.

Phonograph dealers all over the country, Jim Smith from Boston, George Brown from Kalamazoo, and Jack Green of Los Angeles, are fast learning the secret of satisfying customers.

Sell your customers a good record—of course—that's important—but complete the job.

A word to the wise is sufficient—SELL

**Okeh and Truetone Needles**

Products of the  
GENERAL PHONOGRAPH CORPORATION

25 West 45th Street

OTTO HEINEMAN, President

New York City

# ECONOMICAL in Size and Price



# \$12.50

**STRONG** in volume, clear in tone. Sends sound out evenly in all directions. Economical of space. Popular in price, \$12.50 complete. Built of a select, heat-treated material, burts, which destroys false tone vibration. Adjustable—meeting all local acoustic conditions. Finished in mottled black—9 inches high, 11 1/2 inch square base. Packed 12 in the carton, with sales help.

## LAVISH in VOLUME !

**WHEN** you demonstrate this new type N & K Loudspeaker the customer is almost taken off his feet with the volume of clear, natural tone that pours out of this modest little instrument. For the N & K Model S Loudspeaker is in reality a musical instrument upon which sound waves play in perfect harmony.

For years N & K have been at work to produce a speaker that should retain the wonderful distinctness for which the N & K Phones are famous, and yet have sufficient volume to please those who like their music by the "roomful." They have succeeded here.

And have also thrown in a great big plus—POPULAR PRICE.

Retailing at \$12.50 this ingenious loudspeaker is going to meet the biggest field of demand that any single speaker has yet been able to satisfy. For it appeals to eye, ear and pocketbook equally. It appeals to just the class of trade you cater to. And you are losing money or failing to make rightful profits if you are not now displaying this new N & K Model S Loudspeaker. Ask your jobber. If he is not yet supplied, notify us, and we will take immediate action to see that your customers' needs are met.

# The New Imported LOUDSPEAKER MODEL S

NEUFELDT & KUHNKE DIV.  
Th. Goldschmidt Corp.  
Dept. T9, 15 William St., New York, N. Y.





### Selective Dealer Plan Announced by Radio Corp.

(Continued from page 90)

be an ample number of dealers throughout the country—dealers who want to associate themselves with radio leadership and a firm merchandising policy designed solely in the public interest—needs no argument.

"With the agreement among our research and engineering departments that the super-heterodyne principle completes the foundation for all future developments of Radiolas, and with public preferences more clearly established, the Radio Corporation of America feels that the next step is to give public identity to its distribution organization.

#### Distributor Co-operation

"Carrying out this program, so that it will be, in practice as in its intent, in the public interest, requires the whole-hearted co-operation of every distributor of RCA in this plan. RCA cannot make an intelligent selection of dealers unless the distributors assist in furnishing data as to the extent to which Radiolas, Radiotrons and Radiola accessories are being sold to individual dealers. And against these volume figures our own sales force in the field will report whether a servicing policy is consistently employed by the dealers to whom the authorized dealer sign has been loaned. The sign will remain the property of the Radio Corporation of America and will be its assurance to the public that the dealer holding it is reliable and rendering the service required.

"In order to vindicate the public pledge of which this authorized dealer sign is the symbol, it will be obviously necessary for our distributors to work closely with RCA dealers, educating them in the selling and servicing features, co-operating with them in newspaper advertisements, aiding them in the display of RCA window trims, and explaining to them the advantages of the RCA time-payment plan, and giving them other merchandising aids.

"The distributor who sells Radiolas and Radiola accessories outside of his normal trading zone is abandoning the servicing feature, because he is not equipped to take care of the education of dealers or to check up their service to the public outside his normal trading zone.

"Radiolas have reached a point similar to that in the automobile field, where the public does not want to be troubled by experimental servicing or the sort of servicing that makes a large job out of a small one. Radiolas, Radiotrons and Radiola accessories are built to last; and where any readjustment or replacement is required, an experienced man, familiar with the line, can make the readjustment simply, promptly and efficiently. That is the sort of service that the public wants, and it is the sort of service that this selective dealer plan is designed to produce for the public, for the first time in the still brief history of radio."

### Mrs. John H. Colwell Dead

Mrs. John H. Colwell, well known in talking machine circles in the metropolitan district, having been assistant manager of the Victrola department of Lord & Taylor's for a number of years, died recently of heart trouble. Mrs. Colwell had been ill for nine months with neuritis and heart trouble and the sudden death of her stepfather, E. D. A. Colvin, was too much of a shock for her. Mr. Colwell is a piano man connected with Mathushek & Sons Piano Co., New Brunswick, N. J.

### Detroit Firm Expands

The Bayley Music Co., Detroit, Mich., has completely renovated and greatly enlarged its warehouses. This aggressive concern has built up a substantial business through vigorous and consistent sales promotion.

### Dr. F. A. Kolster Visits Eastern Headquarters

Chief Research Engineer of Federal Tel. Co., Prominent Radio Inventor, Expresses Optimism Over Fall Outlook for Kolster Sets

Dr. Frederlek A. Kolster, chief research engineer of the Federal Telegraph Co., is spending a month in the East preparing plans for the forthcoming season in connection with the new



Dr. Frederlek A. Kolster

radio receiving sets which bear his name. Dr. Kolster has made several trips East since plans have matured for the manufacture and sale of the new Kolster radio and intends to devote his time as evenly as possible between the New York office, which is merchandising headquarters, with adjacent factories in Newark, N. J., and the home office of the Federal Telegraph Co., located in San Francisco, Cal.

Following an initial inspection of the factories and offices, Dr. Kolster was highly optimistic as a result of the progress made and expressed considerable confidence in the possibilities this season for a high-class radio receiving set combining artistic furniture with fidelity in performance.

Dr. Kolster is the inventor of the new Kolster Split-Circuit and is chief research engineer

of the Federal Telegraph Co., manufacturer of Kolster radio. He was for eight years head of the Radio Section of the United States Bureau of Standards and represented the United States Government at the International Radio Conference in London. Dr. Kolster has also been named to attend all of the radio conferences called periodically by Secretary Hoover.

### Two New Remo Speakers Announced to the Trade

Remo Trumpet and Remola Radio Speakers Now Being Delivered to Dealers

MERIDEN, CONN., September 8.—Loud speakers that maintain true tonal value and yet at the same time are particularly attractive, have long found a ready market in the talking machine field. The Remo Corp., which has for several years produced loud speakers, has given special attention to the development of the talking machine trade as an outlet for its product. It is, therefore, interesting to learn of the addition to the Remo line of two types of speakers, of which deliveries have just started. They are termed the Remo Trumpet, concert type, and the Remola concert cabinet, and the matter of selection between the horn and cabinet type remains a personal choice. In both the trumpet and cabinet the reproducing units are fixed and no adjustment is required. The black and antique gold relief of the horn gives a particularly pleasing effect and the Remola has a mahogany cabinet which also has its specific appeal. It is announced that the Junior Remo Trumpet will be continued with a reduction in price from \$12.50 to \$10.00 list. In addition to the price reduction in this smaller but very popular model it is stated that the volume and tone qualities have been greatly improved.

### Ray Miller in Youngstown

YOUNGSTOWN, O., September 8.—Ray Miller and His Brunswick Recording Orchestra made their first Youngstown appearance Saturday night, August 29, at Southern Park Inn. Miller and his fourteen musicians were featured at a big dance at this park. Brunswick dealers in Youngstown tied up with the appearance of the noted band leader and his musicians, thus creating a demand for their records.

**Quick Watson!  
the Needle-**

**THE** baffling mysteries of Baker Street, pierced and solved by the keen mind of Sherlock Holmes, we find, owed their rapid solutions to Watson—and his ever handy needle.

And in the phonograph business, many a Sherlock Dealer owes his increased record business to the application of the needle—or rather, the proper needles.

You can solve the problem of greater record sales and the formula is very simple:

Every time you sell a record  
also sell a package of

**Okeh and Truetone Needles**

Products of the  
**GENERAL PHONOGRAPH CORPORATION**  
25 West 45th Street OTTO HEINEMAN, President New York, N. Y.

# The Season's

## *This* FEATURE

wins everyone who sees a Kolster.

No dials! No meaningless combination of numbers. Just this single indicator.

A Kolster owner can turn from station to station by name.

Think what a talking point this is! But it is only one of the features which makes selling a Kolster easy.

A Kolster's main feature is its wonderful tone. It is a remarkable demonstrating set. To hear it creates buyers.

Learn all about the Kolster. Write or wire at once for complete information.



# KOLSTER

Kolster Radio is the perfected instrument designed by Frederick Kolster, formerly Chief of the Radio Section of the United States Bureau of Standards. Offered by the Federal Telegraph Company (of California) headed by Rudolph Spreckels, the noted banker, a Kolster franchise is a permanently valuable asset.

# Sensation

## Kolster everywhere is the talk of jobbers and dealers

Jobbers from every section of the country came directly to New York to close.

Many said: "Kolster is the greatest sales and profit opportunity in radio today. Kolster policies reduce the risk of jobber and dealer to the vanishing point."

Dealers are being rapidly named.

Don't make final arrangements until you get all the

facts about Kolster. Our big advertising campaign starts September 12th.

Double spreads in color every two weeks in The Saturday Evening Post. Big newspaper ads.

The public will see one of the biggest advertising campaigns in history.

It will create national interest and demand.

FEDERAL TELEGRAPH CO.  
*(of California)*  
Merchandising Division  
Woolworth Building  
New York, N. Y.

# RADIO

Kolsters are offered in four models: two Eights in console style—two Sixes in table style. All are beautiful cabinets, designed by experts, built by famous wood-working craftsmen. Your customers will admire the beauty of Kolster sets.



## Attention of Ohio Trade Centered on Merchants' Convention in Cincinnati

Comprehensive Program Features Event—Dealers Stage Sales Promotion Drives in Anticipation of New Fall Models—John Church Co. Planning to Move—Panatrope to Be Demonstrated

CINCINNATI, O., September 8.—In anticipation of the advent of new types of talking machines, which were about to come on the market, many dealers made sweeping price reductions. Because of the lowered prices, which frequently amounted to a fifty per cent reduction, the sales of talking machines were numerically large, and stocks are reduced to a minimum.

Some dealers were of the opinion that present types of machines would immediately be made unsalable by the coming of the new, but the majority feel confident that all buyers will not immediately take up with the new ideas, and therefore present stocks can be sold out without difficulty and without great sacrifice.

### The Ohio Merchants' Convention

Just as this issue of The World reaches its readers the sixteenth annual meeting of the Music Merchants' Association of Ohio will be under way at the Hotel Sinton here. The convention will continue for two days, Tuesday and Wednesday, the 15th and 16th, and an interesting and constructive program will be followed. The convention will officially open on Tuesday noon with an address of welcome by the Hon. J. T. Carroll, Mayor of Cincinnati. Otto Grau, president of the Association, will respond. The opening business session on Tuesday afternoon will be given over to reports of the officers and to discussions on "Overhead Compared to Volume," led by J. Fred Van Court, and "Financing of the Music Business," led by Charles H. Yarling. The session will be adjourned at three o'clock and a trip to Cody's farm in the hills of Kentucky will be made in motor cars. Dinner, dancing and out-of-door games will be the order of the day at this celebrated resort.

Wednesday's business starts with a report of the Mutual Insurance Committee, of which Charles H. Yarling is chairman. A discussion on "Bait Advertising" is next in order with C. L. Dennis leading the discussion. Alfred L. Smith, general manager of the Music Industries Chamber of Commerce, will make a report regarding current rulings with reference to Federal income tax on instalment sales. A discussion of "The Carrying Charge," led by O.

H. Boyd, will be followed by the report of the Carrying Charge Committee. The meeting will then adjourn for lunch. At the afternoon session on Wednesday discussions will be held on "How to Create and Secure Trained Piano and Musical Merchandise Salesmen," led by Robert E. Taylor, and the "Future of the Phonograph," with J. E. Henderson presenting the viewpoint of the manufacturer and C. C. Baker presenting the viewpoint of the dealer. The report of the Advancement of Music Committee will also be presented. The Resolutions Committee will report and new officers will be elected.

An informal dinner and frolic will be held in the French ballroom of the Hotel Sinton to close the convention. The feature of this gathering will be an address by Alex McDonald on the subject "Make America Musical," and a message from Henry E. Weisert, president of the National Association of Music Merchants, entitled "The National Association." The newly elected officers will be installed and the remainder of the evening will be given over to dancing and general merrymaking.

### John Church Co. Seeking New Home

The John Church Co., which has for many years been located at 109 West Fourth street, is now seeking a new location, due to the fact that this building stands on part of the ground that is to be occupied by the new Chamber of Commerce. Several places are under consideration, it was stated by Willis L. Gibson, vice-president of the company, but no decision has been made as yet. "Our August sales were satisfactory for the season," stated Arthur Mergott, sales manager, "and our special drive on talking machines and records reduced our stock to a very low point."

### Welcomes New Type Instrument

"In my opinion the introduction of the new electrical 'pick-up' talking machine will be of great benefit to the dealers," stated C. H. North vice-president of the Ohio Talking Machine Co., wholesaler. "The market for the present talking machines will continue long enough to permit the dealers to close out present stocks gradually, and the same may be done with the present records. We have had innovations in

the talking machine and record market before this, and increased sales have always been the result, with increased profits to the dealers."

### Panatrope to Be Demonstrated

The local house of the Brunswick-Balke-Coulender Co. has just sent to its agencies a circular which gives information about the Panatrope, a new machine that reproduces on the electrical principle, departing from the conventional way. This new product, it was stated, will be exhibited in Cincinnati during the convention of the Ohio Music Merchants' Association, September 15 and 16. The Brunswick Co. and its agencies, it was explained, has held to the regular prices during the Summer, making no reductions to dispose of present stocks, and no decline in stock values is expected to result from recent improvements.

### Portables and Records Selling Well

"Records have been selling in good volume all Summer, and the demand for talking machines has been better than it was in the corresponding period of last year," stated Louis H. Ahaus, of the Brunswick Shop. "Portable machines did especially well this Summer, as thousands of people bought them to take to camp and on automobile tours. There was a correspondingly large sale of records, of course, to go with these machines. We look for a large trade this Fall, and are making arrangements accordingly."

### Increased Volume of Record Sales

"Things are gradually readjusting themselves and we are not worrying about the future," said Morris Fantle, manager of Widener's Grafonola Shop. "Records are already beginning to move in greater volume, and this shows plainly that interest in the talking machine is by no means on the wane."

### Columbia Manager Reports Good Business

Miss R. Helberg, manager of the local branch of the Columbia Phonograph Co., spent the third week of August in New York City, where she visited the executive offices of the company. Record sales have been particularly good in the past few weeks, she stated. Agencies in this territory are beginning to stock up freely, she explained, and a general business revival is expected in the Fall. A recent visitor to the local branch was R. J. Muller, who has been appointed manager of the Cleveland district, of which this is a part. Another visitor was E. Hancock, president of the Hancock Piano Co., Seymour, Ind.

### Gennett Records in Demand

The Starr Piano Co.'s local store and its agencies have had a fair demand for talking machines and an excellent demand for records during the last few weeks, stated W. M. Furnell, head of the promotion department. Vacationists bought Gennett records freely, he explained, and they also purchased a great number of portable talking machines.

### E. P. Cooper Recovered From Fall

Edw. P. Cooper, an enterprising talking machine dealer, who has a well-stocked store in Covington, across the river, has just recovered from the effects of an accident which occurred to him July 3. In getting out of his automobile that day he slipped and fell, his knee hitting the curbstone, breaking a bone, and as a result he was confined to the hospital six weeks.

### Radio Incorporation

The Regent Radio & Electric Shop, Newark, N. J., was recently incorporated at Trenton to manufacture radio apparatus with a capital stock of \$25,000. The incorporators are Joliana Mitchell, Mortimer R. Mitchell and Theo. G. Hindelang.

### Brooklyn Firm Chartered

Friedland's Music Shop, Brooklyn, N. Y., was recently incorporated at Albany with a capital stock of \$15,000. The incorporators are A. M. Friedland, L. Stricks and R. Isaacs.

# Okkeh Records

## INCREASED SALES

This is the time to prepare for your increased sales. Everyone has returned to town. Eveningings are being spent dancing to phonograph music, or enjoying the popular songs of Broadway. Okkeh Records are best enjoyed, therefore everybody is buying them. If you aren't selling Okkeh Records you are not able to satisfy the musical selections of every customer who comes into your store. And so it is time to become an Okkeh Dealer. Be sure that your stock is generous enough to satisfy the demand.

### THE PROFIT MAKER IS SELLING Okkeh Records

Ask an Okkeh Dealer! He knows what it feels like to enjoy good profit. Dance records—of course they are the liveliest and best recorded. Vocals—the latest popular Broadway hits bring the theatre into the home. Old Time Tune music—for truthful portrayal of character it is without parallel. Race music—what more can you ask for when they are the greatest Race artists in America. Sell quickly—you bet they do! We have an Okkeh Dealers' agency which may interest you if you will write for the details.

## STERLING ROLL AND RECORD CO.

137 West 4th Street, Cincinnati, Ohio



# TRUE TONE QUALITY



THE DAVEN  
SUPER-AMPLIFIER



**RESISTOR MANUAL**  
The Handbook of Resistance  
Coupled Amplification.  
At best Radio Dealers 25c.  
Direct by mail, postpaid 30c.

## FOR THE ATTENTION OF MUSIC DEALERS

WHEN you sell a phonograph or a player piano you put an active account on your books. The sale of a few dollars' worth of records or rolls to every customer mounts up at the end of the month.

You can apply the same idea to your radio business. How many one, two or three tube radio sets have you sold? Probably most of the purchasers are eager to improve their sets and to operate loud speakers.

Owners of one, two and three tube sets who appreciate real music can easily be sold the idea of Resistance Coupled Amplification.

The DAVEN SUPER-AMPLIFIER can be quickly and easily attached to any one, two or three tube set on the market. Used with DAVEN High-Mu Tubes it will give results in quality and volume unsurpassed by any method known to radio. It sells for \$15.00.

Your profit does not stop with the sale of the Amplifier. It means two \$4.00 tubes, one \$5.00 tube and a loud speaker ranging in price from \$15.00 to \$35.00.

Investigate this opportunity for making additional profits. Mail the coupon and let us tell you how you can make more money from people to whom you have already sold radio sets. The Resistor Manual is free to Dealers. Mail that coupon today.

**USE THIS FREE COUPON**

DAVEN RADIO CORPORATION      M-9-25  
158-160 Summit St., Newark, N. J.

Please send me the following on Resistance Coupled Amplification:

- Check one.
- Resistor Manual 30c. is enclosed.
  - Complete Catalog (free).
  - Dealer Proposition.

Name.....

Address.....

**FOR DEALERS:** Send your letterhead or card, or this coupon and we will have our nearest distributor communicate with you.

**DAVEN PRODUCTS ARE SOLD ONLY BY GOOD DEALERS**

*"The Sine of Merit"*  
**DAVEN RADIO CORPORATION**  
*Resistor Specialists*  
Reg. U. S. Pat. Off.

Newark

New Jersey

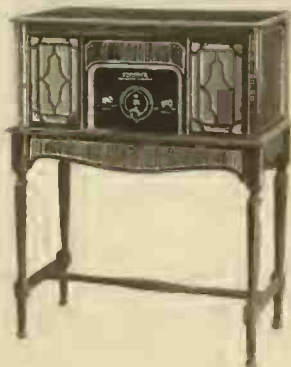
# THE BIG LITTLE THINGS OF RADIO

And now **SHAMROCK**  
A Complete Line of



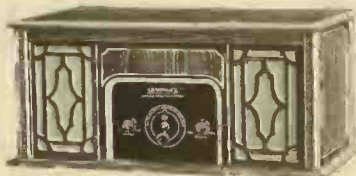
De-Luxe Table Model  
(Single Dial Control)

Duo-Tone Satin Finish French Walnut Cabinet, exquisitely designed with space for "A" and "B" Batteries. List Price (without accessories)...\$95.00  
*Slightly higher West of the Rocky Mts.*



Shamrock Console Grand  
(Single Dial Control)

The supreme achievement in radio construction. Magnificently finished in the popular Duo-Tone French Walnut effect. Built-in loud-speaker and ample "A" and "B" Battery space. List Price (without accessories)...\$160.00  
*Slightly higher West of the Rocky Mts.*



Consolette  
(Single Dial Control)

Beautifully finished Duo-Tone French Walnut Cabinet—the most popular of wood effects—built-in loud-speaker and ample space for "A" and "B" Batteries. List Price (without accessories)...\$130.00  
*Slightly higher West of the Rocky Mts.*

Thousands of Radio dealers know the year-after-year dependability of any Radio product bearing the Shamrock name.

Over a million Radio fans have tried and tested the famous Shamrock Standard Parts and Shamrock Kits.

Now, Shamrock has produced a complete line of Six-tube Super-tuned Radio Frequency Sets employing resistance-coupled amplification—in both table and console models which are real profit makers for Dealers who have been fortunate enough to secure the exclusive Shamrock Protected Selling Franchise.

A Protected Sales Policy—That Really Protects

The Shamrock Selling Franchise is given only to dealers of unquestionable Reputation.

Shamrock Territorial Allotment is exclusive, and all rights are rigidly enforced.

Shamrock Factory Production is based on a definite pre-determined output, a real assurance of price stability.

Shamrock Dealer Discounts are uniform and insure a consistently substantial profit on each Shamrock Sale.

SHAMROCK  
MANUFACTURING CO.,  
Dept. A107, 196-206 Waverly Ave.,  
Newark, N. J.

YES—I am very much interested in securing the Shamrock Exclusive Selling Franchise. Send complete details.

Name .....

Street .....

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

**SHAMROCK**  
RADIO SETS

Makers of Famous STANDARD SHAMROCK PARTS

196-206 Waverly Ave.

# SPONSORS

## Six Tube Radio Sets!

**Shamrock Brings to the Market More Than "Just Another New Line"**

We haven't a single thing to offer that will be of the slightest interest to the Radio Gyps or the fly-by-night clean-up specialist.

To those dealers who are willing to be content with honest, lasting, legitimate profits—profits of the healthy sort—based on complete customer satisfaction—the Shamrock Protected Franchise holds real opportunity.

The Six-Tube Super-Tuned Radio Frequency Circuit has met the most exacting tests of the Shamrock Staff of Radio Engineers. It employs two stages of tuned Radio Frequency, one detector and three stages of resistance-coupled amplification.

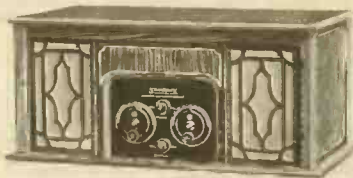
### Shamrock National Advertising

A constructive Sales-building Advertising Campaign has been planned to make the Fall profits of Shamrock Dealers swell. A series of compelling advertisements has been planned for the Saturday Evening Post. Newspapers all over the country will carry the Shamrock name to prospects in your territory. Special individualized advertisements for local use are ready, as well as attractive mailing pieces and other selling helps.

The Shamrock Protected Selling Franchise is rapidly being taken up by the most representative Dealers all over the country. It will be to your decided advantage if you can secure the money-making selling right for Fall—in your territory!

### Radio Exhibits

Shamrock will show its new complete line of Radio Sets at the International Annual Radio Exposition at the Grand Central Palace September 12th to 19th, at Booth 111, also in Chicago and San Francisco and other Radio Shows. Watch for them.



**Consolette**  
(Two Dial Control)

Beautifully finished Duo-Tone French Walnut Cabinet—the most popular of wood effects—built-in loud-speaker and ample space for "A" and "B" Batteries.  
List Price (without accessories).....\$130.00  
*Slightly higher West of the Rocky Mts.*



**De-Luxe Table Model**  
(Two Dial Control)

Duo-Tone Satin Finish French Walnut Cabinet, exquisitely designed with space for "A" and "B" Batteries.  
List Price (without accessories).....\$95.00  
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**Shamrock Console Grand**  
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The supreme achievement in radio construction. Magnificently finished in the popular Duo-Tone French Walnut effect. Built-in loud-speaker and ample "A" and "B" Battery space.  
List Price (without accessories).....\$160.00  
*Slightly higher West of the Rocky Mts.*

# SHAMROCK

RADIO SETS

Makers of Famous STANDARD SHAMROCK PARTS

Newark, New Jersey

Name.....

Street.....

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

SHAMROCK  
MANUFACTURING CO.  
Dept. A-107, 196-206 Waverly Ave.,  
Newark, N. J.

YES—I am very much interested in securing the Shamrock Exclusive Selling Franchise. Send complete details.

## Stronger Demand for Talking Machines Felt by Retailers in Indianapolis Field

Record Sales Also Are More Satisfactory—Entire Trade Interested in First Indianapolis Radio Exposition Scheduled for This Month—Baldwin Co. Settled in Attractive New Warerooms

INDIANAPOLIS, IND., September 8.—Talking machine sales during the month just ended show an upward movement, with the tone more firm and steady. Not that local dealers have been doing any unusual business, but the volume of sales have increased, and after all that is what the dealer must have for a successful business. Portables have been in demand as rounding out the equipment of the tourist and Summer camper. Dealers report that the general interest in talking machines that fled with the Summer has returned. Records are reported to be moving stronger than at any time this Summer. Popular Brunswick and Victor recording artists have been featured during the Summer season at the Circle Theatre.

William G. Hoag, who the past month succeeded Hal P. Shearer, as president and general manager of the Indianapolis Music House, announces that a special effort will be made by this store to increase phonograph sales. The store now handles the Victor and Edison lines. Mr. Hoag, along with other remodeling and redecorating that is taking place, is fitting up an attractive radio room on the next floor lower. This store now features the Adler-Royal neurodyne, the Day-Fan and Freshman receivers.

Miss Mary Harrington, formerly in charge of the phonograph department of the Taylor Carpet Co. until it closed out this department, has been put in charge of the record department of the Indianapolis Music House, and will assist Mr. Meskill, who has charge of the phonograph department.

The first Indianapolis Radio Exposition, which is to be presented in Cadle Tabernacle, September 21 to 26, by the Broadcast Listeners' Association, has taken on national significance in the eyes of the radio equipment world. It is expected the Indianapolis exposition will be one of the four great national events in radio this year, the other three big expositions being held in New York, Chicago and Los Angeles.

First opportunity is being extended to Indianapolis distributors and dealers in radio sets and accessories to obtain display booths in the most desirable locations, according to Mr.

Wallis, director. In a letter which was mailed August 15 to 1,000 specially selected manufacturers who are represented by distributors and dealers in this territory, H. A. Luckey, president of the Broadcast Listeners' Association, and A. L. Allen, chairman of publicity for the exposition, called the attention of these manufacturers to the importance of Indiana radio business which will be created by the Indianapolis exposition.

At the same time a final letter to the local radio trade setting out the desirability of every manufacturer whose product is sold in the Indiana territory having an attractive display booth, was sent out by Mr. Luckey for the exposition headquarters in the Hotel Severin.

A number of display booths have been reserved by local radio dealers for manufacturers located outside of Indiana. The majority

## E. M. Wilson & Son to Erect Modern New Home

Prominent Newark, N. J., Distributor Compelled by Growing Business to Build—Addition to Distribution Facilities Insures Service

E. M. Wilson & Son, Newark, N. J., distributors of Garod radio receiving sets, Burgess batteries, and other well-known radio products in the State of New Jersey, have recently been appointed as distributors for the Beldon Mfg. Co., Chicago, Ill., manufacturer of Beldon cables and antenna wires. This announcement comes simultaneously with the completion of the plans of E. M. Wilson & Son to erect a new building on the site of the old one which they have occupied for a number of years, and which will be demolished to make way for a larger and more modern structure.

The new building will be three stories in height and will allow ample space for the transacting of the company's business. Work has been started on the demolishing of the old building and at the present time it is expected that the new one will be ready for occupancy on or about the first of January, 1926.

In discussing the matter of his company's

of local radio dealers have reserved from one to three booths for the radio exposition and look to it as a great boom for the trade. For the local dealer it is a wonderful opportunity to get his merchandise before the public, and he fully expects to make the rest of 1925 and 1926 a radio year.

The Baldwin Piano Co. is now settled in its attractive new home in Monument Circle, where the company first opened local ware-rooms fifty-one years ago, moving two years later to Pennsylvania street, where the store has been located since. The new building has been laid out with particular reference to the needs of the company. The first floor is given over to the talking machine and record department, and to a spacious reception room. An interesting feature is the battery of open booths for record demonstration. The tormal opening held some weeks ago was attended by about 10,000. In acquiring the Circle Building the Baldwin Co. purchased the stock and good-will of the Circle Talking Machine Shop, thus acquiring the Victor and Edison franchises, in addition to the Brunswick, which the company has always had.

building plans with The World, Edward Wilson, president of the company, said: "Since our entrance into the wholesale radio field, practically at the inception of broadcasting, we have enjoyed a steady increase in the volume of our business, until we really outgrew the old building, which is now too small to serve our needs. The site, located as it is in the center of activities just off Broad street on Lafayette, is so convenient that we felt the solution of our problem lay in the construction of a new building at the spot. We will thus be conducting business after the first of the year from the same location with which our name has been identified so long, and we feel sure that with the increased space we will be able to fill all the requirements of the trade and to render the best possible service to our dealers."

At the present time E. M. Wilson & Son are occupying temporary quarters at 12 Lafayette street, which is directly opposite 11 Lafayette street, where the new building is to be erected.

## Candidate for Important Gotham Political Post

Milton C. Weisman, regular Democratic candidate for borough president of Manhattan, happens to be a brother of Miss B. Weisman, secretary of the Wall-Kane Needle Mfg. Co., of Brooklyn, N. Y.

Executive ability seems well developed in the Weisman family. Miss Weisman, as secretary of this well-known needle organization, has demonstrated her efficiency as an executive. It is stated that Milton C. Weisman was selected for this important position for his ability and experience in municipal affairs.

Milton C. Weisman was born in New York, is a graduate of Syracuse University and Fordham University Law School. He is a member and founder of Woodrow Wilson College Men's League and is also an ardent worker in social, civic and charitable work, a member of Grand Street Boys, Independent Order of Brith Abraham, Aaron J. Levy Association and other fraternal orders.

Although a comparatively young man he has behind him a series of accomplishments and has well demonstrated his executive ability in the energetic manner in which he is conducting his campaign.

## Changes Par Value of Stock

The Vincennes Phonograph Co., Vincennes, Ind., recently changed the par value of its shares of common stock from \$100 per share to shares of no par value and increased the number of shares from 1,250 to 12,500.

## Good Products— Good Business!



### WESTON Instant Change PLUG

THIS wonderful Weston quality Radio Plug is a builder of both good business and good will. It is a quick seller and profitable in itself and brings in many a worthwhile customer to your shop. It is a standard Weston precision product, but enormously increased production enables it to be sold at 60c retail. Keep them in your window and it will keep them coming into your store.

### WESTON Radio Panel VOLTMETER

A NEW product of the Weston Radio Laboratories built with all the care and operating with all the accuracy for which Weston is famous. This brand new Model 506 Zinc Panel Voltmeter enables the radio set operator to test his tubes and batteries and to insure accurate tuning and long and satisfactory operation. In your windows they make attractive displays that stop the passer-by and make him interested. They are easy to sell—write today for quotations. Also be sure and ask for a supply of the interesting illustrated booklet "Weston Radio Instruments" for free distribution to your customers.

### WESTON ELECTRICAL INSTRUMENT CORP.

190 Weston Avenue

Newark, N. J.



STANDARD THE WORLD OVER  
**WESTON**  
Pioneers since 1888



# Fourth Anniversary



C.C. ALEXANDER  
*Florida Representative*



H.T. PORTER  
*Georgia Representative*



J. WARREN BUTLER  
*North Carolina Representative*



T. J. BEUTELL  
*South Carolina Representative*



B. W. WHITEMAN  
*Alabama & Tennessee Representative*



T. L. HOLLINGSWORTH, JR.  
*City of Atlanta and Suburbs*



CHAS. J. REY  
*Assistant Sales Manager*

**"The South's Largest Phonograph Supply House"**

EXCLUSIVELY WHOLESALE

**1921 SEPTEMBER 1925**

**James K. Polk, Inc.**

181 WHITEHALL ST. . . . . ATLANTA, GA.

# Our Heartiest Congratulations Are Extended to James K. Polk, Inc., of Atlanta

Four years ago the firm of James K. Polk, Atlanta, Ga., received its first shipment of 2,500 Okeh records. These records were given no display; they were placed in a corner of a furniture store on temporary racks. From this first, small group of Okeh records has grown the largest Record Distributor for Okeh in the Southeastern section of the United States. They are one of the most successful distributors of records and phonographs in the whole United States. You will find the name of James K. Polk decorating their own three-story building. This is a magnificent showing, considering that four years ago they started with a force consisting of P. C. Brockman and one assistant.

The backbone of this SUCCESS is the quick turnover of Okeh Records—or the speedy disposition of a large order of Okeh Records through the dealer.

Okeh Records sell to everybody.

Okeh Records do get business.

This business is in the terms of substantial profits for the dealer.

Write the biggest Distributor of records in the Southeast, James K. Polk, Inc., for an Okeh Agency.

Remember—This great success of theirs is the result of Okeh Records and the proven success a dealer has in selling them.

## General Phonograph Corporation

OTTO HEINEMAN, *President*

25 West 45th Street

New York City



## CONGRATULATIONS!

Mr. P. C. Brockman—Sales Manager  
Mr. Chas. R. Rey—Asst. Sales Mgr.

Wholesale Division

JAMES K. POLK INCORPORATED

—may you continue to be successful is the wish of every member of this organization who have endeavored to serve you so faithfully during the past four years.

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

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

# Congratulations!

We take sincere pleasure in extending JAMES K. POLK, INC., ATLANTA, GEORGIA, our cordial congratulations and best wishes on the fourth 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.

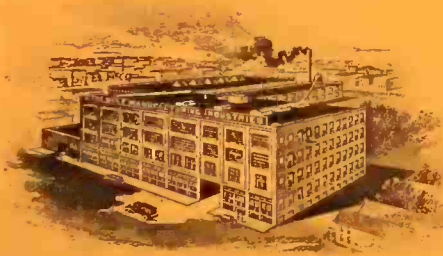
It is our sincere hope that the future will evidence a progressive combination of their present splendid success.

It is our privilege to state that JAMES K. POLK, INC., use "MASTERCRAFT" cabinets exclusively.

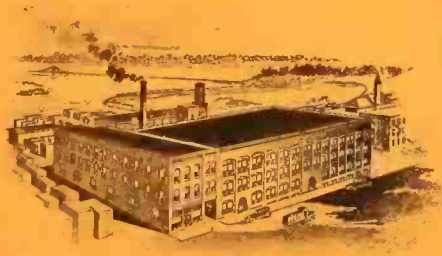
## THE WOLF MANUFACTURING INDUSTRIES

(Established 1890)

Building "Mastercraft" Phonographs, Radio Cabinets  
QUINCY, ILLINOIS



PLANT N°1



PLANT N°2



# SUCCESS

*-the 4<sup>th</sup> year*

*"'Tis not in mortals to command success.  
But we'll do more—  
We'll deserve it."*

**S**UCCESS, that alluring but elusive element which all pursue but so few acquire, has come to James K. Polk, Inc., of Atlanta, Ga., in four short years.

There was no magic in this company's realization of the success ideal. It was built on the bed-rock formula of hard work—close application to the job in hand, rigid adherence to a safe, sane golden-rule policy of business conduct and by the careful selection of quality merchandise.

The Caswell Manufacturing Company is proud of its association with James K. Polk, Inc., and extends to this progressive, forward-looking Southern jobbing institution its wish that the future will add to the success which the efforts of the James K. Polk organization have thus far so nobly advanced.

*Caswell Manufacturing Co.*

PORTABLE PHONOGRAPHS & DISTINCTION

MILWAUKEE, WIS.  
U.S.A.



ST. PAUL AVE.  
AT 10<sup>TH</sup> STREET

Western Sales Office: Oakland Tribune Tower, Oakland, Cal.

## Congratulations—

**JAMES K. POLK, Inc.**  
ATLANTA, GA.

on your

**Fourth 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."

**SONORA PHONOGRAPH  
COMPANY, Inc.**

279 Broadway, New York

To *JAMES K. POLK, Inc.*

## Greetings

And **HEARTIEST CONGRATULATIONS** on your four years of service. You have established in this short space of time a record of which you may well be proud and have achieved a prestige almost phenomenal, but which is only a reflection of your own worth and principles.

We are proud to number on the list of distributors of **WALL-KANE** products, a list composed of the leading wholesale Houses thruout the United States, the **J. K. POLK CO.**

With sincere good wishes for your continued and even greater success.

**Wall-Kane Needle Manufacturing Co., Inc.**

*Originators of the ten-time needle*

3922-14th Avenue Brooklyn, N. Y.

WALL-KANE, JAZZ, CONCERT, PETMECKY PHONOGRAPH NEEDLES

LIST OF EXHIBITORS

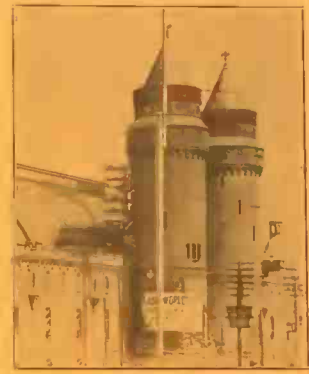
# The Second Annual Radio World's Fair

258th FIELD ARTILLERY ARMORY

Kingsbridge Road and Jerome Avenue

NEW YORK CITY

September 14th to 19th, 1925



- |   |                    |   |                         |
|---|--------------------|---|-------------------------|
| K-12 A-C Electrical Mfg. Co., Fourth St.                        | Dayton, O          | A-14 Jewell Electrical Instrument Co., 1640 Walnut St.            | Chicago, Ill.           |
| D-43 Acme Apparatus Co., 37 Osborne St.                         | Cambridge, Mass.   | D-49 Jewett Radio & Phono Co., Telegraph Rd.                      | Pontiac, Mich.          |
| A-7 Acme Wire Co., 1255 Dixwell Ave.                            | New Haven, Conn.   | B-23 Jones, Howard B., 612 S. Canal St.                           | Chicago, Ill.           |
| K-13 Advance Battery Corp., 109 Prince St.                      | New York City      | J-27 Kellogg Switchboard & Supply Co., 1066 W. Adams St.          | Chicago, Ill.           |
| B-35/36 Air-Way Electric Appliance Corp., 220 Broadway          | New York City      | B-1 Kennedy, Colin B., Corp., 2017 Locust St.                     | St. Louis, Mo.          |
| D-41 All-American Radio Corp., 4201 Belmont Ave.                | Chicago, Ill.      | G-11 Kennedy, Ralph M., 111 No. 7th St.                           | Philadelphia, Pa.       |
| J-39/40 Amber Mfg. Co., 599 Eleventh Ave.                       | New York City      | D-31 32/33 Kodel Radio Corp., 120 W. 3rd St.                      | Cincinnati, O.          |
| H-25 American Electric Co., 6401 S. State St.                   | Chicago, Ill.      | A-8 Karz-Kasch Co., S. Broadway and Morris Ave.                   | Dayton, O.              |
| H-5 American Wireless Corp., 54 W. 23rd St.                     | New York City      | I-41 Liberty Electric Corp., 342 Madison Ave.                     | New York City           |
| D-45 Amisco Products, Inc., 416 Broome St.                      | New York City      | D-19 Magnus Electric & Radio Mfg. Co., 787 E. 138th St.           | New York City           |
| Foreign Sec. Ando Institute of Radio Research.                  | Tokio, Japan       | K-14 Martin Radio & Elec. Co., 130 W. 52nd St.                    | New York City           |
| H-31 Andrews Radio Co., 2132 S. Michigan Ave.                   | Chicago, Ill.      | J-37 McCullough Sales Co., 936 Liberty Ave.                       | Pittsburgh, Pa.         |
| H-43 Apex Electric Mfg. Co., 1410 W. 59th St.                   | Chicago, Ill.      | K-3 Miller Rubber Co. of New York                                 | Akron, O.               |
| I-3 Atlas-Colonial Corp., East Ave. & 10th St.                  | Long Island City   | For Sec. M. L. Magneto Syndicate                                  | Coventry, England       |
| J-13-23 Atwater-Kent Mfg. Co., 4700 Wissahickon Ave.            | Phila., Pa.        | B-55 Mohawk Electric Corp., 2220 Diverser Parkway                 | Chicago, Ill.           |
| D-29/39 Auburn Button Works.                                    | Auburn, N. Y.      | I-1 Multiple Electric Products Co., East Ave. & 10th St.          | L. I. City              |
| E-7-8-9/10 Andrea, F. A. D., Inc., 1581 Jerome Ave.             | New York City      | H-49 Music Master Corp., Tenth and Cherry Sts.                    | Philadelphia, Pa.       |
| H-25 Argus Radio Co., 25 W. 18th St.                            | New York City      | H-41 Muter, Leslie F. Co., 76th St. and Greenwood Ave.            | Chicago, Ill.           |
| B-35/36 Baldwin International Radio, Inc., 227 Fulton St.       | New York City      | K-1 Mydar Radio Co., 9 Campbell St.                               | Newark, N. J.           |
| B-1 Bel-Canto Radio & Tel. Equipment Co., 872 Broadway          | New York City      | J-3 National Carbon Co., 30 E. 42nd St.                           | New York City           |
| K-11 Bell Mfg. Co., 11 Elkins St.                               | Boston, Mass.      | K-8 National Co., Inc., 110 Brookline St.                         | Cambridge, Mass.        |
| A-12 Brach, L. S. Mfg. Co., 120 Sussex St.                      | Newark, N. J.      | H-35 Nelson Tool Co., Inc., 781 E. 142nd St.                      | New York City           |
| K-5 Chas. A. Branson, Inc., 815 Main St.                        | Buffalo, N. Y.     | G-3 Niles Mfg. Co.  | Ypsilanti, Mich.        |
| D-22 Bremer-Tully Mfg. Co., Canal and Harrison Sts.             | Chicago, Ill.      | B-15-25 Operadio Corp., 8 S. Dearborn St.                         | Chicago, Ill.           |
| H-11 Bossert, Louis & Son, Grand St. & Newton Creek             | Brooklyn, N. Y.    | H-33 Payne Co., 35 W. 11th St.                                    | New York City           |
| J-19 Caswell-Runyan Co., 1427 S. Michigan Ave.                  | Chicago, Ill.      | J-37 Pathé Phono & Radio Co., 20 Grand Ave.                       | Brooklyn, N. Y.         |
| D-15 Cardwell, The Allen D. Mfg. Co., 81 Prospect St.           | Brooklyn, N. Y.    | K-7 Pequot Mfg. Co., Manley St.                                   | Long Island City, N. Y. |
| D-34 Carter Radio Co., 209 S. State St.                         | Chicago, Ill.      | B-13 Pfanstiel Radio Co., 11 S. La Salle St.                      | Chicago, Ill.           |
| H-36 Chlago Solder Co., 4201 Wrightwood Ave.                    | Chicago, Ill.      | B-37 Phenix Radio Corp., 114 E. 25th St.                          | New York City           |
| T-3 Colonial Radio Corp., East Ave. and 10th St.                | Long Island City   | K-9 Philmore Mfg. Co., 105 Chambers St.                           | New York City           |
| G-6 Citizens Radio Service Bureau 508 S. Dearborn St.           | Chicago, Ill.      | J-15-25 Pooley Co., 16th and Indiana Ave.                         | Philadelphia, Pa.       |
| H-53 Crosley Radio Corp., 3401 Colerain Ave.                    | Cincinnati, O.     | B-27 Prest-O-Lite Co., Inc.                                       | Indianapolis, Ind.      |
| J-55 Curtis-Leger Fixture Co., 235 W. Jackson Blvd.             | Chicago, Ill.      | B-29 Priess Radio Corp., 693 Broadway                             | New York City           |
| G-13 Connersville Furniture Co.                                 | Connersville, Ind. | H-25 Power Elec. Radio Co., 25 W. 18th St.                        | New York City           |
| J-35 Dayton Fan & Motor Co., 690 Bayard St.                     | Dayton, O.         | F-1 Radio Tel. & Tel. Co., 25 W. 45th St.                         | New York City           |
| H-13 DeForest Radio Co., Franklin St. & Central Ave.            | Jersey City, N. J. | A-11 R. B. Radio Co., 117 W. 51st St.                             | New York City           |
| H-7 Distantone Radios, Inc., Earle and Shepard.                 | Lynbrook, L. I.    | R-13 Rathbun Mfg. Co., Rose Alley                                 | Jamestown, N. Y.        |
| J-53/57 Dubilier Condenser & Radio Corp., 238th and Bronx Blvd. | New York City      | B-19 Reichmann Co., 1725 W. 74th St.                              | Chicago, Ill.           |
|   |                    | B-21/31 Remler Radio Mfg. Co., 182 Second St.                     | San Francisco, Cal.     |
|   |                    | K-16 The Remo Corp.   | Meriden, Conn.          |
|   |                    | K-6 Runzel-Lenz Elec. Mfg. Co., 1751 N. Western Ave.              | Chicago, Ill.           |
|   |                    | Spec. Ruddock, Wm. F. Boat & Yacht Wks., 213th St. & Harlem River | New York City           |
|   |                    |   | Chicago, Ill.           |
|   |                    | G-4 Saal, H. B., 1800 Montrose Ave.                               | Canton, Mass.           |
|   |                    | K-2 Samson Electric Co.   | Brooklyn, N. Y.         |
|   |                    | E-15 Sattler Tool Co., 186 Joralemon St.                          | Newark, N. J.           |
|   |                    | D-13 Schicklering Products Corp., 401 Mulberry St.                | New York City           |
|   |                    | H-27 Sherman Radio Mfg. Co., 112 Trinity Place                    | Long Island City        |
|   |                    | J-5 Sleeper Radio Corp., 6th Ave. and Wash. St.                   | New York City           |
|   |                    | B-39 Sonora Phono Co., Inc., 279 Broadway                         | New York City           |
|   |                    | J-31 Spartan Electric Corp., 99 Chambers St.                      | New York City           |
|   |                    | D-51 Splittdorf Electrical Co., 392 High St.                      | Newark, N. J.           |
|   |                    | H-29 Sterling Mfg. Co., 2831 Prospect Ave.                        | Cleveland, O.           |
|   |                    | H-18 Sterling Cabinet Wks.  | Winfield, N. Y.         |
|   |                    | G-5 Stettner Phono Corp., 318 E. 75th St.                         | New York City           |
|   |                    | D-37 Stewart-Warner Speedometer Corp., 1836 Diverser Blvd.        | Chicago                 |
|   |                    | D-37-47 Stromberg-Carlson Tel. Mfg. Co., 1050 University Ave.     | Rochester, N. Y.        |
|   |                    | H-47 Sunbeam Radio Corp., 1834 Broadway                           | New York City           |
|   |                    | E-16 Stuntz Labs., 504 S. State St.                               | Chicago, Ill.           |
|   |                    | G-15 Souther Co.  | Pottsville, Pa.         |
|   |                    | D-53 Thermodyne Radio Corp., 1819 Broadway                        | New York City           |
|   |                    | J-17 Thordarson Elec. Mfg. Co., 500 W. Huron St.                  | Chicago, Ill.           |
|   |                    | D-21 Trimm Radio Mfg. Co., 24 S. Clinton St.                      | Chicago, Ill.           |
|   |                    | For. Sec. T. S. F. Modern   | Paris, France           |
|   |                    | H-11 Thompson Mfg. Co., R. E., 30 Church St.                      | New York City           |
|   |                    | A-17 United Scientific Labs., 80 Fourth Ave.                      | New York City           |
|   |                    | J-29 Utah Products Co., 1427 S. Michigan Ave.                     | Chicago, Ill.           |
|   |                    | U. S. Army and Navy   |                         |
|   |                    | B-17 Valley Electric Co., 3157 S. Kingshighway                    | St. Louis, Mo.          |
|   |                    | D-16 Vebly Radio Co., 47 Morris Ave.                              | Newark, N. J.           |
|   |                    | G-4 Waterford Radio Co., 320 W. 134th St.                         | New York City           |
|   |                    | D-29/39 Walbert Mfg. Co., 925 Wrightwood Ave.                     | Chicago, Ill.           |
|   |                    | E-18 Western Coil & Electric Co., 313 Fifth Ave.                  | Racine, Wis.            |
|   |                    | H-17 Whitehead & Hoag Co.   | Newark, N. J.           |
|   |                    | H-39 Willard Storage Battery Co., 246 E. 131st St.                | Cleveland, O.           |
|   |                    | A-4 Wireless Radio Corp., 182 Lafayette St.                       | New York City           |
|   |                    | For. Sec. Yagi & Co., Inc.  | Tokio, Japan            |
|   |                    | J-1 Zenith Radio Corp., 310 S. Michigan Ave.                      | Chicago, Ill.           |

LIST OF EXHIBITORS  
**The Fourth  
 Annual Radio Exposition**

GRAND CENTRAL PALACE

46th Street and Lexington Avenue

NEW YORK CITY

September 12th to 19th, 1925



Booth No.	Exhibitor	Booth No.	Exhibitor
46	Argus Radio Corp.	153/4/5	Gold Seal Products Corp.
1	Audak Co.	24	Hammarlund Mfg. Co., Inc.
2	Amsco Products, Inc.	103	Hatheway & Co., Inc.
64/65	Atwater-Kent Mfg. Co.	31	Hoosier Falls Radio Parts Co.
69	Amplion Corp. of America	121	Hartford Battery Mfg. Co.
76	A-C Elec. Mfg. Co.	93A	Henderson Bros.
23	Adams-Morgan Co., Inc.	96A	Harding Mfg. Corp.
54	Adler Mfg. Co.	"A"	Herald-Tribune
139	Aluminum Co. of America	57	Jones Radio Mfg. Co.
28	Amber Mfg. Co.	128	King Quality Products, Inc.
138	American Bosch Magneto Co.	129	Kellogg Switchboard & Sup. Co.
133	Astral Radio Corp.	161	Kadel & Herbert
102	Adroit Tool Co., Inc.	87	Lund, E. B.
137	Apco Mfg. Co.	123	Lenford, Inc.
137	Apex Elec. Mfg. Co.	91	Lincoln Radio Corp.
47	Alden Mfg. Co.	43	Magnavox Co.
206/8	Assoc. Furniture Mfg. Co.	63	Manhattan Elec. Supply Co.
171	Beezee Products Co.	77	Marko Storage Battery Co.
110	Blair Radio Lab.	131	Marwol Radio Corp.
124	Benjamin Elec. Co.	8	Multiple Elec. Prod. Co.
85	Blandin Phono Co., Inc.	56	Musical Prod. Dist. Co.
200	Burton Rogers Co.	112, 113	Messner Radio Corp.
9	Boissonnault Co., Inc.	136	Micamold Radio Corp.
106	Brightson Labs. Inc.	107	Montrose Mfg. Co.
10	Bristol Co.	109	Mutual Phono. Parts Corp.
115	Brooklyn Metal Stamping Corp.	52/52A	National Carbon Co., Inc.
119	Bullens Co., D. K.	48	Newport Radio Corp.
79	Brunswick-Balke-Collender Co.	169	National Radio Corp.
81	Nakelite Corp.	85	Ohio Stamping & Engg. Co.
21	Bemco Mfg. Co.	88	Phila. Storage Battery Co.
107	Berg Auto Trunk & Spec. Co.	195	Polachek, Zoltan H.
11	Bruno Radio Corp.	25	Pequet Mfg. Corp.
83	Beacon Radio Mfg. Co.	38	Pathe Phono & Radio Corp.
42	Brann Veneer Co.	6	Parent Elec. Mfg. Co., Inc.
97	Broadcast Sta. WEAJ Mezzanine	84	Precise Mfg. Corp.
	Broadcast Sta. WJZ Mezzanine	19	Progressive Musical Inst. Co.
172	Charles E. Chapin Co., Inc.	42	Pilot Elec. Mfg. Co.
8	Colonial Radio Corp.	104	Premier Radio Corp.
30	Continental Fibre Co.	94	Q R S Music Co.
71	Corning Glass Works	174	Repps Radio Corp.
73	Cornish Wire Co.	86	Rossiter, Tyler & McDonnell, Inc.
132	C T Radio Corp.	86	Rossiter & Co., Inc.
94	Chelsea Radio Corp.	144	Richardson Radio Corp.
132	Cleartron Vacuum Tube Co.	134	Radio Panel & Parts Corp.
99	Davy Electrical Corp.	17/18	Radio Corp. of America
100A	Deutschmann Co., Tohe	97	Radio Cabinet Co.
15	DeForest Radio Co.	132	Radio & Electric Mfg. Co.
130	Dictograph Products Corp.	38	Radio Foundation, Inc.
13	Dayton Fan & Motor Co.	118	Red Lion Cabinet Co.
116	Diamond Elec. Spec. Co.	53	Stewart-Warner Speedometer Co.
14	Diamond State Fibre Co.	60/60A	Sonora Phonograph Co., Inc.
27	Donehue Co., L. R.	68	Signal Elec. Mfg. Co.
40	Daven Radio Corp.	36	Shontz Co., H. B.
12	Dubilier Cond. & Radio Corp.	114	Seranton Button Co.
143	Du Pont de Nemours & Co., E. I.	112, 113	Sampter Radio Co.
100	De Witt La France Co., Inc.	82	Silver Marshall Co.
44	Eagle Radio Corp.	135	Standard Radio Corp.
117/125	Edison Storage Battery Co.	120	Supertron Mfg. Co., Inc.
127	Eisemann Magneto Corp.	37	Spidori Elec. Co.
32/33	Electric Storage Battery Co.	39	Spaulding Fibre Co., Inc.
59	Engravers & Printers Mach. Co.	64A	Stanley & Patterson, Inc.
22	Equitable Radio Corp.	94	Studner Cumming Co., Inc.
50/51	Experimenter Pub. Co., Inc.	126	Shaw Insulator Co.
123	Ebc Cabinet Co.	111	Shamrock Mfg. Co.
93	Epom Corp.	92	Super Cell Mfg. Co.
96	English-Whitman Prod. Corp.	109	Suprola Radio Corp.
122	Fleron & Sons, Inc., M. M.	86	Sangamo Elec. Co.
64	Farrand Mfg. Co., Inc.	168	Stettner Phono. Co.
3	Fansteel Products Co., Inc.	170	Streit Radio Corp.
140	Ferguson, Inc., J. B.	98	Timmons Radio Prod. Corp.
134	Fibroc Insulation Co.	82	Twentieth Century Radio Corp.
62	Formica Insulation Co.	20	Thompson Mfg. Co., R. E.
78	Freed-Eisemann Radio Corp.	7	Thermodyne Radio Corp.
104	Freshman Co., Inc., Chas.	49	Tuska Co., C. D.
107	Funk & Shore	156	Triplex Machine Tool Co.
92A	Fori Radio Mfg. Co.	94	Twin Dry Cell Battery Co.
72	Forest Electric Co.	157	Twinantaleak Aerial Ins. Mfg. Co.
90	Federal Tel. Co.	137	Telemotive Radio Corp.
80	Gischow Co., Inc., Otto R.	16	Valley Electric Co.
58	Goldschmidt Corp., Th.	91	Van Horne Co.
4	Gilfillan Bros.	94	Valley Narrow Fabric Co.
5	General Radio Co.	74/75	Ware Radio Corp.
34	Gould Storage Battery Co.	136	W B Mfg. Co.
105	Grimes, Inc., David	41	Weston Elec. Inst. Corp.
72	Goldstein & Co., Inc., Paul	105	Westinghouse E. & M. Co.
108	Gilbert Keator Corp.	87	Wego-Weke A. C.
97A	Gray Elec. Chemical Lab., Inc.	35	"X" Laboratories

**Believes Trade Is Logical  
Outlet for Radio Receivers**

**Plaza Co., Which Now Features Complete Line of Radio, Plans to Concentrate Efforts on Talking Machine Trade**

The day when the talking machine store will be the exclusive seller of radio products is fast approaching, say the officials of the Plaza Music Co., the manufacturer of Pal portables, Banner and Domino records and other talking machine products. This, it is stated, is the reason the Plaza Co. has embarked into the radio field as receiving set manufacturers with a full line of radio merchandise. The Plaza Music Co. prides itself on being able to furnish to music merchants products of every type needed to do business and the presentation of a radio line has been made after thoroughly studying the needs of the retail field.

The Plaza Co. will concentrate its sales in the music trade. A sales policy and merchan-

dising arrangement, giving price and territorial protection, have been concluded and details are ready for dealers.

The Plaza Co.'s radio line includes complete receivers and cabinets for standard sets. Its line of receivers ranges in price from \$35 to \$175. From table models with loud speaker separate or with amplifying chamber and grille front to elaborate single and double deck floor models with a radio phonograph combination in a highboy cabinet.

Its line of cabinets for standard sets ranges in price from \$65 to \$125. There are five such models made to accommodate some of the best-known lines of radio receiving sets. These latter have compartments for battery and charger and are equipped with the loud speaker horn minus unit. Its line of speakers includes two goose-neck sizes and a cabinet style. It has a complete line of storage "A" batteries and dry "B" batteries.

The advertising department of the Plaza Music Co. has prepared window displays, streamers, cut-outs for counter use and other

advertising helps, as well as literature for consumer presentation.

With the inception of its new radio department the Plaza Music Co. has augmented its sales staff and the personnel has been selected with a view of not only being able to properly present the Plaza products but to render service to the music dealer in exploiting radio goods. The sales force will carry out the activities prepared by the advertising and sales promotion departments for intensive co-operation with music dealers.

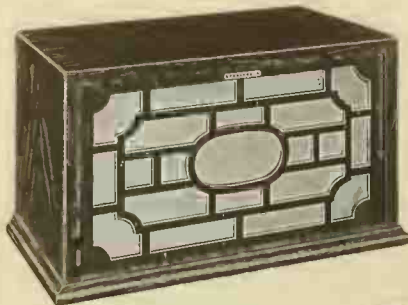
Emil Schenkel, who some years ago was advertising manager of the Plaza Music Co., and later was associated with the Musical Products Co., will direct the sales and promotion efforts of the new Plaza radio division.

The Walter H. Andrews Music Co., of Jamestown, N. Y., recently purchased the stock of the Musical Instruments Supply Co., of that city, which has been successfully conducted for the past year by James H. Howard, a merchandiser of real ability.



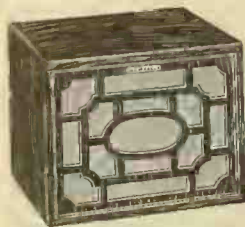
**TONE ARM CO.  
1926 SPEAKEROLA Models**

The DEALERS THAT ARE SELLING SPEAKEROLAS know that their customers appreciate these beautifully finished Cabinet Speakers because they harmonize with the customary furnishings of a room and have the modulated tone quality most desirable for the home.



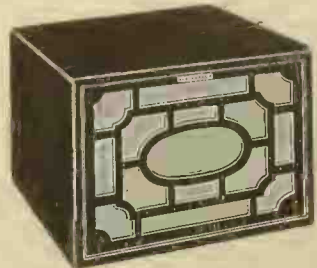
The DEALERS THAT ARE SELLING SPEAKEROLAS know that they profit more through the handling of the complete line of SPEAKEROLAS, because the range of prices is such as to meet the demands of all purchasers.

**SPEAKEROLA [Model D]**  
15" wide, 8" deep, 9 1/2" high  
List \$17.50 Price



**SPEAKEROLA [Model B]**  
9 1/2" wide, 7 1/2" deep, 8" high  
List \$12.50 Price

The BLOOD TONE ARM CORPORATION build this entire product. Lumber from their own timberlands, made up in their own cabinet shops, metal parts stamped and machined in their own machine shops, plated in their own vats, and parts assembled and tested in their radio laboratories. This is why this high grade product comes to you at a new standard of moderate prices never before known.



**SPEAKEROLA [Model C]**  
10 1/2" wide, 10 1/2" deep, 8 1/4" high  
List \$15.00 Price

*Order from your jobber. If he can't supply you write direct to*

**BLOOD TONE ARM CO. - Bay City, Michigan**

Chicago Distributor, BLOOD TONE ARM CO., 222 W. Madison St., Chicago, Ill.



THE RADIO HIGHBOY

Renaissance period design highboy with model C  
 Sonora receiving set and deLuxe speaker built  
 within \$200.00

THE INSTRUMENT OF QUALITY  
**Sonora**  
 CLEAR AS A BELL





THE PLYMOUTH

Renaissance period design highboy phonograph radio adapted \$175.00  
Equipped with Sonora five tube receiving set and deLuxe reproducer \$275.00

THE INSTRUMENT OF QUALITY  
**Sonora**  
CLEAR AS A BELL 

## Pacific Radio Exposition Held in San Francisco Claims Attention of Trade

More Than 1,500 Radio Dealers, Wholesalers and Manufacturers Crowded City During the Week of the Exposition—Exhibits of Leading Lines Featured New Fall Models—Trade News

SAN FRANCISCO, CAL., September 5.—Conditions in the talking machine and radio trades, during the past month, have shown an improvement over those that prevailed during the past six months. This opinion is general and the consensus of opinion of all interested in the trade is that more money is in circulation and that buying is more brisk.

### Pacific Radio Exposition Huge Success

The outstanding happening of the past month was the Pacific Radio Exposition, held here during the week of August 22-29 and which drew an attendance during the week of nearly 100,000 people. More than 1,500 radio manufacturers and dealers from all parts of the United States registered at headquarters. According to Thomas Traynor, who was in charge of the reception committee, this is an increase of 50 per cent over last year.

The San Francisco exposition is one of the three key city radio expositions and because it was held ahead of the New York and Chicago expositions it gave many manufacturers the first opportunity of a real presentation of their product to the radio and music trades. Many new features were in evidence at the exposition. Not only from the pioneer companies in the field, but there were many new names which promise to become well known before next Summer.

Preceding the Diamond Jubilee festival which was held here in commemoration of California's admission as a State, those in charge of decorations took advantage of this feature and the general plan of the auditorium was along the old Spanish lines. The booths of the various companies represented were very uniform. Both afternoon and evening excellent musical programs were broadcasted from the Civic Auditorium where the radio exposition was held.

Among the excellent entertainment features was a radio presentation of "Sun-up," a three-act play, which was written by Lula Volmer, and ran through a long and successful season in New York City. The actors taking part are well known to many radio fans in the West; Fred Thomas, Lenore Averet, Rose Brown and Bert Horton.

### California Manufacturers Well Represented

The development of radio in California has been increasing rapidly from year to year and in addition to the many well-known California manufacturers who were offering beautiful exhibits there were many new ones. The Army and Navy both had interesting exhibits and the telegraph companies gave continuous demonstrations of the sending of radiograms.

It is interesting to remember that only four

years ago Lee De Forest established in San Francisco the first tube broadcasting station in the United States. Looking back to that first set and then listening to the performance of the newest sets now being offered, one is amazed at the progress made in this industry.

Leading music stores of San Francisco and Coast were represented. The Sherman-Clay exhibit was particularly attractive and well located with plenty of convenient seats to invite visitors to listen to expert information, which was constantly available. The Quarg Music Co. and the California Phonograph Co. each had large and interesting exhibits. The Victor Co. was also represented with a very fine display.

William P. Bear, manager, Miss Elizabeth H. Gray, secretary of the Pacific Radio Trade Association, and Herbert E. Metcalf, president of the Association, deserve a great deal of credit for the promotion of the greatest radio exposition that has ever been held in the West. There were more than 200 booths and sections, displaying the latest innovations in sets and accessories. Working under a budget system, those in charge of the exposition finance committee were able to finance the show by the sale of exhibit space alone. The cost of the show to the public was cut nearly 50 per cent by this co-operative non-profit plan, according to the committee.

### Exhibitors at the Radio Show

The following manufacturers and dealers were included among the exhibitors:

A. C. Electric Mfg. Co., Adler Mfg. Co., Aeromaster Corp., Amsoe Products, Inc., Atwater Kent Mfg. Co., Apex Electric Mfg. Co., F. A. D. Andrea, Inc., Baker Smith Co., Inc., Nathaniel Baldwin, C. Brandes, Inc., Wm. Brand Co., The Bristol Co., Burgess Battery Co., Carter Radio Co., Cooper Corp., Cosmopolitan Plusiformer Co., E. T. Cunningham, Inc., Daven Radio Corp., Dayton Fan & Motor Co., De Forest Radio Tel. & Tel. Co., Dubliner Condenser & Radio Corp., H. H. Eby Co., Electric Storage Battery Co., Federal Radio Co., Fred Eisenman Corp., Garod Corp., GHILLAN Radio Corp., A. H. Grebe Co., Grigsby-Grinnow-Hinds, David Grimes, Inc., Howard Radio Co., Kellogg Switchboard & Supply Co., Colin B. Kennedy Co., King Quality Products, Langstein & Kaufman Radio Co., Listenvalter & Gough, Magnusson Co., Marathon Radio Corp., Marconi Laboratories, Munson Raynor Corp., Mutual Radio Laboratories, Mutual Photo Parts Co., National Carbon Co., National Co., Inc., Operadio Co., Patent Electric Mfg. Co., Phenix Radio Corp., Philadelphia Storage Battery Co., Pooley Co., Radio Corp. of America, Reichmann Co., Rohn Co., Sharnock Mfg. Co., Phonograph Co., Siewan Warner Service Products Co., Simonberg Carhou Co., Teagle Co., Thordarson Electric Mfg. Co., Trimm Radio Co., Utah Radio Products Co., Valley Electric Co., Victor Talking Machine Co., Ware Radio Corp., Weston Electrical Instrument Co., and the Zenith Radio Corp.

### Coast Manufacturers Making Own Parts

A feature of interest about the new sets being

brought out from the Pacific Coast is the fact that the manufacturers are using their own parts with very few exceptions. The new Super Radio Mfg. Co.'s five-tube set is made in San Francisco, and the parts are all Western-made except the transformers. The Marathon, another new set that is being put before the trade for the first time, is featuring a multipolar hook-up that is creating a lot of interest. The Baker Smith Co., of San Francisco, is bringing out two new sets, the Syllan and the Nazeley. The latter is a six-tube low frequency set that sells at popular prices and merchandising plans are rapidly being completed for national distribution.

### O. R. Bowman With Marathon Corp.

O. R. Bowman, who recently resigned his position as sales manager for Kohler & Chase, of San Francisco, is now sales manager for the Marathon Radio Corp. of San Francisco and is planning national distribution for this set, which has the distinction of having brought in clear messages over a distance of 5000 miles. Mr. Bowman was for a number of years with the Thos. Goggan Music Co. of Houston, Texas, and it well known on both coasts.

### T. J. Rockwell With Columbia Co.

T. J. Rockwell, until recently manager of the local office of the Munson Raynor Corp., has accepted a position with the San Francisco branch of the Columbia Phonograph Co., as director of sales of the record department. Mr. Rockwell has a large acquaintance among music dealers in this vicinity.

### Findings of Railroad Commission

The Railroad Commission of California refuses to raise rates on radio sets and talking machine-radio combinations in less than carload lots. The hearing on which this decision was based was in conjunction with the Interstate Commerce Commission. The California body agrees with the Interstate Commission in raising the rates on radio sets in carload lots from third class with a minimum of 30,000 pounds per car to second class with a minimum of 20,000 pounds per car.

### H. C. Hanson Adds Brunswick Line

The H. C. Hanson Music House recently added the complete Brunswick line to the stock of musical instruments carried, announced W. C. Compton, manager of the company's phonograph department. The establishment will continue to handle Sonora phonographs.

### Shirley Walker Makes Interesting Address

Shirley Walker, president of the Northern California Music Trade Association, gave an address at the Exhibitors' Dinner of the Pacific Radio Trade Association, at the recent radio exhibition. The talk was entitled: "The Music Trade's Part in Selling Radio," and Mr. Walker touched on the point that the radio receiver had since the improvement of tone quality become a real musical instrument and as such the music merchant is primarily interested in merchandising it. He drew attention

(Continued on page 104)

# Van Veen Wareroom Equipment

## — APPEARANCE —

The attractiveness of Van Veen equipment adds materially to the appearance of the ware-rooms. Not only is the equipment finished exactly as required and in harmony with the wareroom itself but its high class construction lends an atmosphere of quality.

Appearances usually cost high but in the case of Van Veen equipment through concentration in this field we are able to offer it at an unusually attractive price.

Write for details and catalog

## VAN VEEN & COMPANY, Inc.

413-417 East 109th Street, New York City

Phone Lehigh 5324-4540

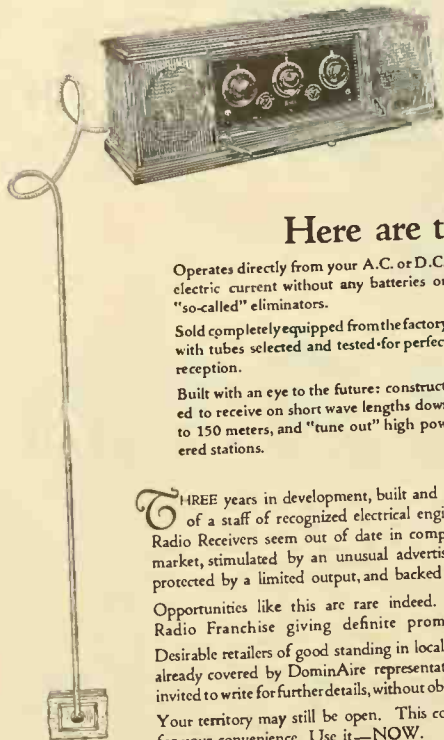


# Presenting

An unusual opportunity  
for Radio Dealers of the  
Highest Standing:

**DominAire**  
TRADE MARK

## The "No-Battery" Radio Receiver



### MARKS A NEW ERA IN RADIO RECEPTION

*The DominAire is presented to the trade as the ultimate development in present day radio receiver manufacturing. Its mechanical and merchandising features are so advanced that we believe it offers the biggest radio opportunity in years.*

### Here are the Features:

Operates directly from your A.C. or D.C. electric current without any batteries or "so-called" eliminators.

Sold completely equipped from the factory with tubes selected and tested for perfect reception.

Built with an eye to the future: constructed to receive on short wave lengths down to 150 meters, and "tune out" high powered stations.

All self enclosed, including loud speaker, in a beautiful cabinet that will grace with dignity the finest home.

The DominAire Tested Merchandising Plan protects Authorized Dealers against destructive competition and untimely price reductions.

The DominAire system of Registered Ownership protects your customers after the sale is made, and builds good will for your store.

THREE years in development, built and tested in service under the painstaking supervision of a staff of recognized electrical engineers, DominAire is so advanced that all other Radio Receivers seem out of date in comparison. It is going to have a consistent high-class market, stimulated by an unusual advertising campaign soon to be released in New York, protected by a limited output, and backed by a great, solid, honest organization.

Opportunities like this are rare indeed. DominAire Dealership is the one outstanding Radio Franchise giving definite promise of real profit to the progressive dealer.

Desirable retailers of good standing in localities not already covered by DominAire representation, are invited to write for further details, without obligation.

Your territory may still be open. This coupon is for your convenience. Use it—NOW.

MacLaren Mfg. Co., 26-28 Park Place, New York City  
Gentlemen: Without incurring any obligation, we would be interested in having a demonstration of DominAire, The "No-Battery" Radio Receiver, in our store on

(State most convenient date, allowing a one day trial)

Name \_\_\_\_\_

Address \_\_\_\_\_

Telephone Number \_\_\_\_\_

SI 025

Made by  
**MACLAREN MANUFACTURING CO.**  
THORNELL-MACLAREN ASSOCIATES - Exclusive Factory Representatives  
26-28 Park Place, New York

# Do You Need an Energetic Sales Manager or Sales Executive?

Nearly fifteen years experience in the Phonograph Trade, the most recent with a Radio affiliation, forms a background for results. This experience ranges from territorial coverage to Sales Management—from Branch Office direction to handling every executive function of a distributing business.

## YOUR OPPORTUNITY

If you have a proposition of merit, where ability, application, dependability and this experience will prove mutually profitable, write to Box 1526, care Talking Machine World, 383 Madison Avenue, New York, N. Y.

## Richmond Retailers Anticipate Active Fall Business Despite Curtailed Crops

Record Sales Ahead of Same Period Last Year—How Dealers Are Using Canvasser-Salesmen to Advantage—Reduced Price Sales Continue—Corley Co. Plans Expansion—The Month's News

RICHMOND, VA., September 9.—Despite drought conditions that curtailed crop production in some sections of this territory, phonograph dealers for the most part are optimistic as to the outlook for Fall business, active Fall trading both in machine and record business being anticipated. Record sales are reported to be running ahead of the same period last year and some increase in phonograph sales is reported. In the cities the employment situation continues good, most of the industrial plants continuing to work full time. Workers in the building trades are not as fully occupied as they were a few months ago in some cities of the Fifth district, according to the monthly report of the Federal Reserve Bank of Richmond.

### Canvassers Prove Their Worth

Hundreds of new homes have been built in Richmond within the last year or two. Quite a number of new apartment houses have also gone up. This has opened up a fertile field for local dealers who find that it is much easier to place a machine in a new home than in an old one. They report that there has been quite an active business in the new residential areas. Canvassers are used in locating prospects, as a general rule, experienced salesmen following up their work and putting over the sales. Because of the increased number of canvassers sent out by mail order houses these days soliciting orders for a variety of lines, those employed by local firms find that it is becoming more difficult to interest the housewife who frequently complains that she is kept busy practically all day answering calls, and is in no mood to receive canvassers when they seek an interview.

Victor overproduction sales continue in progress here, as well as in other parts of the district. They have helped to swell the volume of business greatly at Victor stores. Walter D. Moses & Co., local Victor dealers, report that their sales of Victor machines have been running fully three times ahead of sales for the same period last year, so great has been the pull of lower prices at which the machines are offered.

### Plans to Expand

So well is business progressing with the Corley Co. Victor dealer, that it has plans on foot for expansion of its retail department, which has up to this time been restricted to the street floor of its establishment. It is planned to remodel the second floor to provide more space for the department, according to announcement by Frank W. Corley, vice-president. Plans have also been laid to build a new room on the third floor to give more space for display of pianos. The wholesale department

of the company is to be transferred to a section of the street floor.

Dealers from several parts of the territory covered by this department of the company were recent visitors in Richmond, reporting good Summer business in Victrolas, and good prospects for Fall. They were: M. Timberlake, Charlottesville, Va.; Dan Odom, Bennettsville, S. C.; S. H. Galperin, Charleston, W. Va.; L. B. Norfleet, Franklin, Va.; W. W. Greer, Ashland, W. Va.

### Will Use Unique Publicity

E. W. Felner, an executive of the Martin Music Co., this city, who is always on the lookout for a new way of advertising his wares, believes that he has hit upon one that will prove especially prolific of results. He has bought space on nine waste receptacles on Broad street, the city's principal retail shopping thoroughfare. A Baltimore firm recently contracted to place these receptacles on most of the corners in the business section. Mr. Felner selected those that are to be placed at each corner on Broad between Ninth and First streets. He will have one side of each box. On this will be an enamel plate with white background and blue lettering. In the center of the plate will be a picture of Cliff Edwards, whose records are his best sellers. The boxes are expected to be in place early in October.

Mr. Felner recently experimented with advertising on programs of a local theatre and got good results.

### Adds Columbia Records

The Columbia Furniture Co. has taken on the Columbia line of records in addition to the Victor, which it has been handling for some time. This firm recently completed extensive remodeling and alterations. The phonograph department has been retained on the street floor. In this there are three Audaks, and it is planned to add two more. According to Kenneth Lord, sales are effected much more quickly through them than where booths are utilized, and fewer sales people are necessary. Thus economy is achieved in most directions. According to Mr. Lord, his store is the only one in town that utilizes Audaks in selling records.

The radio department of the house is now installed in the rear of the mezzanine. Atwater Kent and Crosley lines are handled.

### Brunswick Opens Warerooms

The Brunswick, which has been without a regular dealer here since the Sprinkle Piano Co. went out of business, recently established temporary offices in a store at 218 North Second street with a limited amount of stock on display. It is understood that this was done principally for the purpose of keeping its name be-

## Pacific Radio Exposition Held in San Francisco

(Continued from page 102)

to the alliances between the large talking machine companies and radio manufacturers and how one company intends placing on the market a phonograph in which the amplification will be done by vacuum tubes.

In continuing, Mr. Walker showed how the music merchant is equipped to properly handle the radio as a high-grade instrument and to merchandise the receiver in the proper fashion as have been talking machines, with a knowledge of service. "The music merchant has a complete knowledge of instalment selling," states Mr. Walker, "and radio, like all the other home necessity-luxuries, will be sold to a great extent on terms. The music merchant fully realizes the cost of doing business in the manner which the public demands. He knows that to make any profit such factors as credit, instalment privileges and service all must be charged for."

fore the public until it can form another permanent connection here.

Goldberg Brothers, jobbers of the Pathé machine, as well as several sold under their own name, are profiting by the Florida boom to some extent, their representative in that territory having sent in a number of substantial orders recently. One firm alone bought seventy-five machines, the order being worth \$2,200. In the Carolinas and also in parts of Virginia the drought has slowed up business a bit, the house reports. As a rule, its trade is calling for a cheaper-priced machine.

### Starr Branch Closed

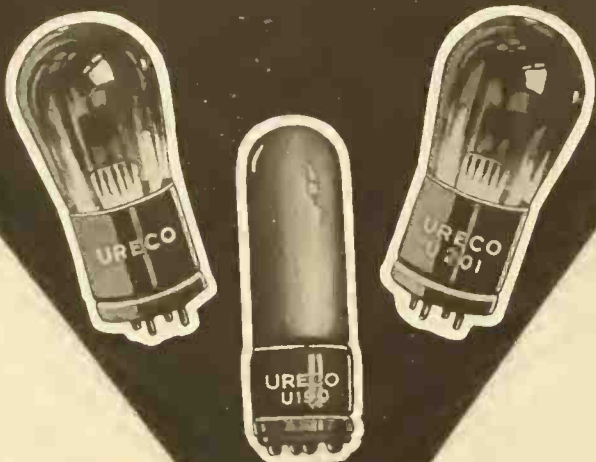
E. J. Pringle, factory representative of the Starr Co., who has been spending several weeks here closing out the company's jobbing office, has returned to the home office. Decision to discontinue the distributing plant here was reached following the death of H. Wallace Carner, who was distributor in this territory for the company for a number of years.

## Atwater Kent Dealer Aids

A recent issue of the Atwater Kent radio dealer bulletin is devoted to the important subject of planning a sales letter campaign and using the mails to sell more radio. The subject is gone into in a thorough and interesting manner and several examples of letters are presented in conjunction with the article. Among the many excellent suggestions made in this bulletin is the use of the "theatre ticket" form of advertising in getting the prospect into the dealer's store.

The Sunset Music Store, Redondo Beach, Cal., was recently opened with a full line of phonographs, pianos and musical merchandise.

*The heart of the  
radio set*



# URECO

*Tests highest in the laboratory*

URECO is the second largest selling radio tube on the market.

Here are four reasons for URECO success:

1. An honest, stand-up tube, with all the efficiency that world-famous radio engineers can build into it.
2. A manufacturing organization, with the stability of financial soundness.
3. A scientific merchandising plan that provides generous profits and full protection to both jobber and dealer.
4. A sales-promotion service that speeds up the dealer's re-sale.

Ask your jobber.

**United Radio & Electric Corp.**

418-426 Central Ave.,

Dept. 39

Newark, N. J.

## Indications Point to Brisk Machine Business in Buffalo Territory in Fall

Drop in Prices of Talking Machines Has Moved Old Stocks Out of Stores and Dealers Are Now in Good Shape to Present New Fall Models—Iroquois Sales Corp. to Distribute Adler-Royal

**BUFFALO, N. Y., September 10.**—The remarkable improvement in the talking machine and record trade here gives indication that the Fall season will be a record breaker for volume of business. August, several jobbers here report, was the largest Summer month for volume of trade they have ever known. Dealers are rejoicing over briskness of the trade, which began showing improvement early in July.

The drop in prices on Victrolas is believed to have been the stimulant that has apparently placed the trade on a healthy basis. It has made the consumer think of talking machines, an obvious fact in view of the activity in other lines of phonographs and records.

### Buffalo T. M. Co. Has Record August

"We have never in the history of the Buffalo Talking Machine Co. experienced such a great volume of trade in the month of August as we did last month," M. O. Grinnell, sales manager, asserted. "All popular models in Victrolas are cleared from our floors. We still have in stock a few uprights, but at the present trend we do not expect to hold these very long. Naturally, the majority of Victor dealers here cashed in on the recent proposition of the Victor Co. and the jobbers. Few dealers had any stock when the drop came, and they readily made up what loss was suffered through the sales in stocks on their floors through the reduction given by the jobbers. The Buffalo Talking Machine Co. is looking for a volume trade in the new Victor combination. Interest of the dealers is keen, and since they now have been educated to the fact that the Victrola is not 'passé,' it will require very little persuasion to place a good stock in their warerooms."

### Good Fall Predicted for Federal

Mr. Grinnell said that dealers are also showing much enthusiasm over the new Federal radio line. The Buffalo Talking Machine Co. has been given the exclusive distributing rights in this district for the Federal products. Present indications are that this Fall's volume of business in radio sets and accessories will by far eclipse that of last year, he said.

### Iroquois Sales Corp. Jobs Adler-Royal

The Iroquois Sales Corp., of which F. D. Clare is manager, has been given the exclusive distributing rights for the Adler-Royal phonograph and combination. The corporation became distributor in this district on September 1, and already has secured some good live new accounts. Mr. Clare said that he looks for an exceptionally good Fall trade in his new line, and he expressed great faith in the product. William Carroll, former distributor, has gone to Detroit where he will engage in a wholesale business.

The Iroquois Sales Corp. up to the first of the month represented the Strand Phonograph, and did it a remarkably good business. Mr. Clare feels that he has an excellent line to offer his present large clientele in this territory, which embraces the greater portion of central New York and all the western section of the state.

### Okeh and Odeon Record Sales Increase

Okeh and Odeon records have shown much improvement in volume of sales the past four weeks, Mr. Clare said. American records have shown a pleasing volume the past month, but there has been a stupendous increase in sales of foreign records, especially Polish. Polish records have sold in this territory far better than the jobber had expected. As a result of the popularity of Joe Donbrowski's orchestra records, the orchestra has contracted to go to the General Phonograph studio to record some new selections.

### WorkRite and Crosley Receivers Popular

The new WorkRite Neutrodyne is showing up well, and dealers are expressing their approval

of samples now on the corporation's floors. The \$125 and \$170 sets are expected to be most popular. The \$80 set is going over big, according to Mr. Clare, and it will also be one of the leaders here. The new Crosley Tridyne will find a good market, and the Crosley Pup, which is listed at \$9.75, will probably tempt new radio buyers.

### John Kibler Has Good Summer Business

John Kibler, Genesee street dealer, is finding talking machine business much better than he expected earlier in the Summer. "May and June were such dull months that we had become quite discouraged," Mr. Kibler said, "but with the Victor Co.'s inducement to buy, coming in July stimulated business, and there has been a gradual improvement ever since in instruments and records. August was a much better month than we had expected."

### Notes of the Trade

The Victrola Dealers Association plans to hold a meeting September 18. This will open the Fall season for the Association.

The Rudolph Wurlitzer Co. has purchased the business of the VerBeek Musical Sales Co., on William street. The VerBeek Co. has opened a new store at 725 Main street.

The Buffalo Radiophone Corp. has moved from Washington street to the Hammond Building on Main street.

Bill Brush, of the Buffalo Talking Machine Co., has returned from a fishing and camping trip in northern Canada. Mr. Brush shows, from all outward appearances, that he spent the greater portion of the fortnight in a hot sun.

Chas. Hoffman, of the Hoffman Piano Co., is home from an automobile tour of the Adirondack Mountain region.

W. C. Daniels, president of Deuton, Cottier & Daniels, and Vice-President Farrar spent their vacations at Swampscott, Mass.

## Plans Exhibit of Mutual Line at the Radio Show

The Mutual Phono Parts Co., New York City, is among the talking machine houses that will exhibit at the Fourth Annual Radio Show, Grand Central Palace, to be held during the week beginning September 12. The Mutual Co. will exhibit its full line of radio tone arms and loud speaker units.

A. Frangipane, secretary of the company, has been working particularly hard throughout the entire Summer due to the large amount of orders received during the Summer months and has found his recreation in various fishing trips in which he has received results closely approximating those of his business life—that means he caught what he went after.

## Denies Motion to Dismiss Suit

Judge Dawkins in the United States Eastern District Court recently denied a motion to dismiss the action brought by the Hazeltine Corp. and the Independent Radio Manufacturers, Inc., against A. H. Grebe & Co., of Richmond Hill, N. Y. The suit involves patent rights of Professor Hazeltine of which the complainants are owners and the Grebe Co. is charged with infringement.

## Uses a Freed-Eisemann

A Freed-Eisemann neutrodyne radio receiver has been installed in the headquarters of Senator James J. Walker, candidate in the Democratic primaries for the nomination as Mayor of New York.



**MODEL O. T.** Permanent loop arm. 18 inch sound box, carries 12 records, compact construction. Light enough to carry anywhere. Dimensions: 15 1/2 by 12 by 8.



# \$30

Superbly toned Phonographs in cabinets of genuine Du Pont Fabrikoid, in shades of walnut, brown, mahogany and grey, embossed with rich reproductions of beautiful hand-tooled leather. Hardware of solid brass throughout; heavily nickel-plated.

Artone Phonographs are strong and compact for portable use and beautiful enough in appearance to harmonize with the furniture of any room.

### TEN DAY FREE TRIAL

We will ship the Artone at the list price, less 40 per cent. If, after a 10-day appraisal, you do not feel that they will sell readily and make you substantial profits, return to us collect.

Distributors—Write for Proposition

**Berg A. T. & S. Co., Inc.**  
"Designers and Makers of Fine Cases for 20 Years"

LONG ISLAND CITY NEW YORK  
New York City Showrooms, 353 Fifth Ave.



Weather-proof cover supplied with every Artone Phonograph.

**MODEL R. E.** Round edge design, no corners, permanent loop arm, 18 inch sound box, carries 12 records, compact construction. Dimensions: 14 1/2 by 12 by 10.

# Covering the U.S. like a blanket

## with Poster, Newspaper and Magazine Advertising on —

# DAVID Grimes

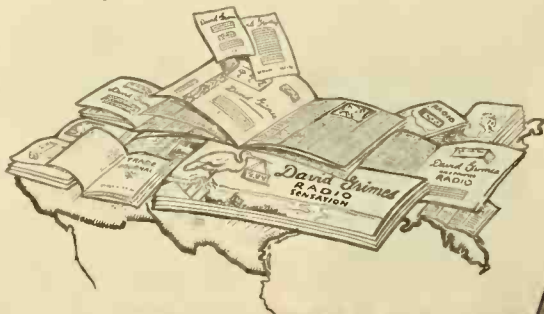
### *New High Powered Radio —*

#### David Grimes

the noted inventor identified with the Radio industry since its inception, has achieved a great success in building this new set, every part of which is built in the David Grimes plant.

This instrument is the last word in Radio achievement. It is the result of ceaseless efforts of David Grimes and his staff of associates, all of whom are men of the highest standing in the Radio and Musical fields.

We are seeking reputable dealers to take over exclusive agencies on the zone basis, allowing them the jobber's as well as the retailer's profit.



# 40-10 - 2% Discount

to Grimes Dealers and protection against cutting of prices ~

**A product of David Grimes Radio & Cameo Record Corp.**

Strand Theatre Building  
1571 BROADWAY, N. Y. C.

A Few Exclusive Agencies Still Open For This Remarkable Instrument.

All Grimes sets are factory tested, sealed and guaranteed

# Stromberg-Carlson Executives Outline Plans for Dealers at New York Banquet

About Four Hundred Dealers Present at Banquet in Hotel Pennsylvania. Arranged by Gross-Brennan, Inc., Distributors, and the Stromberg-Carlson Tel. Mfg. Co. — New Six-Tube Radio Model Announced—Merchandising Farce Scores—Meeting Huge Success

Stromberg-Carlson dealers and members of their sales organizations, to the number of about 400, gathered in the main banquet hall of the Waldorf-Astoria Hotel, Friday evening, August 28, as guests of the Stromberg-Carlson Telephone Manufacturing Co. and Gross-Brennan,

opened the more serious business of the evening by delivering a brief address on Stromberg-Carlson's policy of dealer protection, emphasizing particularly what this has meant in building up good will.

He then introduced W. Roy McCanne, presi-

The five-tube models both contain the same circuit, consisting of the two stages of neutralized radio frequency amplification detector and two stages of audio frequency amplification. It is claimed these receivers are equally efficient over all waves from 200 to 550 meters. Both the five and six-tube models are designed to operate with the new Radiotron UX-201-A tubes in the radio stages, detector socket and in the first audio stage, and with the new Radiotron UX-112 tube in the last audio stage.

Following several other talks the officials and executives of the Stromberg-Carlson Co., who were present, were introduced. They included,



Dealers and Members of Their Staffs Present at Banquet Sponsored by Stromberg-Carlson Tel. Mfg. Co. and Gross-Brennan, Inc.

Inc., New York and Boston sales agents for the Rochester organization. Interesting and instructive addresses by officials of the manufacturing organization regarding the policies which have been instrumental in making the Stromberg-Carlson dealer franchise of real value; announcement of the 1925-1926 radio line, including a new six-tube model which has several radical new features to commend it to the trade

dent of the Stromberg-Carlson Tel. Mfg. Co., who praised the dealers for their efforts during the year, saying that they had preserved the traditions of good merchandising. He pointed out that the company had not taken on radio as a means of quick money making and then dropping out of the field, but had entered it with the idea of building up a business that will continue and develop as have the other interests of the company. He emphasized the point that the long experience of the company in the telephone apparatus field had prepared it for radio and spoke of the policy of expansion on which the firm had embarked, stating that although 300,000 square feet of floor space are now available for carrying on the varied manufacturing activities, it is expected soon to house the entire vast industry in the company's own plant under one roof, where even the cabinets for the radio sets will be made from start to finish.

The next speaker was R. H. Manson, chief engineer of the company, the man who has been responsible for the Stromberg-Carlson radio sets. In a general way Mr. Manson outlined the importance of right design in radio, stating that the two factors which dominated all others in importance are appearance and performance. He described briefly the Stromberg-Carlson sets Nos. 1-B, 2-C and 2-D, which with the new six-tube models will comprise the line during the next year. The latter is the outstanding achievement of the company during the year. A feature claimed for this set is a perfect method of shielding, developed in the company's laboratories. Three straight stages of neutralized radio frequency amplification have been incorporated in these receivers successfully, according to Mr. Manson. The six-tube set comes in two models, the 60L, a table model, and the 60Z, a floor model. The same circuit is used in both of these receivers. The method of shielding makes possible the use of the third stage of radio amplification, which, it is claimed, aids distance reception appreciably. Another feature of these sets is a volume control, which regulates the volume of signal at the headphones or loud speaker. Two controls are used, the three radio frequency tuning condensers being mounted on one shaft, the antenna tuning condenser being tuned by the other control.

in addition to those already mentioned, George A. Scoville, vice-president and general manager; W. T. Eastwood, advertising manager; Edward Hanover, purchasing agent, and S. Gibson, radio division manager.

The attention of those present was next claimed by the presentation of the merchandising farce, "For Goodness Sake!" which had been written by Hugh Ernst, manager of the talking machine and radio department of the New York John Wanamaker store, and staged in collaboration with Gross-Brennan, Inc. The playlet pictured the average radio dealer's shop of 1923-



Stromberg-Carlson No. 1 Table Model

1924 owned by Adam Dealer (Hugh Ernst), dramatically showing the now obsolete methods of radio merchandising then practiced and tracing the dealer's awakening to the fact that slipshod methods and inferior merchandise were a losing proposition. Murchand Dizer (Herbert A. Brennan) ably played the role with which he is familiar, a Stromberg-Carlson representative, who finally convinces Adam Dealer that the Stromberg-Carlson is the line for him to handle. The second act showed Adam Dealer as a Stromberg-Carlson merchant, his radio shop now a "Radio Salon." An interesting love theme, with the hero triumphant, and everybody happy, made the play a "hit."

The meeting was an outstanding success from every angle and those present went home with a new appreciation of Stromberg-Carlson quality and the protection of the company's dealer franchise.



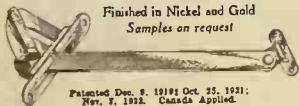
Stromberg-Carlson No. 2 Console

and public; and excellent entertainment, not the least of which was the presentation of a two-act merchandising farce, entitled "For Goodness Sake!"

Following the banquet, Benjamin Gross, of Gross-Brennan, Inc., who was toastmaster,

### AUTOMATIC LID SUPPORT

Finished in Nickel and Gold  
Samples on request



Patented Dec. 9, 1919; Oct. 25, 1921;  
Rev. 6, 1923. Canada Applied.

The Most Dependable Lid Support on the Market  
Star Machine & Novelty Co., 8-11 Watering Avenue  
Bloomfield, N. J.

# THE SUPREME ACHIEVEMENT



Cut 1  
No. 98. Chest Model, \$60.00.  
Size, 23½ x 11½ x 16 inches.

The AIRO-MASTER Cabinets are predominating features—combined with the new and improved AIRO-MASTER Receiver, present a combination of an ideal radio set and an attractive piece of furniture. AIRO-MASTER is in a complete range of models to satisfy every demand.

The rigid standards of design, materials and workmanship give AIRO-MASTER the place as the outstanding receiver to-day, regardless of price. Every AIRO-MASTER is tested for broadcasting reception before shipment. The circuit in the highly refined Tuned Radio Frequency—two stages of radio detector—and two stages audio.



Cut 2  
No. 75. Concert Model, \$25.00.  
With Thorola Unit.  
Size, 22½ x 11½ x 18 inches.

AIRO-MASTER is distributed thru exclusive jobbers within allocated territories, thereby eliminating unfair competition and assuring clean profits and sales, without the necessity of price cutting. If your jobber cannot supply you write to us the name of your nearest distributor. Full particulars and catalog will be sent you on the line representing RADIO'S STERLING VALUES. Battery cords are standard equipment on all models.

*Airo-Master*  
5-Tube  
Radio Receiver



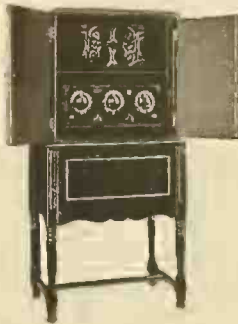
*Sales Branches:*

ATLANTA, GA.  
American Electric Lamp Co.  
176 Spring Street.

TOLEDO, O.  
R. S. Lynn  
803 Spitzer Bldg.

MINNEAPOLIS, MINN.  
LaSalle Electric Supply Co.  
Tribune Annex.

SAN FRANCISCO, CAL.  
Factory Sales Agencies Co.  
693 Mission Street



Cut 3  
No. 100. Console Highboy, \$100.00.  
With Thorola Unit.  
Size, 21½ x 16½ x 52 inches.



Cut 4  
No. 130. Console Table, \$130.00  
With Thorola Unit.  
Size, 17 x 17 x 39 inches.

*Manufactured and Guaranteed by*

**AIRO-MASTER CORP., 227-239 W. 17<sup>th</sup> St., New York**  
Boston - Chicago - Pittsburgh - Atlanta - Toledo - Minneapolis - Denver - San Francisco

## Unusual Activity in All Lines Featured the Month Throughout Toledo Territory

General Feeling Prevalent That Talking Machine Sales Will Be Unusually Brisk This Fall—Radio Show Plans Under Way—J. W. Greene Co. Enlarges Department—Plan Fall Campaigns

TOLEDO, O., September 8.—The past month has been one of unusual activity for this season of the year. Sales have forged ahead and numerous prospects have developed. Moreover, not alone among dealers in the city but also among talking machine merchants in the entire Toledo territory there exists a widespread feeling that phonograph trade this Autumn will outstrip the past two or three years. Upon this belief retailers are building Fall sales promotion plans.

Also the farmer is enjoying prosperity in this section, grain crops are large and prices are high. The return from other farm products is correspondingly good. Therefore, the small-town phonograph dealer has reason to look forward to a brisk machine and radio business with the ruralist this year. The opening of school, which brought many families back to the city, was the signal for renewed effort on the part of talking machine, record and radio merchants.

### Planning for Radio Show

The Toledo Radio Trades Association is sponsoring the Radio Show which will be held November 2 to 8 at the Army. The promotion work will be under the direction of H. V. Buelow, who so successfully handled Toledo's first radio show last October. Manufacturers, jobbers and retailers will exhibit.

### Report Satisfactory Sales

At the Lion Store Music Rooms sales for the past month have been decidedly pleasing in both Victor and Brunswick lines, according to Lawson S. Talbert, manager. The store has a well-rounded stock of all models which is sufficient to carry it until the advance types arrive.

The store recently mailed a letter to all who had purchased machines within the past few months, which aimed to induce the buying of better music and at the same time made the new owner acquainted with the wide range of records carried in stock by the department. Along with the message went a four-page leaflet entitled—Complete shopping guide to record happiness. Seventy selections are listed which are called "priceless treasures that never grow old." The response to this direct mail effort exceeded expectations, it is said.

The record Nora Lee, which is promoted in conjunction with the newspaper serial of the

same title, is reaching large sales here. A special booth displaying copies of the story and newspaper headlines arranged in pleasing designs around the disc riveted attention and sold a large number of the records.

Doyle Wyrce is now radio manager of the store. The department is being moved from the talking machine floor to a separate building on St. Clair street, adjoining the main store building, where it will be housed. Besides straight radios, combinations will be dealt in. Zenith, Radiola, Atwater Kent, Kennedy, Thompson are among the lines dealt in.

### Enlarges Department

The J. W. Greene Co. has enlarged its talking machine parlors on the third floor in anticipation of a large Fall demand. The space has been doubled. Cheney, Brunswick and Victor products are carried here. Already shipments of the new models of the Brunswick line are arriving. Manager E. A. Kopf reported. He also stated that the sales staff and the canvassing crew will be increased to a point which will produce a greater volume than for several seasons. It is his belief that this Fall dealers will have to begin all over again in order to properly introduce and sell the new types of machines. A busy radio time this Autumn and Winter is expected. The MacMillan Arctic cruise is being used to give publicity to the Zenith set. Recently an entire window was devoted to this outfit and the reports received by radio from MacMillan and McDonald of their walrus hunts and Eskimo friendships and similar doings.

Miss Helen Baumgardner, Kenneth Frederick, W. W. Bailey and T. C. Martin have returned from motor trips. Preston P. Brown, sales manager, is touring in Canada. W. W. Smith, president, is moving into his fine new home on Madison avenue. He recently returned from a buying trip to Chicago.

### Busy Days at Goozman Co.

At the Goozman Piano Co., with the opening of school, greater Columbia and Starr phonograph interest has developed. Records made by the new process are selling briskly. Fred N. Goozman, president, has returned from a lake trip to Duluth.

### Expect Big Radio Season

The Whitney-Blaine-Wildermuth Co. has already put to work a large crew of outside workers under the direction of Sales Manager O. C. Moore, who is a new member of the organization. While talking machines will be pushed, radio nevertheless will have a large share in the Fall drive. F. Stewart, in charge of the radio section, believes this is going to be a big radio year. Zenith, Atwater Kent, Somerset and Federal lines are carried here.

At Grinnell Bros. added space has been given to Victrolas and Radio. Also the sales crew has been increased. Harry J. Reeves, formerly of the Lion Store, is now a member of this organization. The house is looking forward to a busy season.

A. R. Cummings, for several years manager of the small goods department, was granted a seven months' leave of absence. He will Winter in Florida, leaving here on September 10.

### Sales Gain at Cable Co.

The Cable Piano Co., Cheney, Brunswick and Victor dealer, enjoyed a nice gain in sales the past month, according to A. F. Maag, manager. Interest in radio gives promise of a big Fall. Nellie Striggow, in charge of the record section, is vacationing in Chicago.

### Making Room for Fall Lines

The United Music Store is closing out its Summer lines to make room for new Fall models which are soon to arrive. Harry L. Wasserman stated he expects one of the busiest phonograph and radio seasons of his career.

Victor and Brunswick products are carried. Miss Lucille Myers and Mamie Caldwell are new members of the record staff.

### Called on Local Trade

Robt. Kane, Chicago T. M. Co.; A. G. Barr, Brunswick representative; Wm. Lewis, Victor traveler; M. Polykoff, Pooley representative, and Howard Shartle, of Cleveland, called on local dealers this week.

### Thompson Radio Moving

The Toledo Radio Co., Thompson distributor, has opened a Columbus, O., office, with H. N. Thomas in charge. Warren L. Kellog, vice-president, is looking after the interests of the enterprise in Cleveland territory. J. Stanley Ball has the northwestern Ohio district. Chas. H. Womeldorf, president, stated dealers are signing and returning their Fall Thompson contracts in good numbers.

### Interesting News Briefs

Frank Flightner, of Flightner's Music Shop, stated that the record business is on the gain. The trade is calling for the new Columbia electric recordings.

W. P. Albendinger, Ann Arbor, Mich., Columbia dealer, exhibited at the Washtawta County Fair. His booth was among the most popular on the grounds. Records were played constantly.

Budd's Music Store, Lansing, Mich., secured a large list of prospects from its display at the County Fair. Considerable merchandise was sold, including many new records.

David Roth, of the Roth Music House, Columbus, O., was married recently. He and his bride are honeymooning in New York.

Art Gillham, exclusive Columbia artist and widely known to radio fans as the Whispering Pianist, accompanied F. W. Gumaer, Columbia representative for the Toledo district, over his territory recently. He gave exhibitions of his skill as an entertainer in several music stores. At the L. C. Gorsuch & Co. rooms, Springfield, O., he entertained a large assembly of patrons. As a result Gillham's records are selling briskly in Springfield.

John Pietrykowski, exclusive Columbia dealer on Junction avenue, is back from a month's fishing trip to the Upper Peninsula of Michigan.

## Adds Adler-Royal Line

The Royal Music & Radio Co., Denver, Col., recently added the full line of the Adler Mfg. Co., New York. Officials of the company are enthusiastic over the prospects for Fall and they have engaged J. Geller as manager of the Adler-Royal department.

The General Music Co., Denver, Colo., was recently incorporated with a capital stock of \$100,000.

## Hermann Thorens

Ste. Croix, Switzerland

Manufacturer of Europe's Most Celebrated Swiss Phonograph Motors

There has always been a steady demand for Thorens phonograph motors. We are able to deliver the famous Thorens specially designed portable phonograph motors, in quantity.

Write for descriptive matter and prices on portable motor numbers. 36 single-spring motor, 24BC and 28BC double-spring motor.

## L. H. JUNOD & CO.

104 Fifth Ave.

New York

Sole Agents for the U. S. A.



Mfrs. of String and Button Bags as well

## Cohoes Envelope Co., Inc.

Sales Office  
N. Y. and Vicinity  
342 MADISON AVE.

Home Office  
and Factory  
COHOES, N. Y.





JOS. W. JONES, inventor and manufacturer of world reputation, who has to his credit over 100 patents granted by the U. S. Patent Office.

*"They told me it couldn't be done, so I DID it!"*

*Jos. W. Jones*

## A Triumph of PRECISION—a Revelation in Performance — an Achievement in VALUE!

**W**HEN Jos. W. Jones produced his first standardized, precision-made Radio Receiver, experts proclaimed it to be the greatest achievement in the history of radio reception. And it was! But Jones wasn't satisfied. He said it could be improved. They said it couldn't. So he went to work and *showed* them.



Model J-75 S. P.

To Retail at

**\$75**

Without accessories  
5-tube, tuned radio  
frequency receiver



Model J-100 B

To Retail at

**\$100**

Without accessories  
5-tube, tuned radio  
frequency receiver



Model J-175

To Retail at

**\$175**

Without accessories  
6-tube, tuned radio  
frequency receiver

The result of his untiring zeal and energy in the perfection of Radio Reception is shown in the new 1925 line of Standardized, Precision-Made Receivers which bear his name. This line is complete—comprising seven new and beautiful models at \$75, \$100, \$125, \$150, \$175, \$250 and \$475.

Each is a masterpiece—each an unbeatable value—each a triumph of PRECISION, producing that perfect harmony in every part which has heretofore been lacking in even the highest-priced radio receivers on the market today.

### Write or Wire for Franchise Terms

**Y**OU'LL find the Jos. W. Jones Franchise the fairest, squarest agreement ever offered a merchant to sign. The Jones square-deal Policy protects you against the evils of price-cutting and loss of consumer confidence. It offers you a nationally-advertised line, backed by a strong organization that is able and willing to **HELP YOU SELL.**

*Other models with handsome radio tables, with and without built-in loud speaker. Also De Luxe Model in richly finished upright cabinet to harmonize with the furnishings of the most sumptuous mansion*

JOS. W. JONES RADIO MFG. CO., Inc., 40-46 West 25th St., New York

**JOS. W. JONES**  
TRADE MARK

STANDARDIZED PRECISION-MADE RADIO RECEIVERS

# It Must Be Good!

Every Distributor, Jobber and Dealer  
Who Has Heard It Says So And—  
We Already Have Imitators

## BLAIR RECEIVER

SIX TUBES  
Resistance-Coupled Amplification

The Original and Genuine  
Resistance-Coupled Receiver

**BLAIR MODEL 11**

Cabinet in two-tone mahogany or walnut, with chrome panels and three large, highly polished dials. Genuine Bakelite insulation throughout, including panels, dials and knob. Can be used with all types of tubes and aerials, and with direct or storage batteries.

**\$75**



**L' ELEGANTE CONSOLE**

Blair Model 11 Receiver and beautiful 36-inch high Console Cabinet to match. Built-in Loud Speaker without unit. Compartments for storage batteries, battery eliminator, chargers, etc. \$120



**STANDISH CONSOLE**

Blair Model 11 Receiver and handsome 27-inch high Console Cabinet to match. Built-in Loud Speaker, without unit. Compartments for storage batteries, battery eliminator, chargers, etc. \$125

**E**MPLYING a perfectly balanced combination of tuned radio frequency and resistance-coupled audio amplification, the Blair is the **ONLY** Radio Receiver introducing any new and vital improvements over the past and the present season's offerings.

Hundreds of letters, from all sections of the United States and Canada, where the Blair Receiver has been given the most severe tests, under all kinds of conditions, testify to the Blair's overwhelming superiority for faithful reproduction, tone purity and volume.

**Exclusive Dealer Franchise**

The Blair franchise assures the dealer exclusive territory, iron-clad protection against unfair competition, local newspaper advertising and other sales helps.

Write or wire us for the name of the nearest Blair representative, who will give you a demonstration and full particulars.

Meet us at Booth No. 110 Radio Show  
Grand Central Palace, Sept. 12-19

West of Rocky Mountains, List Prices—Model 11, \$80; L'Elegante Console, \$160; Standish Console, \$135.

# Blair Radio Laboratories

368 Sixth Ave.

New York City

## Music Trades Distributors Organized in New York

Louis D. Rosenfield and Albert Friedman Head  
New Distributing Firm

The Music Trades Distributors is a new organization of manufacturers' representatives, comprising Louis D. Rosenfield and Albert



Louis D. Rosenfield

Friedman, both of whom are well known throughout the phonograph trade in the East. They have established headquarters at 115 West Twenty-third street, New York, and will represent manufacturers of phonograph, radio and musical merchandise sold through music dealers. A spacious showroom is being maintained for the convenience of manufacturers and retail merchants, and an interesting sales plan has been conceived which is based on the experience of both of these popular phonograph men.

Among the products for which the Music Trades Distributors are manufacturers' representatives are the Powerola radio set, which operates without the use of batteries; Clover and Dandy low-priced records; Arrow piano scarfs, covers and benches and a complete line of console phonographs, radio and music cabinets and piano rolls.

Louis D. Rosenfield needs no introduction to the talking machine trade, for he has been identified with the industry for many years, occupying important executive posts for the Columbia Phonograph Co., Inc., Emerson Phonograph Co. and the Aeolian Co. He numbers among his friends dealers throughout the country and he has specialized in the study of retailers' sales problems. Mr. Rosenfield is generally recognized as one of the most capable sales executives in the phonograph industry and he is entering his new work with an exceptional knowledge of the dealers' requirements. Albert Friedman has been a member of the phonograph and music industry for the past eight years, being familiar with all details incidental to the marketing and distributing of phonograph products.

## E. J. Totten on Trade Tour

E. J. Totten, general sales manager of the Beacon Radio Mfg. Co., Brooklyn, N. Y., manufacturer of Trinity radio receiving sets, recently left for a tour through the Northeast and Middle West. Mr. Totten will visit Albany, Schenectady, Utica, Toledo, Cincinnati, Louisville, Baltimore, Washington, Wilmington and Philadelphia, and plans to renew many of his old acquaintances made during his fifteen years' association with the phonograph industry. He will return to New York in time to join I. Goldberg, founder and president of the company, in presiding over the Beacon Mfg. Co. booth at the Radio Exposition, where a complete line of the various Trinity models will be exhibited.

S. M. Frankel has been made manager of the Edison & Ampico Shop, Atlanta, Ga.

# Get off to a **FLYING** start **THIS FALL!**

Feature the "Big 3" in Phonograph Needles right from the start of the season.

"One-time" customers never contribute to the success of any business—except, perhaps, the undertaker's. Successful retailing means "repeat" sales—lasting customer-satisfaction that "brings them back for more." In no prod-

uct is this more evident than the Phonograph Needle. "Almosts" won't do. Hit and miss performance don't go. Every needle in the package must register 100 per cent.

## BRILLIANTONE — REFLEXO — GILT EDGE the "Big 3" in PHONOGRAPH NEEDLES

are Bagshaw-made, which means uniform 100 per cent quality, satisfied customers, repeat sales, turnover. They are the recognized lead-

ers wherever and whenever quality phonograph merchandise is sold. Feature the "Big 3" and get off to a flying start.

# BRILLIANTONE

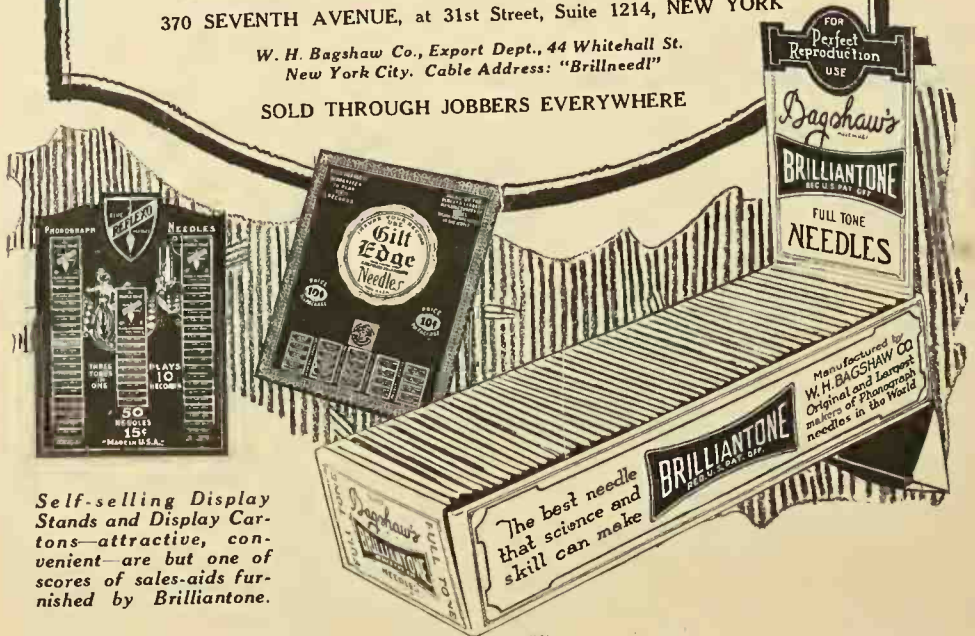
STEEL NEEDLE COMPANY OF AMERICA, Incorporated

*Selling Agents for W. H. Bagshaw Co., Factories, Lowell, Mass.*

370 SEVENTH AVENUE, at 31st Street, Suite 1214, NEW YORK

W. H. Bagshaw Co., Export Dept., 44 Whitehall St.  
New York City. Cable Address: "Brillneedl"

SOLD THROUGH JOBBERS EVERYWHERE



Self-selling Display Stands and Display Cartons—attractive, convenient—are but one of scores of sales-aids furnished by Brilliantone.

## Improvement in Trade Noted in Pittsburgh

Talking Machine and Radio Trades Show Substantial Gains—Wholesalers and Dealers Preparing for a Busy Fall—Important Trade Happenings of the Month

PITTSBURGH, Pa., September 8.—Both the talking machine and radio trades in this vicinity showed gratifying increases in activity during the last two weeks of August and the first week of this month. The upward trend is apparent in all lines and this is particularly pleasing to dealers as it indicates a general tendency to better business and not only interest in one particular department. The Victor reduced models have been largely absorbed as has also the stock of single-faced records. The regular record stock has shared in the stimulated buying due in large measure to the number of Victorolas which have found their way into homes and also to the fact that portable talking machines sold in fine fashion throughout the Summer months, and with every sale of a portable there were naturally record sales, ranging from a few to dozens.

The Fall outlook is excellent. Victor jobbers and dealers are anticipating a fine business when the new models are placed on the market and those who were present at the jobbers' demonstration at Camden are high in their praise of the new products, declaring that the public will be astounded by the advances made in these instruments for the reproduction of music. So, too, with Brunswick dealers, who are impatiently awaiting the Panatrope, the new product of the Brunswick Co., which has received such a wealth of praise in the trade papers and in the columns of the daily press. While some pessimistic souls argue that the new instruments with their increased volume and tonal qualities will make obsolete the present models, the general feeling is that the models to be introduced this Fall will simply round out their lines, and they will have a new instrument to offer their trade without interfering to any extent with the present merchandise.

Radio, also, has emerged from the period of quiet of the Summer season. Many inquiries regarding radio are being made at the various stores and while in many cases, the queries are being made by shoppers, dealers feel certain

## What is the Music Dealer to do?

That is a question thousands of music dealers handling radio—real business men, all over the country—are asking themselves to-day. They are wondering, and they have a right to wonder, if the radio business is a fair one; whether it is safe; whether it is honest.

The dealer works hard all Fall and Winter, makes some money only to find, in the Spring, that the sets he recommended to his friends are now dumped on the market at prices much less than his cost. Not only does he lose on his inventory, but the sets sold on time come back, and, what hurts an honest dealer more, his friends lose confidence in him, because the sets he sold them only a few weeks before at a certain price may now be bought at half off or more.

What is the dealer to do? How can he guard against this?

Ludwig Hommel & Company has always felt the

dealers' troubles very keenly, because our Company sells only to dealers, and radio is a main line with us—not a side line.

We urge the music dealers, for their own safety and profit, to watch the lines they carry. Be guided by the past performance of the manufacturers and jobbers. That is what we do and how we determine the lines we carry.

Ludwig Hommel & Company carries only lines that are quick moving, that have reputable factories behind them, and that will make most money for the dealer—with the firm promise to him that we will not knowingly carry a line or recommend any item on which he will lose money because of factory dumping, price drop or obsolescence.

It is to the advantage of every dealer to tie up with Hommel. Our illustrated catalogue 366-W is free. Ask for it.

WHOLESALE

**LUDWIG HOMMEL & CO**

929 PENN AVENUE

Z HOMMEL Z

PITTSBURGH, PA.

EXCLUSIVELY

that they will in a short time result in sales.

Ludwig Hommel & Co., RCA distributors, report increased activity and look forward to a brisk Fall. This concern is one of the most popular with dealers in this vicinity because of the wonderful co-operation which at all times is accorded dealers served by the establishment. One of the ways in which it accords service is through its dealer literature. One of the best known dealers' catalogs is "Hommel's Encyclopedia of Radio Apparatus," which gives a list of the products distributed by the firm, with all details concerning the merchandise together with the list price and tables showing the dealer's discounts. This is but one of a series of dealers' helps prepared by this concern. A detailed account of its activities in this direction appears on page 66 of this issue of The World.

A music store was recently opened in the Del Rio building, Miami, Fla., by J. R. Shane.

## Esenbe Co. Appointed an Atwater Kent Distributor

PITTSBURGH, Pa., September 7.—The Esenbe Co. is receiving congratulations on having been appointed the exclusive Atwater Kent distributor for the Pittsburgh territory. This wide-awake company, although organized less than two years ago, through its clean-cut business methods and aggressiveness, has forged rapidly to the front, until to-day the organization is well known among the leaders in the field of radio distributors in this territory.

H. M. Swartz, manager of the Esenbe Company, looks for an unprecedented demand for the high quality Atwater Kent radio apparatus and Pooley exhibits this season, and stated that it would be the aim of the Esenbe Co. at all times to prove to their many friends their slogan—"Service—None Better."

## Winterroth Store Remodeled

Van Veen & Co., Inc., New York, makers of Van Veen ware room equipment, recently refitted the entire premises of the Winterroth Piano Co., 8 Union Square. The equipment consisted of record racks, counters, booths, wall treatment and piano showrooms and was finished in ivory enamel, giving a very pleasing effect. Additional equipment was also added to the Stark Piano Co. showrooms on Forty-second street, New York City, and also the Newark branch.

L. Tobias, secretary of the company, recently left New York headquarters for a trip on the road.

## Issues Live House Organ

The Saladin Music Store, Santa Maria, Cal., issues monthly a four-page house organ entitled "The Music Review," which contains newsy paragraphs giving its readers information concerning the merchandise carried by the establishment.

The Victor Co. announces a record made by May Singhi Breen which gives instructions in the art of ukulele playing. Window posters containing an illustration of the artist and descriptive wording of the record are being distributed.

## Exclusively Wholesale Service in the PITTSBURGH DISTRICT

Atwater Kent Equipment  
 Pooley Radio Cabinets  
 Colin B. Kennedy Equipment  
 French Ray-O-Vac Batteries  
 Exide Storage Batteries  
 Gold Seal Homchargers  
 Music Master Loud Speakers  
 Weston Radio Plugs  
 Pennsylvania Radiophones  
 Brach Antenna Sets

Our Slogan  
 Service—None Better

**ESENBE CO.**  
 SWARTZ & BUEHN

909 Penn Avenue

Telephone: Atlantic 0539  
 Catering especially to music dealers

Pittsburgh, Pa.

**Zenith Portable Broadcast Station an Aid to Dealers**

Program Over WJAZ Under Auspices of Ellas Marx Music Co. Brings 557 Telephone and Written Communications to Dealer

SACRAMENTO, CAL., September 5.—The tour of the WJAZ portable broadcasting station of the Zenith Radio Corp. gave a program here re-



Zenith Portable Station in Sacramento recently under the auspices of the Ellas Marx Music Co., local Zenith dealer. The result of the evening's versatile program were 257 telephone calls received during the course of the program and on the day following the broadcasting more than 300 written communications were received by the Ellas Marx Music Co. from radio listeners expressing their appreciation and commenting on the clearness of the reception.

In commenting on the benefit of this form of exploitation and publicity, Ellas Marx, head of the company, states: "We think the WJAZ tour the most profitable and best stunt ever put on in radio as an advertising medium." The accompanying photograph shows the portable broadcasting station and the radio staff of the Ellas Marx Music Co., in front of the store.

George C. Beekwith, of the George C. Beekwith Co., Victor jobber, Minneapolis, Minn., recently returned from a six-week trip abroad.

**Latest Summary of Exports and Imports of "Talkers"**

Figures on Exports and Imports of Talking Machines and Records for the Seven Months Ending June Constitute Interesting Reading

WASHINGTON, D. C., September 8.—In the summary of exports and imports of the commerce of the United States for the month of July, 1925 (the latest period for which it has been compiled), the following are the figures bearing on talking machines and records.

The dutiable imports of talking machines and parts during July, 1925, amounted in value to \$25,894, as compared with \$27,061 worth which were imported during the same period of 1924. The seven months' total ending July, 1925, showed importations valued at \$268,793, as compared with \$253,937 in same period of 1924.

Talking machines to the number of 5,450, valued at \$154,923, were exported in July, 1925, as compared with 5,030 talking machines valued at \$178,324, sent abroad in the same period of 1924. The seven months' total showed that we exported 40,748 talking machines, valued at \$1,212,814, as against 39,963 talking machines, valued at \$1,559,536, in 1924.

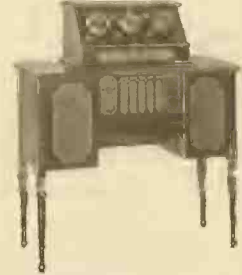
The total exports of records and supplies for July, 1925, were valued at \$137,008, as compared with \$152,159 in July, 1924. The seven months ending July, 1925, show records and accessories exported valued at \$957,832, as compared with \$1,057,203 in 1924.

The countries to which these instruments were sent during July and their values were as follows: United Kingdom, \$1,891; other Europe, \$8,806; Canada, \$3,969; Central America, \$8,614; Mexico, \$10,795; Cuba, \$9,158; Argentina, \$11,842; Chile, \$10,501; Colombia, \$16,650; Peru, \$907; other South America, \$26,702; China, \$688; Japan, \$637; Philippine Islands, \$9,423; Australia, \$15,348; New Zealand, \$9,494; other countries, \$9,498.

**Blair Radio Laboratories Presents New Consoles**

Two New Model Six-Tube Console Receivers—the "L'Elegante" and "Standish"—Receiver Proper Is Portable and Has Other Features

The Blair Radio Laboratories, New York, is presenting to the trade a series of new console models. This firm, which has for the past



Blair Standish Console

few years done a large export business, has up to this time confined its domestic activities to the sale of a six-tube table model.

These console models use the standard Blair six-tube resistance coupled amplification receiver with console table base, enclosing built-in loud speaker with compartments for batteries, chargers, eliminators, etc. The receiver proper is portable and can be carried any place. The two console bases are known as the "L'Elegante" and the "Standish" console. The former has a closed door front which is only opened when showing the grilled front loud speaker at the time the set is in use. The "Standish" console, illustrated herewith, has an open front with grill work.

**An Appeal to the Senses That Brings in the Dollars**

*Eye and ear appeal—beauty of appearance as well as clarity of tone—bring business to the Premier dealer.*



Price Range \$100—\$160—\$290—\$350

THE parts and workmanship used in building the Premier crystal-detector, five-tube-reflex circuit are of such high quality and so perfectly balanced for clarity of tone that the Premier set is in a class alone in its ear appeal.

The cabinets of the Premier have set a style in classical simplicity of design. The wood is mahogany. The new panel is the result of much study to improve the already fine appearance. The eye appeal is strong.

The Premier is sold under an exclusive franchise agreement. The discount is a little more generous than the average.

**We want responsible dealers. Write for complete details.**

*A demonstration usually sells a Premier.*

**THE PREMIER RADIO CORPORATION**  
DEFIANCE, OHIO

# Now ready The New Federal

The elaborate receiving sets produced by Federal for the past four years have won us a wide reputation. While of unquestioned quality—and superlative efficiency—they were instruments especially sought by the technically inclined—the experts—the connoisseurs of art and music.

### *Federal Quality Simplified*

We now announce the new line of Federal receivers for which many requests have been made by the trade.

These sets are a real accomplishment. For, though simplified and brought to the level of the average home radio user, they retain all the quality of workmanship and efficiency for which the original Federals are so highly respected.

Again our broad experience as the manufacturers of precision instruments for the transmission of sound has made possible a remarkable improvement.

### *The Ortho-sonic Principle An Exclusive Federal Feature*

With this new Federal line we introduce the results of a new development—an exclusive Federal feature—the Ortho-sonic principle of natural tone production. Through this principle and the Federal Speaker, tone, whether human voice or instrument, is transmitted and reproduced with amazing fidelity.

Tests in our laboratories and by experts and laymen convince us that in this principle our engineers have worked five years in advance of the industry and come closer to the ultimate perfect, life-like transmission of tone than has yet been accomplished.

We offer this Ortho-sonic principle as a feature of tremendous sales value, added to the hair-line selectivity and sensitivity for which Federal apparatus has been widely sought by critical judges, experts, musicians and other connoisseurs.

### *A Range of Moderate Prices*

The new Federal Ortho-sonic line, with simplified control, is offered in a variety of sizes and types.

It is the first time in the history of this company that a radio set of Federal quality has been available at so moderate a price.

Listing from \$75 to \$350 to users, without accessories, they constitute a strictly quality line from which dealers can meet the needs of a wide range of users. And each outfit is a Federal. We guarantee you that. It is built in the same laboratories, to the same high standards, under as strict supervision as our finest quality technical sets. The Federal name and reputation is your assurance that the apparatus is right.

### *Exclusive Selling Opportunity*

The Federal proposition offers every latitude to do business on a satisfactory and profitable basis. Wholesalers are given liberal territorial arrangements and profit-making discounts.

Retailers appointed by wholesalers are also allotted protected areas in which to work. And Federal officials may be expected, as in the past, to take every practical means to protect and encourage both wholesalers and retailers to make money—to build prestige and a permanent, profitable radio business.

### *Field Sales Help*

Federal will also maintain a force of experienced territorial representatives whose sole function will be to assist wholesalers and retailers to develop a larger and more profitable volume on Federal products.

### *Powerful National Advertising Campaign in Magazines and Newspapers*

To support Federal retailers and wholesalers, a powerful national advertising campaign in magazines and newspapers in many leading cities is already under way. Impressive space and striking copy and illustrations will be used. Through the new and revolutionary Ortho-sonic principle and unique demonstrations, Federal receiving sets and Federal Retailers will be brought strongly into the limelight. Approximately 9,000,000 readers will be reached many times over between now and the holidays. And we are quite certain the story we have to tell will be read with intense interest by the entire public.

### *We Invite Your Inquiries*

Federal wholesalers are now established in many sections. There are still many opportunities—territories where connections are possible. Upon request, we will have a representative call with details.

Retailers who realize the possibilities in a recognized quality line at new moderate prices may receive the name of a wholesaler in territory by writing us.

**FEDERAL RADIO CORPORATION**  
Buffalo, N. Y.  
(Division of the Federal Telephone and  
Telegraph Company)

# Federal

*ortho-sonic*

*F*EDERAL QUALITY throughout . . . simplified control . . . new Ortho-sonic Principle of tone production . . . new range of moderate prices . . . beautiful cabinet work

# \* Ortho-sonic Line



**A-10** A Five Tube Receiver, Tuned Radio-Frequency type. Extremely simple to operate. Three tuning dials log practically to center. No other adjustments necessary in tuning. Adapted for operation with either 'wet battery' or 'dry battery' tubes. A well constructed cabinet, finished in beautiful brown mahogany tone. Ortho-sonic principle provides the furthest advance in tonal quality. Dimensions: length 24 in., height 11 in., depth 11 in. Price without accessories . . . **\$75.00**



**C-20** A Seven Tube Receiver, Tuned Radio-Frequency type. Especially designed for operation with its own internal loop. Remarkable volume and distance. All delicate parts completely shielded against mechanical damage and electrical disturbances. Tuning accomplished with two micrometer controls with station indicators visible behind glass ports. Cabinet of selected mahogany, finished in a rich brown. Accommodates all batteries or battery substitutes. Used with either 'dry battery' or 'wet battery' tubes. Dimensions: length 36 in., height 16 in., depth 18 in. Price without accessories . . . **\$165.00**



**B-35** Receiving mechanism same as B-20. Equipped with the best speaking mechanism Federal can build. Receiving mechanism slides in and out to install tubes, an exclusive feature. Cabinet is made of mahogany woods selected for rich and harmonious marking. All apparatus is designed to give the user the fullest benefit of the Ortho-sonic principle of tone production. Dimensions: length 35 in., height 43 in., depth 24 in. Price without accessories . . . **\$250.00**



**B-20** A Five Tube Receiver of the Tuned Radio-Frequency type. Extreme simplicity of tuning obtained by micrometer controls. Station indicators located behind glass ports. All delicate parts completely shielded against mechanical damage and electrical disturbances. Operates with either 'dry battery' or 'wet battery' tubes. Housed in a beautiful, genuine, mahogany cabinet, finished in rich, brown tone. Cabinet arranged to accommodate all batteries or battery substitutes. The new Ortho-sonic principle provides the furthest advance in tonal quality. Dimensions: length 30 in., height 13 in., depth 15 in. Price without accessories . . . **\$100.00**



**C-30** Same as C-20 except that the new Federal adjustable speaker has been built into the lid. The design of this speaker is such as to blend and soften the combined tones, producing a most harmonious result. Liberal space for sound amplification is provided, allowing the user to enjoy to the full the results of Ortho-sonic reception. Dimensions: length 36 in., height 16 in., depth 18 in. Price without accessories . . . **\$200.00**



**B-36** The same as B-35 except design of cabinet has been changed so that user may have a wider range of selection. Dimensions: length 35 in., height 43 in., depth 24 in. Price without accessories . . . **\$250.00**



**B-30** Same as B-20 except that the new Federal adjustable speaker has been incorporated above the lid. This design provides simple sweeping curves which add greatly to the general appearance of the cabinet. Speaker space is not cramped, but is sufficient to allow the fullest development of Ortho-sonic reproduction. Dimensions: length 30 in., height 20 in., depth 15 in. Price without accessories . . . **\$130.00**



**C-35** Same receiving mechanism as C-20 but housed in a handsome "Highboy" type cabinet, equipped with very superior Federal speaker. Adequate space for all batteries or battery substitutes. Receiving mechanism slides in and out to install or change tubes, eliminating necessity of lifting lid. Cabinet is reproduced from the finest walnut obtainable. Exquisite inlay work. Dimensions: length 32 in., height 54 in., depth 17 in. Price without accessories . . . **\$300.00**

**C-40** Same receiving mechanism as C-20 but housed in specially designed custom-built, hand-carved cabinet. Every detail of feature is provided in this model to make it the best work, not only as a Radio Receiving Set, but also as a beautiful furniture piece for the select home. Price without accessories . . . **\$350.00**

*Note: We are continuing our models 141, 142, 143 and 144.*

**ORTHO-SONIC** - Of, pertaining to, or producing tone values in sound reproduction corresponding exactly to the natural tones

# Federal ortho-sonic

# EXCLUSIVE DISTRIBUTOR

IN

Metropolitan New York, Northern New Jersey,  
Brooklyn and Long Island

FOR

# The *New* Federal ortho-sonic *Line* *Now ready*

From Every Angle Federal Has Anticipated  
This Year's Demand for Quality Radio at  
Popular Prices

An opportunity for a very valuable and permanent connection is being offered to a restricted number of accounts in this territory.

Federal by virtue of its years of experience, unequalled facilities for quantity production, financial resources and intensive advertising campaign is destined to become one of the permanent leaders in the radio industry.

Dealers are requested to communicate with us without delay for further information.

**MUSICAL PRODUCTS DISTRIBUTING CO., Inc.**

22 West 19th Street

New York City

*New York Headquarters for*

**POOLEY-ATWATER KENT**

Also Cunningham Tubes, Eveready, Philco



### Dymac Selecto Five Set Announced to the Trade

Electrical Products Mfg. Co., Maker of Dymac Radio Speakers and Parts, Announces Introduction of New Receiving Set

PROVIDENCE, R. I., September 10.—The Electrical Products Mfg. Co. recently issued a four-page folder announcing the advent of the Dymac Selecto Five, a new radio receiving set. This



Dymac Selecto Five

company, under the efficient supervision of Frank E. Dyson, president, and H. A. McAvoy, treasurer and general manager, has enjoyed many years of business success in the electrical field. The quality of Dymac loud speakers, loud speaker units, head sets and radio parts is well known throughout radio circles. This company has placed on the market a complete five-tube radio set. The past experience of the company in the manufacture of radio parts enables them to build their set complete and it is announced that the Dymac Selecto Five is not an assembled set but made exclusively of Dymac parts, each one of which has already established a national reputation. In describing the circuit of the new set it is stated that it represents a new and improved principle in set construction and that while it has some of the characteristics of the neutrodyne, radio frequency and regenerative types it is actually none of these types but is announced as rather an improvement on each of them. It is encased in a handsome mahogany cabinet finished in walnut with ebonized panels. The dials finished in black and silver satin add much to the appearance of the set.

An intensive sales and advertising campaign has been entered into and appropriate dealer literature is being distributed.

### Extensive Mohawk Billboard Advertising Drive Launched

CHICAGO, ILL., September 2.—The Mohawk Electric Corp., of this city, manufacturer of Mohawk radio receiving sets, recently con-



Mohawk Billboard

tracted with the Outdoors Advertising Co. for an intensive billboard campaign. A very handsome poster has been prepared as shown in the accompanying illustration. The Louisville and National Railroad has included the Mohawk set as standard equipment on the Pan American Limited, which is its star train between New Orleans and Cincinnati, and the railroad's choice of this set is featured prominently in the poster.

### Hannibal Music Co. Moves

The Hannibal Music Co., of Hannibal, Mo., has moved from 321 Broadway to a newly remodeled store at 108 South Main street, which will afford better facilities.

### Amplion Corp. Establishes Factory Branch in New York

Office Space Doubled—Move Made to Handle Growing Demand for Amplion Speakers—Amplion Corp. of Canada, Ltd., Organized

The Amplion Corp. of America, with sales and executive offices at 280 Madison avenue, New York, has recently doubled its office space at this address, as well as established a factory branch at 437 Eleventh avenue, New York, from which point service and research work will be carried on.

The increased office space was necessary in order to handle the large volume of business in Amplion speakers, according to S. B. Trainer, president of the company, who recently returned from Europe. The establishing of a factory branch is for the purpose of serving the American trade more readily. Heretofore all of the Amplion products were imported directly from the main branch in Europe, and even the assembling was done there for the most part. While the Amplion speakers will still retain certain of the essential parts manufactured at the home factory, service will be expedited by the maintenance of the branch factory in this country.

The Amplion Corp. has recently organized the Amplion Corp. of Canada, Ltd., with headquarters at Toronto, Ontario, in order to take care of the increase in demand in Canada for the company's products. The branch will import and manufacture. Distribution will be taken care of as in the past by Burndy of Canada, Ltd., who have been distributing for the Amplion Corp. in Canada for four years. Mr. Trainer is president of the new company.

In commenting on radio conditions as he observed them during his recent European trip, Mr. Trainer said, "In England, conditions of the radio market are more promising for the coming season than ever. On account of the decreased buying power of the public in England, due to after-war conditions, the market is not large for extremely high-priced radio products. However, the market is increasing for high-grade medium-priced apparatus. In France radio is not as popular as in England, due to lack of broadcasting stations. It is, however, finding an increased market. In Belgium business conditions appear to be very good."

### Benjamin Gould President of Radio Industries Corp.

Successor Hugo Gernsback, Who Resigned Recently—Mr. Gould Will Continue in Former Capacity as General Sales Manager

Benjamin Gould, who has been general sales manager and treasurer of the Radio Industries Corp., New York, at the last meeting of the board of directors of that organization was made president and general sales manager.

Hugo Gernsback, former president of this concern, has resigned from his office as president and director of the corporation. These changes are effective September 1.

In conjunction with the above announcement the Radio Industries Corp. has also announced its line of radio products for the season 1925-26. This will include a number of radio sets, kits, loud speakers, both bell and cabinet type, and many essential accessories.

An advertising program calling for the insertion of display space in publications of national circulation and local newspaper advertising has also been arranged. The company is also negotiating for larger manufacturing space.

### New York Firm Chartered

The MacBee Corp., New York, was recently incorporated to deal in phonographs with a capital stock of 300 shares of common stock of no par value. The incorporators are L. S. McCormick and W. F. Bishop.

### New Sleeper District Manager in the Northwest

Hugh H. Wilkin in Important Post With the Sleeper Radio Corp.—Territory Includes Wisconsin, Minnesota, Iowa and Nebraska

Hugh H. Wilkin has been appointed district manager of the Sleeper Radio Corp. in charge of the territory comprising the States of Wisconsin, Minnesota, Iowa and Nebraska. He has established headquarters at Des Moines, Iowa. Mr. Wilkin has been connected with the Sleeper Radio Corp. for the past year as a sales representative. He is a pioneer in the radio industry, having entered it in 1910 at the naval station at Arlington, Va. This thorough knowledge of radio combined with an extensive merchandising experience places Mr. Wilkin in an excellent position to render valuable services to the Sleeper distributors and dealers.



\$22.00  
Complete with  
2 bulbs, \$14.00  
without bulbs  
net of Retailer.

### The New TWIN BULB HANDY CHARGER Sales Features

You as a retailer are interested in whether the new Twin Bulb Handy Charger will sell after you stock it. We merely mention the following sales features and let you judge for yourself.

1. Charges at a very fast rate.
2. Absolutely quiet.
3. Cannot overcharge or discharge battery.
4. Equipped with special ammeter.
5. Beautiful finish.
6. Charges them all.

\*A Batteries 4-5 amperes to 6 volt batteries.  
\*\*B Batteries up to 220 volts in series.

The "push-pull" method using both halves of the AC wave, accounts for the fast, economical rate of charge of the new Twin Bulb Handy.

### INTERSTATE ELECTRIC CO.

4345 DUNCAN AVE.  
ST. LOUIS



# FADA Radio

## Consider who makes it



In the selection of a radio line today, consider who makes it, as well as what the set is. Anybody can start in the radio business on 10 minutes' notice, and anybody can prepare an elaborate prospectus of what they are going to do, visualizing futures and making a whale of a lot of noise with nothing more than a sample laboratory set. So, we would say offhand, what it is, may be all right, but who makes it, is more important. Laboratory sets may appear to be very good, but the manufacturing of a set is a factory proposition and it is a factory product that is the one that the dealer must be called upon to sell.

Dealers should buy with the enthusiasm of a banker who is asked to renew a note without collateral, and they should sell with the energy and effort used by the members of a good fire department answering an alarm. Any line taken on should be handled with the idea of selling it, letting the other dealers hold the goods on the shelf.

**N**O better advertisement can be written by the best advertising expert for Fada Radio than the quoted paragraphs published in this editorial from the Talking Machine Journal, August, 1925.

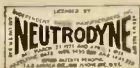
Therefore, we ask you to read this editorial. Then, please note that F. A. D. ANDREA, INC., has proved leadership by setting "A standard of reception" by which practically all radio performance is judged; has maintained stability through the period of radio deliriums; has applied fundamental vision in design, manufacture, distribution and advertising, and is justified in applying the wisdom of this editorial to its own position in the Radio industry.

And now, as you choose your Radio business partner, let us remind you finally of one unalterable Fada dealer policy: "We do not urge you to buy but help you to sell."

Our selective distribution plan and exclusive Fada Radio dealer franchise is worthy of your immediate interest. Your prompt inquiry is solicited, and it will have the immediate attention of the appointed Fada distributor covering your territory.

**F. A. D. ANDREA, INC.**  
1581 JEROME AVE. NEW YORK

Manufacturers of TUNED RADIO FREQUENCY receivers using the highly efficient NEUTRODYNE principle. Licensed under Hazeltine Patent Nos. 1,450,000 and 1,489,228 and other patents pending.



## Fall Sonora Line Shown by L. I. Phonograph Co.

Sonora Brooklyn and Long Island Distributor Exhibits Fall Line of Phonographs and Radio Sets to Dealers at Gathering—S. O. Martin Addresses Merchants

The Long Island Phonograph Co., Brooklyn, N. Y., distributor of Sonora products in the Brooklyn and Long Island territories, recently held a luncheon at the Hotel Bossert, Brooklyn, for dealers in its territory.

The luncheon was attended by various officials of the Sonora Phonograph Co., including S. O. Martin, president of the company; Joseph Wolf, vice-president in charge of manufacturing; Frank V. Goodman, general sales manager; Warren J. Keyes, treasurer; H. B. Harring, metropolitan district sales supervisor for the Sonora Co.; F. W. Scherering, advertising manager of the Sonora Co., all of whom were seated at the speakers' table, as well as Maurice Landay, president of the Greater City Phonograph Co., and C. H. Baker, of the Long Island Phonograph Co., who presided as host at the luncheon.

Addresses were made to the gathering by Mr. Martin, Mr. Wolf and Mr. Goodman, in which they outlined the various policies and plans of the Sonora Phonograph Co. for the benefit of the dealers present. The new Sonora models of radio receiving sets and phonographs were on exhibition before and after the luncheon, and created great interest among the dealers.

Those dealers attending the luncheon were: A. L. Young, Benjamin H. Schlomberg, Henry Cohn, Mr. and Mrs. Irving Heigh, Harold K. Mulford, Max Rosen, Charles R. Laut, Leo Cerf, D. Rosenzweig, Charles Vorbach, Walter Sharp, Harry Parnes, J. L. Rothwein, David E. Landau, Henry Prayder, C. M. Slinkard, Lewis LeWinter, Irving Bassuk, Samuel Kern, Fred G. Scholl, Max and Morris Swire, Sannul E. Markowitz, Harry Schweiger, J. T. Owens, A. H. Mosca, J. R. and T. L. DeNyse, A. M. Berkowitz, Mrs. A. Bersin, Nathan Bersin, Leon Brick, A. D. Offenbach, G. W. Sprengel, Mr. Freeman, C. Hammond and Miss M. Arend.

## Featuring Atwater Kent Radio Line in Little Rock

LITTLE ROCK, ARK., September 8—555, Inc., Atwater Kent distributors of this city, is energetically featuring the Atwater Kent line in the territory which it covers through the use of painted signs. The object of this campaign throughout its entire course is co-operation with the dealer, and in the selection of suitable spaces for the appearance of these signs locations were chosen in close proximity to Atwater Kent dealers' warehouses wherever possible.

Recently a prominent lecturer well versed in Atwater Kent radio was engaged to tour the State in a specially designed automobile, stopping wherever a crowd could be gathered and giving a demonstration. During these demonstrations folders were distributed imprinted with the name and address of the nearest Atwater Kent dealer. These forceful methods of publicity are materially increasing the prestige and sales of the Atwater Kent line throughout Arkansas.

## Fine Day-Fan Literature for Consumer Distribution

The Dayton Fan & Motor Co., Dayton, O., manufacturer of Day-Fan radio receivers and speakers, has issued for consumer distribution a series of pamphlets and circulars describing this product. This material is issued in several colors, adding to its attractiveness, and in every case allows space for dealer's imprint so that Day-Fan retailers can get the benefit of the publicity.

## American Bosch Line of Radio Products Announced

American Bosch Magneto Corp. Will Exhibit Amborola Set, Ambotone Speakers and Other Products at New York Radio Show

The American Bosch Magneto Corp., manufacturer of electrical and radio products, with headquarters and factory at Springfield, Mass., and branches throughout the country, will exhibit for the first time its new line of radio



products at the New York Radio Show. The new Bosch line consists of the Amborola, a six-tube receiving set; the Ambotone reproducer, the Junior Ambotone, a smaller reproducer, the Nobattery, the Bosch "B" battery eliminator.

The long experience of the company in the manufacture of precision electrical equipment admirably qualifies it for the manufacturing of radio products. The radio receiving set is



Ambotone Junior

unique in that it has no exterior dials and the tuning is done through two small windows. The operation or tuning is reduced to two indicators which have a gearless reduction for fine tuning. The exterior of the cabinet is designed to harmonize with the interior and furnishings of the home.

The Ambotone speaker, another new development by the company, is cone-shaped, but is novel in that it employs a wooden conoid instead of paper which is customarily used. The entire cone diaphragm is finished in a rich mahogany, while the metal work is art bronze. The Ambotone is a large reproducer calculated to give an unusual mellowness of tone, and, due to its size, it is claimed that the bass tones are brought out where they would ordinarily be lost. The Junior Ambotone is smaller in size with the cone directly mounted on the wood.

The American Bosch Magneto Corp. has launched an extensive advertising and sales promotion campaign in behalf of its new 1925-26 products.

## A. Atwater Kent Predicts Broadcasting "Movies"

A. Atwater Kent, president of the Atwater Kent Mfg. Co., Philadelphia, and a member of Secretary Hoover's Committee on broadcasting, in response to queries recently predicted the possibility of broadcasting movies.

"Recent success in radio vision experiments indicate that by 1935 or perhaps even sooner," he said, in part, "we can sit at home and watch the playing of a baseball game. The possibilities of such apparatus are unlimited."

# DAY-FAN

NOYES ELECTRICAL SUPPLY CORP.

*Sole Metropolitan Distributor*

### The Best is None to Good for the Radio Buyer

As the exclusive distributor for Day-Fan in the Metropolitan territory we have a franchise to offer that has a sound background. Each territory is to be served by such a dealer who has qualified as an authorized Day-Fan Dealer.

The outstanding features of this year's models of Day-Fan Radio sets are: ONE DIAL CONTROL, TUNING BY WAVE LENGTH, and CLARITY AND VOLUME OF TONE.

SEE OUR DISPLAY  
*Day-Fan*  
RADIO  
AT BOTH SHOWS

This method of distribution places the dealer in a position to meet competition at a profit and no fear of cut price in the whole market.



#### Daytonia

A five tube Console Receiver with Single Dial Control and superior selectivity.

Supplied complete with all batteries and also charger.

Without tubes .....\$300



#### Daycraft

A five tube Cabinet Receiver with single Dial Control; has ample B battery space. ....\$145

Leg pedestal, \$20. Receiver and pedestal complete .....\$165



#### Day-Fan 5

A five tube Cabinet Receiver with single Dial Control and improved tuning performance. \$115

Supplied with Day-Fan Speaker \$30 extra

These are a few of the models for 1925-26 which are included in our line of ten different models ranging in price from \$75.00 to \$300.00 each, and Box Speaker covering every requirement.

Our service facilities on Day-Fan insure perfect satisfaction to both dealers and consumers.

*Our representative will be pleased to call and supply full information  
Catalogue sent on request*

## NOYES ELECTRICAL SUPPLY CORP.

33 Park Place, New York

*Sole Metropolitan Distributor*

BARCLAY { 1023  
          { 1024  
          { 1025     Telephones  
          { 1026

JEWETT

## Radio Quality Products

*Distributed Solely by*

Jewett Distributing Co., of New York, Inc.

Jewett, well known in the radio market, is being included by all dealers in their fall purchases. All those who are in the Metropolitan District, or a fifty-mile radius of New York City, cannot fail to realize the value of a Jewett franchise.

We are here to serve you, help you make your share of profit out of radio.

### For Show Announcement



#### Jewett Cone

Size, quality of tone, and appearance are the features of this cone. A semi-adjustable unit, perfected by Mr. V. E. Morrison, who has made speaker units possible and musical reproducers of quality.

List \$18.00

#### Jewett Receiver



The finest reproduction of man's work. Two years of continued original development has placed before the Radio Public a Product of Quality, worthy of its name, and a pride to every owner. ....List \$140

You are extended a cordial invitation to consult our representatives at the show who will also take your order or re-franchise you as a JEWETT DEALER.

## JEWETT DISTRIBUTING CO. OF NEW YORK, INC.

16-22 Hudson St., New York City

*Sole Metropolitan Distributor*

WHITEHALL { 5921  
              { 5922     Telephones

## Advertising Campaign of Unusual Proportions to Feature Farrand Activities

Farrand Line of Radio Speakers Now Being Distributed by Leading Wholesalers in Key Cities of the Country—Farrand Junior Speaker Recently Introduced to the Trade

The Farrand Mfg. Co., pioneer builder of cone type speakers, announces a new model, known as the Farrand Junior, which will sell for \$16.50. This speaker is a smaller edition of the famous Farrand speaker which has proved so popular during the past year. C. L. Farrand,



C. L. Farrand

president of the Farrand Mfg. Co., is one of the originators of the cone type speaker, having since 1918 worked unceasingly in the development of this type of reproduction. His first speaker of this type, called the "Phonotron," is well remembered by the old-timers in radio. In its day it was considered the last word in quality reproduction. Since that day such wonderful progress has been made in the cone type that it is now universally conceded to be one of the truest and most faithful reproductions of either voice or music, and several manufacturers have announced their intention of devoting their

entire facilities to the manufacture of cone speakers. In connection with the announcement of the new Farrand Junior speaker, the Farrand Mfg. Co. also announce their advertising and distribution plans for the Fall.

The distribution of Farrand speakers is on an exclusive or semi-exclusive basis and embraces all of the logical distributing centers in the United States. In most of these distributing centers, wholesale outlets are confined to one distributor. In the larger cities only are there more than one.

The Farrand speakers are to be marketed only through reputable radio dealers who conduct their business along sound ethical business lines and who do nothing in the conduct of their business to either injure the products they sell or the radio industry as a whole. A careful record is kept by the company of every speaker manufactured so that by consulting the serial number the Farrand Mfg. Co. can tell not only the distributor to whom the speaker was shipped, but the dealer to whom it was sold and the ultimate consumer.

Newspaper advertising has already been contracted for in the following fifty-two cities:

San Francisco, Cal.; Spokane, Wash.; Portland, Ore.; Albany, N. Y.; Newark, N. J.; Philadelphia, Pa.; Cleveland, Ohio; Atlanta, Ga.; Sioux City, Iowa; Kansas City, Mo.; Columbus, Ohio; Terre Haute, Ind.; Knoxville, Tenn.; Norfolk, Va.; Minneapolis, Minn.; Houston, Tex.; Denver, Colo.; Tampa, Fla.; Los Angeles, Cal.; Boston, Mass.; Hartford, Conn.; Syracuse, N. Y.; Louisville, Ky.; Pittsburgh, Pa.; Toledo, Ohio; Jacksonville, Fla.; Omaha, Neb.; New Orleans, La.; Cincinnati, Ohio; Columbia, S. C.; Nashville, Tenn.; Wheeling, W. Va.; Chicago, Ill.; Phoenix, Ariz.; Memphis, Tenn.; Seattle, Wash.; Portland, Me.; New York City, N. Y.; Buffalo, N. Y.; Charlotte, N. C.; Baltimore, Md.; Milwaukee, Wis.; Dubuque, Iowa; St. Louis, Mo.; Richmond, Va.; Detroit, Mich.; Washington, D. C.; Birmingham, Ala.; Charleston, W. Va.; San Antonio, Texas; Dallas, Texas; and Montgomery, Ala.

This list will undoubtedly be augmented by at least twenty more of the larger cities of the United States. In addition to the newspaper

advertising the company will advertise in the trade papers and will send constant mailing broadsides to dealers throughout the United States. The list of the company distributors is in itself a recommendation of the product. Distribution has been arranged for in every key city of the United States.

Distributors for the Farrand speakers are the following:

Pacific Coast distributors—Alexander & Lawson Electrical Supply Co., San Francisco, Cal.; Western Radio,



George H. Kiley

Inc., Los Angeles, Cal.; Electric Corp., Los Angeles, Cal.; Coast Radio Supply Co., San Francisco, Cal.; Electric Corp., Portland, Ore.; L. C. Warner Co., Seattle, Wash.; Pacific Telegraph Institute, Spokane, Wash.; Radio Specialties, Ltd., Vancouver, B. C.; Also Saper Electrical Supply Co., Boston, Mass.; Barron-Brown Co., Portland, Me.; Post & Lester Co., Hartford, Conn.; North American Radio Corp., New York City; Havens Electric Co., Albany, N. Y.; F. W. Kelley Battery & Tire Co., Syracuse, N. Y.; North Ward Radio Co., Newark, N. J.; Harrison & Galtbrig, Louisville, Ky.; Lockwood Radio Co., Philadelphia, Pa.; Trilling & Monique, Philadelphia, Pa.; H. C. Roberts Electric Co., Philadelphia, Pa.; Wholesale Radio Equipment Co., Buffalo, N. Y.; H. C. Roberts Electric Co., Baltimore, Md.; Julius Andrew & Sons Co., Milwaukee, Wis.; Republic Electric Co., Cleveland, O.; Roberts-Toledo Co., Toledo, O.; Perry B. Whitist Co., Columbus, O.; Erner & Hopkins Co., Columbus, O.; Julius J. Brintlin Co., Cincinnati, O.; Ohio Rubber & Textile Co., Cincinnati, O.; Detroit Electric Co., Detroit, Mich.; Commercial Electric Supply Co., Detroit, Mich.; Advance Electric Co., Terre Haute, Ind.; Auto Electric Co., Columbia, S. C.; O-M-C Supply Co., Pittsburgh, Pa.; Wireless Electrical Co., Pittsburgh, Pa.; Carrier Electric Co., Atlanta, Ga.; Florida Electrical Supply Co., Jacksonville, Fla.; Renier Music House, Dubuque, Ia.; McGraw Co., Omaha, Neb.; McGraw Co., Sioux City, Ia.; McGraw Co., St. Louis, Mo.; Electric Products Co., Kansas City, Mo.; Rex Electric, Inc., New Orleans, La.; Corley Co., Richmond, Va.; Woodhouse Electric Co., Norfolk, Va.; Sands Electric Co., Waco, Tex.; Southern Automobile Supply Co., Washington, D. C.; C. M. McClung Co., Knoxville, Tenn.; Mills Morris Co., Memphis, Tenn.; Braid Electric Co., Nashville, Tenn.; Talking Machine Co., Birmingham, Ala.; Johnson Tire & Auto Co., Montgomery, Ala.; G. Norman Baughman Co., Tampa, Fla.; H. M. Tower Corp., New Haven, Conn.; Reynolds Radio Co., Denver, Col.; James A. Blout, Ottawa, Can.; Ad. Airtone, Inc., New York City; Charleston Hardware Co., Charleston, W. Va.; Reycraft Co., Minneapolis, Minn.; Harry Alter Co., Chicago, Ill.; Leonard Lynn Radio Co., Chicago, Ill.; Young, Loris & Randall, Chicago, Ill.; Southern Radio Corp. of Texas, San Antonio, Tex.; Southern Film Service, Houston, Tex.; Electrical Equipment Co., Phoenix, Ariz.; Huey & Phillip Hdrv. Co., Dallas, Tex., and Ten Eyck & Tatham, New York City.

Shipment of the new Farrand Junior speakers started September 10 and will be in the hands of distributors by the middle of the month. The company expects that its speaker business during the coming season will demonstrate that the public desire for cone type speakers at a popular price will create record-breaking sales.

### Opens New Branch Store

EL DORADO, ARK., September 8.—The Bensberg Music Shop, which operates stores in Camden and Fordyce, has opened a new branch store here, carrying pianos and general music goods. The store is located in the Marks Building, at West Main and Cleveland streets.

EVERY-THING FOR THE RADIO DEALER

**ZIMMERMAN · BITTER  
CONSTRUCTION · COMPANY**



*Landys' 10th Street, a Zimmerman-Bitter Achievement*

The leader in the retail music trade once more selects the leader in music shop equipment, to design and furnish the interior of its newest and greatest shop. As specialists in this field we are able to offer radio and phonograph dealers a maximum in workmanship and design with a minimum of expense.

*quality*  *design*

Record Racks    Display Cases  
Hearing Rooms    Musical Instrument  
Service Counters    Cases, Etc.

Prices on request

**ZIMMERMAN-BITTER  
CONSTRUCTION COMPANY**  
325-27 East 94th Street, New York  
Telephone ATwater 0178

ASK US ABOUT OUR SHEET MUSIC AND MUSICAL INSTRUMENT CASES

**NEW**

# EAGLE

**MODELS**



Model D—\$125.00



Model F—\$150.00

R  
A  
D  
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A  
T

*EQUALLED BY FEW*



Console Model C-1  
With Model F Receiver—\$235.00

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*EXCELLED BY NONE*



Model C-2  
With Model F Receiver—\$250.00

B  
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Model C-3  
With Model F Receiver—\$275.00

*The Trade-Mark That Stands for  
Dealer Co-operation and Profits*



*Ask Any  
Eagle Dealer*

## Eagle Radio Company

16 BOYDEN PLACE,

NEWARK, N. J.

## Baltimore Dealers Enjoy Busy Days

Drastic Reductions in Prices of Machines and Unusual Demand for Records Bring Up Sales Volumes of the Retail Trade

BALTIMORE, Md., September 8.—Due to the large volume of business done through the drastic reductions on Victrolas and the tremendous demand for records, August, which is usually the lullest month of the year here, was one of the best not only with the Victor dealer but with the dealers in other lines, notably the Brunswick and the Columbia.

Columbia Wholesalers Report Big Gains. "It simply shows that the business for the phonograph is there if the dealers go after it," said W. H. Swartz, vice-president of the Columbia Wholesalers, Inc., distributors of the Columbia, "and remember our dealers were in direct competition with reduced prices.

"August business in records showed an increase of 119 per cent. over August, 1924, which is a record I do not believe has ever been equaled by any of our competitors. The phenomenal increase is due largely to the unusual character of the new electrical recordings, and the increase in sales of machines is also very gratifying. This is especially true of the \$125 console, which is proving the best seller and on which we are completely sold out.

"We have been compelled to hire additional help in order to get our record orders out on time, and for several weeks our shipping department has been working overtime every night."

### Victor Dealers Await New Models

Victor dealers here are anxiously awaiting the promised demonstration of the new Victor talking machine, as well as the new radio combination machine, many of them having already taken orders for both just on the strength of the announcement of the company. While a few of the Victor dealers continue to advertise drastic reductions on the Victrolas, the majority of them have stopped featuring them in either newspaper or window displays and are holding what machines they have on hand for the demand which is bound to come later, they say, when the same machines can be sold at the regular price.

### Radio Show the Latter Part of Month

The radio business has started up considerably earlier this year than last and dealers are

## From PENNSYLVANIA to FLORIDA

Radio and music dealers know and talk admiringly of the fine service and square treatment given on the following lines by COLUMBIA WHOLESALERS, INC.

### FADA · CROSLLEY · MAGNAVOX

Burgess, Cunningham, Philco, Balkite,  
Brach, Tower

Scientific phones and speakers and all other items necessary for the radio dealer.

- |                          |                      |
|--------------------------|----------------------|
| 1. Exclusive territories | 3. Limited Dealers   |
| 2. Price guarantees      | 4. Best Quality only |

## COLUMBIA WHOLESALERS, INC.

205 W. Camden St.

Baltimore, Md.

having difficulty in keeping their stocks up on batteries and tubes. Business is expected to be further stimulated when the Radio Show opens in Fifth Regiment Armory on September 26 to October 3. Eighty-five exhibitors representing manufacturers all over the country have already signed up for booths in addition to special displays by the Government of experimental work now being done, and a demonstration designed to prove the great aid of radio to the armed forces of the country in time of war will be staged. The show will be under the auspices of the Radio Board of Trade of Maryland, of which Capt. J. H. Lepper is president.

### New Broadcasting Station Near Completion

The new 5000-watt broadcasting station of the Gas & Electric Co. is nearing completion and is expected to be in operation the first part of next month. The station, which is to be one of the most powerful in this section, is located near Glen Morris, about ten miles from Balti-

more, and the towers will be 200 feet high and 400 feet apart. Besides the aerial wires about sixteen miles of copper will be buried in the ground under the antenna to provide an ample transmitting ground system.

Frederick R. Huber, municipal director of music, will be in charge of the broadcasting programs and Stanley W. Barnett, formerly of Station WOC at Davenport, Ia., will be the announcer.

### New Columbia Dealers Appointed

The following dealers have qualified as Columbia dealers and are carrying a complete line of machines and records: James Y. Brand, Petersburg, Va.; R. C. Bristow, Petersburg, Va.; Wrenn Brothers, Siler City, N. C.; Wall Furniture Co., Sprague, N. C.; Potomac Furniture Co., Brunswick, Md.; and H. L. Williams, Buchanan, Va. Out of town visitors to the Columbia Wholesalers, Inc., included David Spaignel, Newport News, Va.; M. Klien, St. Michaels, Md.; N. Barren, Cumberland, Md., and L. B. Clark, Danville, Va.

### Sees Need for Dealer Co-operation

"I have quite a number of Victrolas," said the proprietor of another large downtown store, "but I am not selling them at half price, but at the full list price, and while I am not claiming to be setting the world afire I am satisfied with the business I am doing.

"There is entirely too much of the throat-cutting methods in the talking machine business in Baltimore. This is entirely unnecessary and every dealer could do just as much business and have considerable more profit if the trade would get together like men in other lines of business and agree on some standard of doing business, have one selling price and insist on a substantial payment when the machine is bought, and get reasonable weekly or monthly payments. This thing of putting out a machine without a cash payment and on terms of less than a dollar a week is absolutely foolish and would not be done in any other line of business.

"The same thing applies to the radio business and cut prices are the rule all over the city. I certainly would like to see the trade united in one organization and a standard of selling methods adopted."

### Addresses Atwater Kent Dealers

Baltimore is two years behind in the radio industry, George E. Brighton, president of the Brighton Laboratories of New York, told local dealers of Atwater Kent radios at a banquet given by the Magneto Machine Co., at the En-

(Continued on page 126)



## COLUMBIA

"The Best in Music"

The name "Columbia" stands for the best in music. The list of Columbia New Process Records includes the recently issued series of Musical Masterworks (album sets of complete symphonies, recorded in Europe by famous orchestras, conducted by men of world-wide reputation); the popular "hits" of the day; foreign records in all important languages; race records by race stars; "fiddle" records by the artists who are in demand. The best to be had in music.

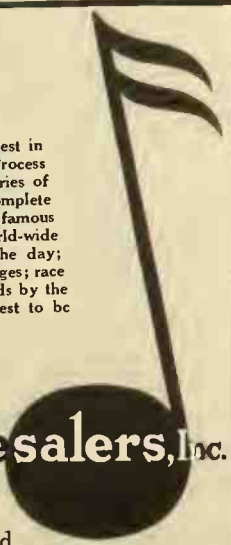
Let Us Serve You!

## Columbia Wholesalers, Inc.

L.L. Andrews — Wm. H. Swartz

Exclusively Wholesale

205 W. Camden St., Baltimore, Md.





Meet  
The

**CARRYOLA FLAPPER**

**-your best friend**

Write Us  
for details of a  
**DISPLAY  
STUNT**  
that sold  
**85 Carryolas**  
in 1 week

Here she is! A charming sister to the Carryola Master! Every girl who knows jazz from junkets will love this tantalizing hat-box model on sight! And when she tries it out—when she hears its tone and “gets” its volume—she’ll be sold. Don’t blame the “Flapper” if you don’t know how to close a sale.

You know the Carryola Master, that wonderful, sturdy portable that grew into the million dollar class in less than a year. The

“Flapper” is the same machine dolled up a little differently to catch the feminine eye. It has the same sound chamber, the same Add-A-Tone reproducer, the same throw-back tone-arm, the same standard motor that have made the Carryola Master the outstanding success of the portable field. Fully guaranteed of course.

In the Carryola Flapper you have a new and nifty model of a successful machine. There’s noth-

ing else like this anywhere. It’ll be months before the first imitator can get his few advance models on the market. We’re ready now.

You’ve often heard about opportunities! Here IS one! Grab it while it’s new! Cash in on its novelty — backed by actual, exquisite performance. Write or wire us for the name of your nearest Carryola jobber.

*The* **CARRYOLA COMPANY of AMERICA**  
647 Clinton Street Milwaukee, Wisconsin

## J. A. Fischer Co. Issues Catalog of Its Products

Handsomely Illustrated Book Gives Full Detailed Information Regarding the Valley Forge Talking Machine Repair Parts

Practically simultaneously with the appearance of this issue of The World the initial catalog of the J. A. Fischer Co., Philadelphia, Pa., will make its debut in the talking machine



J. A. Fischer

field. Although the J. A. Fischer Co. is a comparatively new organization it will be remembered that J. A. Fischer, its energetic president, has had many years' experience in the manufacture and distribution of talking machine repair parts. The new catalog which he is presenting to the trade represents a culmination of his many years' experience in the trade, as well as his intimate knowledge of the preparation and compilation of other catalogs.

In the production of this catalog no time, effort or expense have been spared. The services of six artists and four engravers were enlisted and Mr. Fischer himself personally supervised the photographing of each individual part and has carefully edited the text matter from cover to cover. Over eighty full-page illustrations are used in addition to numerous smaller cuts. An outstanding feature of the Valley Forge catalog is the tabulated index at the side whereby the dealer may instantly turn to the page containing the desired part and there find listed not only that part but every similar part carried.

The catalog is attractively bound between covers of double thickness, dull black in color. On the front cover this blackness is artistically contrasted with embossing in red and gold

Space is also left on the front cover for the imprinting of the distributor's name.

On the frontispiece the new Valley Forge trade-mark is presented for the first time. The text matter and engraving are printed in black on an ivory tint paper. This has been found particularly valuable in showing contrasts in the photographing of the various metal parts.

The catalog includes the well-known Valley Forge main spring chart and mica diaphragm chart as well. In the section devoted to motors the motor itself is shown on one page with the opposite page devoted to the various parts comprising the motor. It has been stated by an official of the company that this catalog contained practically every known part in the production and repair of the talking machine, including many special tools and kits for the repair man.

In order that this new catalog be received in the best condition the J. A. Fischer Co. is packing each one to insure its arriving through the mail in perfect condition.

## Berg Portable Radio Cases Prove Popular With Trade

Product of Berg Auto Trunk & Specialty Co. for Carrying Portable Radiolas Has Helped Sale of Those Instruments

The Berg Auto Trunk & Specialty Co., Long Island City, N. Y., well-known manufacturer of quality radio cabinets, loud speakers, portable talking machines and other products, is the originator and manufacturer of the portable cases in which "Radiola No. 39" and "Radiola No. 89" are enclosed. The Berg Co. made these specially designed portable cases at the request of many enterprising dealers.

The increasing demand for portables suggested the popular priced Radiola 111 and Radiola 111A and designing carrying cases for them. Adding a battery space and compartment for ground and aerial was a simple matter. In fact, the No. 89 (for the 111A) has a loud speaker built in. An ingenious reel similar to a fishing reel was devised for the aerial. This simplified the sale, giving a ground, aerial and reel with each case.

The RCA distributors in the New York district sponsored these two new portables by running a series of ads under a "Radiola Portable Week" with so much success that they have cataloged them as an all year round item.

## Adds to Warehousing Space

Warehousing facilities upon a large scale not far from its present factories in Newark, N. J., have just been acquired by the Federal Telegraph Co., manufacturer of Kelster radio. The new arrangement provides several thousand feet of floor space for storage alone and is located adjacent to extensive railway and waterway facilities.

## Studner, Cumming Co., Inc., Starts Extensive Campaign

Manufacturers' Agent, Representing the Saal Soft Speaker, Red Top Tubes and Other Products, Advertising Widely

The Studner, Cumming Co., Inc., New York, organized this year by J. M. Studner, well known to the metropolitan talking machine trade, and T. W. Cunningham, former president of the Radio Stores Corp., to act as manufacturers' representative, has started an extensive advertising and sales campaign to increase the volume of sales on the radio products which they represent. These products include the Saal soft speaker, manufactured by the H. G. Saal Co., of Chicago; Red Top tube, made by the QRS Music Co., Chicago; the Lincoln Storage battery, the Twin dry cell "A" and "B" batteries and the products of the Chelsea Radio Co., Chelsea, Mass., in addition to other radio parts and accessories.

The knowledge of merchandising methods possessed by the executives of the Studner, Cumming Co., backed by the widespread advertising campaign now in progress, assures these products of worth while representation by the trade.

## Baltimore Retailers Are Enjoying Brisk Business

(Continued from page 124)

gineers' Club. Mr. Brighton added: "But the time will come when Baltimore will equip herself with adequate broadcasting stations and buy good receiving sets."

Mr. Brighton predicted that radio manufacturers would follow the steps of the automobile industry by delivering their sets with tubes and batteries already installed.

Officials of the Atwater Kent concern said the coming winter would be a boom for the radio industry and estimated their plant would turn out 6,000 sets daily.

Gordon Parks, president of the Magneto Machine Co., was toastmaster; George E. Hull, vice-president, and Robert E. Green, chief of the radio department, were at the speakers' table.

The advance orders received from dealers in the territory by the Columbia Wholesalers, Inc., radio distributors, would tend to show that the coming Fall season would be a busy one for all concerned. This well-known distributing house is exclusive distributor for the Magnavox line made by the Magnavox Co., Oakland, Cal., in the States of Delaware, Maryland, District of Columbia, Virginia and North Carolina, and for the Fada line made by F. A. D. Andrea, Inc., New York City, in part of Delaware, Maryland, District of Columbia and Virginia. In addition to the above named and the Crosley line, Columbia Wholesalers, Inc., are also distributors of a wide range of radio accessories.

*Fletcher*  
REG. TRADE MARK

# RADIO LOUD SPEAKER UNIT

SUPREME IN TONAL QUALITY

Eliminates All Metallic and Nasal Tones  
Low Notes As Well As High Notes Perfectly Reproduced

Write for Samples and Prices

**FLETCHER - WICKES COMPANY**

116-122 West Illinois Street

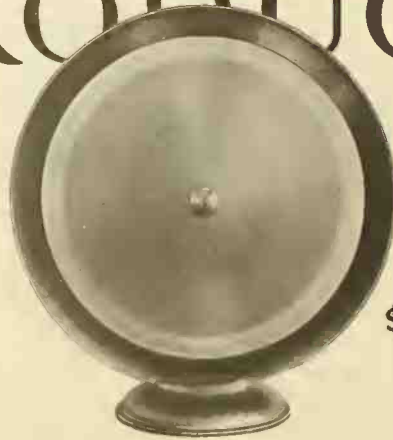
-:-

Chicago, Illinois



*Another*

# BOSCH RADIO PRODUCT



PRICE  
\$ 14<sup>50</sup>

## *The* Junior AMBOTONE

Another Bosch triumph. Having announced the Bosch Radio Receiver, the Amborola and the deLuxe Bosch Reproducer, the Ambotone, the Junior Ambotone is now announced by Bosch. The Junior Ambotone is a radio reproducer with an unusual tonal quality built to the famous Bosch standard of precision.

Following the Ambotone prin-

ciples of reproduction, the Junior Ambotone gets its mellowness from wood.

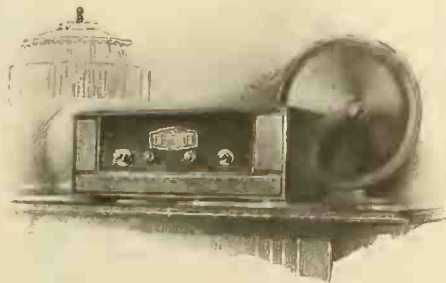
The Bosch ability to manufacture to precision standards accounts for the tone quality. The Bosch ability to build with accuracy in quantities accounts for the remarkably low price. The greatest value in radio — The Junior Ambotone at \$14.50.



TRADE MARK

AMERICAN BOSCH MAGNETO CORP.  
SPRINGFIELD MASSACHUSETTS

# BOSCH BUILDS RADIO



THE AMERICAN BOSCH  
MAGNETO CORPORATION PRESENTS "THE  
AMBOROLA," THE BOSCH  
RECEIVING SET AND "THE  
AMBOTONE," THE BOSCH  
REPRODUCER. THESE IN-  
STRUMENTS HAVE BEEN  
BUILT TO THE FAMOUS  
BOSCH LINE OF PRECISION  
AND ALL THE EXPERIMEN-  
TATION ON THEM HAS  
BEEN ACCOMPLISHED  
IN THE BOSCH LABORA-  
TORIES RATHER THAN  
IN THE HOMES OF THEIR  
PURCHASERS.



TRADE MARK

THE AMERICAN BOSCH MAGNETO CORPORATION  
SPRINGFIELD, MASS.

# BOSCH RADIO POLICY

1. BOSCH PROTECTION FRANCHISE  
NO DISCOUNTS TO OTHER THAN  
AUTHORIZED DEALERS HOLDING  
THE BOSCH FRANCHISE.
2. BOSCH TERRITORIAL PROTECTION  
TERRITORIAL FRANCHISE DEFINED  
AND ALL RIGHTS PROTECTED
3. BOSCH PRICE GUARANTEE  
THE DEALERS PROFITS ARE PROTECT-  
ED BY GUARANTEE AGAINST PRICE RE-  
DUCTIONS UNLESS DEALER IS REBATED
4. BOSCH RATIFIES DEALER CONTRACTS  
ALL CONTRACTS MUST BE RATI-  
FIED BY THE MANUFACTURER
5. BOSCH CO-OPERATION  
EXTENSIVE CONSUMER AND TRADE  
ADVERTISING IN NATIONAL PUB-  
LICATIONS. CLOSE LOCAL NEWS-  
PAPER CO-OPERATION.
6. BOSCH STABILITY  
THE BOSCH RADIO POLICY MAIN-  
TAINS THE SAME ETHICAL STAND-  
ARDS WHICH HAS BEEN THE BOSCH  
PRACTICE FOR 15 SUCCESSFUL YEARS
7. THE BOSCH DEALER  
THE BOSCH FRANCHISE IS A MAN  
SIZED, TWO FISTED OPPORTUNITY  
FOR ONE RECOGNIZED BUSINESS  
MAN IN A LOCALITY - -WHO IS  
ABLE TO CONDUCT AN INTELLI-  
GENT SUCCESSFUL BUSINESS  
OVER A COURSE OF YEARS.

ARE YOU THE MAN?

THE AMERICAN BOSCH MAGNETO CORPORATION  
SPRINGFIELD, MASS.

# The Public Is Wiser

## What Will You Offer?

More radio will be sold this season, but more of the business will be on fewer lines. The public is wiser. Now that much of the mere "craze" is over, established names and established facts will weigh heavily, as they do in every other great line of business.

Thorola dealers will have the Thorola Loud Speaker retailing at \$25.00, acknowledged as perhaps the steadiest selling item since radio began! For 1925-26 it has new technical refinements, a new horn of burnished Bakelite with gold throat-band, new art in tone reproduction, new grace in appearance.

Thorola dealers will have the Thorola Junior Loud Speaker at \$15.00. Thirty days from now you will agree that there has never been a loud speaker value or seller to compare with it. Just play it against the highest priced speakers!

Thorola dealers will have the 5-tube Thorola Isodyne receiver at \$85 and \$115, the complete set made possible by sensational Thorola Low-Loss Doughnut Coils. The Thorola Isodyne actually isolates power, concentrating its full strength on the chosen signals only. Selectivity at last is a positive quality which you can demonstrate with every Thorola set. All Thorola sets are alike because Thorola design makes it possible to measure and test the factors of perfect recep-

tion. Uniformity in production has at last been attained. Gone are the dealer difficulties of sets that will not perform. Every Thorola Isodyne is good for new distance records, new volume, and tone such as only Thorola has ever provided!

And performance is equally good throughout the range of reception. By another exclusive principle the old difficulties with higher wave lengths are eliminated in the Thorola Isodyne.

Thorola dealers will have Thorola Low-Loss Doughnut Coils, which continue as the center of interest for set-builders and experimenters, making Thorola stores the headquarters for this class of trade. Thorola Low-Loss Doughnut Coils marked the end of interference, intercoupling; pick-up, uncontrollable feedback, excessive losses, and freak wiring. Equally advanced are Thorola Transformers, Condensers and Rheostats.

All these Thorola achievements will work for you and so will Thorola advertising to every class in The Saturday Evening Post, Collier's, Red Book, Atlantic Monthly, Scribner's Magazine, Harper's Magazine, and others; in the radio papers; in newspapers, and on billboards.

A great name, a great line and great selling power put Thorola dealers into the strongest position for 1925-26.

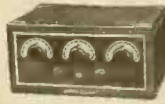
REICHMANN COMPANY, 1725-39 West 74th Street, CHICAGO

Thorola Loud Speakers with new burnished Bakelite horn and gold throat-band are better in appearance and performance.

- Thorola No. 4.....\$25
- Thorola Junior No. 12.....\$15
- Thornspoke Power Type.....\$45
- Thorola Junior No. 8 Phonograph Attachment.....\$7.50
- Thorola Speaker Unit No. 9 Phonograph Attachment.....\$15



In stunning finished Walnut Cabinet with Cleverman top the 5-tube Thorola Isodyne retails at \$115



In smart Thorocor Cabinet the retail price of the 5-tube Thorola Isodyne is \$85



Thorola Low-Loss Doughnut Coils installed in any set as recommended provide many of the greatest Thorola advantages.

Complete set of three.....\$12  
Per coil.....\$4  
(Retail Price)

# Thorola

I S L O D Y N E

# From our CHICAGO HEADQUARTERS

REPUBLIC BLDG., 209 SOUTH STATE ST TELEPHONE WABASH 5242

LEONARD P. CANTY

## Dealers in Mid-West Getting Behind New Lines With Strong Sales Promotion Plans

Manufacturers, Distributors and Dealers Are Optimistic Regarding Fall Business—Latest Models Giving Sales Promotion Efforts New Impetus—Important Trade News and Activities

CHICAGO, Ill., September 9.—With the opening of the Fall season at hand, the talking machine trade appears to be imbued with a feeling of optimism, judging from the spirit displayed alike by manufacturer, distributor and dealer. The new lines of merchandise have been definitely settled upon, and in the great majority of cases have been displayed before the dealer, who, by this time, has largely made his choice, and is aggressively starting upon his Fall and Winter campaign.

The new developments which have been announced during the past month and the increasingly close contact between manufacturer, distributor and dealer have done much to instill in the trade a feeling of confidence in the future, and an assurance that the phonograph business gives reasonable cause for conservative optimism. Sales representatives who have covered the Central States for a number of years state that never before have dealers looked forward to an approaching season with as much confidence and enthusiasm.

The sale of records has enjoyed a noticeable increase during the past two weeks, with the advent of cooler weather and the approach of the indoor season. Talking machines, also, have

been more in demand, especially the combination models, and dealers in the Middle West generally are making preparations for a healthy, profitable business in all lines of musical merchandise.

An increasing number of radio manufacturers and distributors have held dealer meetings and displays of their products in Chicago and other points throughout this territory, and the result has been a better acquaintanceship and a spirit of fellowship and understanding between the three divisions of the trade. The dealer has had many of his problems solved, radio has developed itself into less of a technical proposition, and consequently is easier to handle, the average discount allows the dealer a fair profit, and the season of 1925-1926 bids fair to eclipse all previous records established for the sale of radio products.

### Sonora Illinois Dealers Meet in Chicago

An important meeting of Sonora dealers from Illinois and eastern Iowa was held at the Congress Hotel, Chicago, on August 31, sponsored by the Tay Sales Co., Sonora jobber in this territory, in conjunction with the Sonora Phonograph Co., Inc., of New York.

The gathering was opened with a dinner in the

Florentine room at noon, followed by the business session, of which S. S. Tay, head of the firm which bears his name, was chairman. Mr. Tay opened the meeting with a few introductory remarks, outlining the policy of his firm, and thanking the dealers in his territory for the cooperation they have consistently given. He then introduced S. O. Martin, president of the Sonora Phonograph Co., Inc., who gave a brief resume of business conditions in the phonograph and radio industries during the past few years, together with a history of the Sonora Co., since its organization in 1912. He pointed out the fact that there is a place for sound permanently recorded, and that there is every reason for conservative optimism throughout the talking machine industry. In fact, the Sonora quota, estimated in February for the year 1925, is filled at the present time, and there is every indication that Sonora production for the entire year will soar far above that of 1924.

Turning his attention to radio, he stated that in 1922 his firm foresaw the coalescence between the radio and the phonograph, and as a result placed upon the market the Sonora cabinet speaker. On this particular product, the sales figures for the first quarter of this year equaled those of the last three months of 1924, when the radio buying season was at its height.

To amplify his statement that the phonograph business is on the upgrade, Mr. Martin cited the entrance of a number of new dealers into the field. He also brought out the fact that a large

(Continued on page 134)

## For the Fall Trade

# A New Style KIMBALL PHONOGRAPH



Style T-R—with Radio Compartment

Style T-R, with Radio Compartment is a Kimball Phonograph of the Console Type, in an attractive design which harmonizes with practically any furnishing. It is made in Mahogany Veneer in brown finish.

The compartment on the left is designed for a radio set in which any standard radio panel up to five or six tubes can be readily installed; the left top lid is hinged; the left front door is hinged to give easy access to batteries, etc.

In addition to the phonograph equipment there is provided a separate element, which combined with the amplifying chamber of the phonograph, makes an efficient loud speaker, the radio equipment being attached direct to the horn without interfering with the phonograph parts.

Tone chamber on right disclosed by dropping door which slides back—if desired, when playing.

Ask about other Styles; also Kimball Sales Plan, which will interest you.

## W. W. KIMBALL CO.

Established 1857

Kimball Hall 306 S. Wabash Ave. Chicago, Ill.

Manufacturers of  
Phonographs, Pianos, Player Pianos.  
Reproducing Pianos, Pipe Organs, Distributors  
of Columbia Records.

KIMBALL PHONOGRAPHS PLAY ALL RECORDS

# FADA Radio

the

## Nationally Advertised RADIO of Quality



Model H. B. High-Box—30 in. high, 33 1/2 in. wide, 20 in. deep. Arranged ideally for radio phonograph combination. Will accommodate panel 31 in. long and 10 in. high. Gold plated; plush turntable. Diamond grained Walnut or Mahogany.

# BROADCASTER

Life's Voices

## PHONOGRAPHS

There is no  
better for the  
price

==  
We can  
prove it!



Model C 5. Queen Anne Design—34 in. wide, 26 1/2 in. deep, 33 1/2 in. high. Heineman equipment with radio tone arm. Genuine Mahogany or Walnut. Priced exceptionally low.

### BROADCASTER- FADA == The IDEAL Phonograph Radio Combination



Model M 1—Tudor design, 34 1/2 in. wide, 29 1/2 in. deep, 34 in. high. Genuine Mahogany or Walnut. Three-section front. Door in rear gives easy access to hidden parts of radio and phonograph motor. Heineman equipment with radio tone arm.



Model E 2—30 in. wide, 22 in. deep, 35 1/2 in. high. Three section construction. Heineman equipment. Genuine Mahogany or Walnut.

WRITE FOR  
OUR COMPLETE  
CATALOG AND  
PRICES

==  
THE SEASON  
IS HERE



Model M P 2—37 in. wide, 23 1/2 in. deep, 35 1/2 in. high. Illustrated with FADA 6-tube Neurodyne. Available with or without radio equipment. Hand-carved legs. Genuine Walnut or Mahogany. Heineman equipment with radio tone arm.

**BROADCASTER CORP.**

**2414 W. Cullerton St.**

**CHICAGO, ILL.**

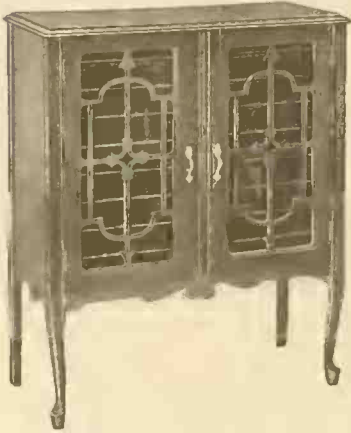
# THE BROADCASTER LINE

## of RADIO CABINETS

Quality  
Style  
Adaptability  
for all  
Standard Sets

The Prices  
Are Right

Write for  
Catalog and  
Prices



Model M R I—Music Roll Cabinet. Height, 40 in.; width, 33 3/4 in.; depth, 13 3/4 in. Genuine Mahogany or Walnut. Glass front. Capacity, 100 rolls.



Model S A—Outside dimensions 50 in. high, 30 in. wide, 18 in. deep. Burl Walnut or Figured Mahogany, Rosewood overlay. Perfection built-in Art-Tone speaker. Drop leaf makes comfortable arm rest. A work of art.



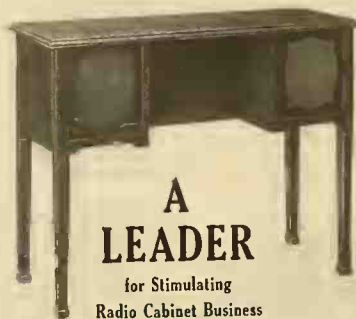
Model A H—Outside dimensions: height, 40 in., width, 30 in., depth, 18 in. Genuine Mahogany or Walnut. Built-in loud speaker under top cover. Top, drop leaf and doors two toned. Top is hinged; drop leaf makes comfortable arm rest. Ideal for radio operator.



Model X—Outside dimensions: 42 in. high, 30 in. wide, 16 in. deep. Genuine Mahogany or Walnut, with or without Perfection built-in Art-Tone loud speaker in lower right-hand chamber. Top opens; drop leaf makes comfortable arm rest. Durably constructed.



Model A N Y—48 1/2 in. high, 22 1/2 in. wide, 22 1/2 in. deep. Heavy construction. High-grade workmanship.



Model C—36 in. long, 31 in. high, 10 in. deep. Three compartments in back affording ample space for batteries. Genuine Mahogany or Walnut.



Model A N X—52 in. high, 24 in. wide, 23 1/2 in. deep. Very heavy construction.

Our  
Uprights  
Are  
Money  
Makers

A  
LEADER

for Stimulating  
Radio Cabinet Business

Write  
for  
Samples

**BROADCASTER CORP. Manufacturers**

**2414 West Cullerton Street  
CHICAGO, ILLINOIS**

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 131)

number of radio distributors have added lines of talking machines.

Frank H. Goodman, general sales manager of Sonora, followed Mr. Martin, and in his address stated that he believed a period of stabilization in the radio and talking machine industries was near at hand, although it might consume one or two years in the process. He urged vision and intelligent concentration on the part of the dealer, especially during this period. He stated that the Sonora policy was built upon the intelligent handling of manufacturing and selling, which had cut production costs, and had resulted in the choosing of dealers in careful selective fashion. In concluding his address, he outlined the Sonora advertising program, which will include advertisements in the Saturday Evening Post and newspapers in the larger centers of population.

Ray Reilly, Sonora district manager, with headquarters in Chicago, delivered a few interesting remarks, telling of the fine reception accorded the Sonora line throughout the Middle West territory. He stated that in a number of years spent in the talking machine business he has never before found dealers in such an optimistic frame of mind, and so confident of healthy profitable business as they are at the present time.

The entire Sonora line of talking machines, radio sets, and combination models were displayed for the benefit of the visiting dealers, including the Sonora radio and Console speakers, the Highboy set, a wall console type in brown mahogany, and the Plymouth and Hampden, new combination models in brown mahogany.

Stewart-Warner's Big Publicity Program  
The radio division of the Stewart-Warner Speedometer Corp. embarked about two weeks ago upon a very comprehensive advertising campaign in consumer publications. Present plans call for the appearance of a Stewart-Warner announcement in the Saturday Evening Post every other week throughout the Fall, the first being in full-page form in the September 12 issue. A number of the advertisements will contain reproductions of oil paintings by Andrew Loomis, an artist of note. All advertisements dealing with Stewart-Warner sets and loud speakers will contain a human interest touch, usually showing a family grouped about the set listening to the entertainment which it is bringing to the home.

In addition to the Saturday Evening Post,

CARTER NEW "FLAT" PLUG 75c



75c

A flat plug that fits snugly against the panel and harmonizes with the knobs and dials. Permits sets being closed without removing the plug. Headset or loud speaker moved quickly and easily attached or detached. Cord tips completely concealed. Cord hangs down—thus adding a distinctive finish to the appearance of set. Pronounced by engineers—one of radio's best achievements.

In Canada—Carter Radio Co. Limited, Toronto.



Write us for catalog of other Carter radio products

Order from your jobber

Stewart-Warner radio advertisements will appear in the Quality group, consisting of the Atlantic Monthly, Scribner's, Harper's, Review of Reviews, Golden Book, and the World's Work. In each advertisement a complete line of Stewart-Warner radio products is shown in black and white pen sketches, in a panel at the extreme right-hand side of the page. The reproductions of oil paintings, by Chenoweth, which will appear in the Quality group are rich and colorful and show the various Stewart-Warner sets and reproducers in surroundings of refinement and harmony.

Appoints New Mohawk Representatives

F. T. Chase, vice-president of the Zinke Co., Chicago, sales department of the Mohawk Electric Corp., recently returned from the East, where he made arrangements with the Electric Supply & Equipment Co., of Albany, N. Y., to sell Mohawk products. This firm operates, in addition to its Albany house, six branches, located at Wilkesbarre, Pa., Buffalo, N. Y., Scranton, Pa., Elmira, N. Y., Erie, Pa. and Reading, Pa., and Mohawk sets will be sold by all these branches. This arrangement will insure the local and neighborhood dealers of excellent service on Mohawk products. Mr. Chase also visited Providence, R. I., where he completed arrangements with the Waite Auto Supply Co., to sell Mohawk products.

Theodore Seelmann Off to India

Theodore Seelmann, assistant sales manager of the Mohawk Electric Corp., Chicago, sailed August 15 for Bombay, India. He is taking a trip around the world and expects to write a book about his experiences. He plans to study radio conditions in the Far East and note what progress is being made in broadcasting.

Mr. Seelmann took with him a Mohawk one-

dial receiving set to ascertain just what distance he will be able to obtain and how it will compare with other receivers in different parts of the world. The set which Mr. Seelmann took along is one of the late Mohawk models made up in portable style and undoubtedly will create considerable comment in the Old World spots he will visit.

Appointed Eastern Walbert Representative

The Walbert Mfg. Co., 925 Wrightwood avenue, radio part and set manufacturer of this city, recently appointed two Eastern representatives. P. W. Mack will have jurisdiction over sales in eastern New York, eastern Pennsylvania, New Jersey, Delaware and the District of Columbia. The new office of the Walbert Mfg. Co. is located at 1270 Broadway, where Mr. Mack will maintain his headquarters. A more recent appointment was that of the Electrical Sales Co., of Boston, Mass., which will represent Walbert interests throughout New England.

The Walbert Mfg. Co. manufactures a number of radio products, including the Isofarad six-tube receiving set, Univernier dials, the Walbert lock switch, a safety rim socket for tubes, the S. L. F. vernier dial, the "Penetrol," an auxiliary amplifier, and a panel light.

Brunswick Portable Phonograph Folder

The Brunswick-Balke-Collender Co. released a few days ago an attractive folder, illustrated in color, describing the new Brunswick portable phonograph. The new model is equipped with a new type of reproducer and tone arm, has a large tone chamber, and the doors are designed to modulate the volume. It is finished in attractive blue leatherette, with silver lining, and also in black leatherette with gray lining. The carrying capacity of the instrument has been increased, space for twenty-five discs now being allowed in the record compartment. The new Brunswick portable is said to have better tone and to play longer without re-winding. The machine lists at \$40.00. Several prepared advertisements portraying the new Brunswick portable have been placed at the disposal of the dealer, mats and electros being furnished for use in local newspapers.

Broadcaster Corp. Introduces New 1925-26 Line

The Broadcaster Corp., 2414 West Cullerton street, this city, is at the present time introducing to the trade its new 1925-26 line of phonographs, radio phonograph combination models and radio cabinets. Among the new models are the EI, combination phonograph and radio, the HB, Highboy combination, Model C, a new radio console, the Models A and AA, radio cabinets.

The EI, combination phonograph and radio, is finished in Tudor design, in genuine walnut and mahogany, with beautifully figured panels. The compartment at the left is constructed to permit the installation of a radio panel measuring up to 17 inches by 14 1/2 inches, and adequate space is allowed for batteries and record albums. A door in the rear of the cabinet permits easy access to the motor and batteries. If the dealer so desires, the Fada five-tube neodyne receiving set is installed at the Broadcaster plant free of charge.

The HB Highboy combination instrument is a deluxe model finished in mahogany and wall-

(Continued on page 136)

Repair Parts

For All and Every Motor That Was Ever Manufactured

We can supply any part. The largest and most complete assortment of repair parts—in the United States—on hand, for old, obsolete and present-day motors. If your order cannot be filled from stock, we will make it up special.

Special prices on main springs, governor springs, micas, repair parts, motors, tone arms, steel needles, etc., in quantity lots.

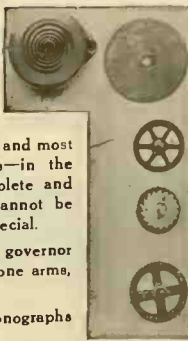
Expert repairing on all makes of phonographs and motors.

INCORPORATED UNDER THE LAWS OF ILLINOIS

Consolidated Talking Machine Co.

Successors of the Standard Talking Machine Co., United Talking Machine Co., Harmony Talking Machine Co., O'Neil-James Co., Arden Co.

229-228 W. WASHINGTON ST., CHICAGO, ILL. 1131 Nicollet Ave., Minneapolis, Minn.



TRADE MARK "CONSOLA" MADE IN U.S.A.





# THE JEWEL RADIO LOUD SPEAKER

Strong and substantial in construction; beautiful brown mahogany finish.



Price \$25.00, west  
of the Rockies  
\$27.50.

A new design and principle in loud speakers for the radio. The tone amplifier is of special design, made entirely of wood and the shape is such as to deliver the sound waves in the proper manner to produce the best results. The tonal quality is the finest ever produced by any loud speaker, rich, full and with plenty of volume and with no distortion on either the high or low tone.

*Write for details and territory.*

## THE JEWEL PHONOPARTS CO.

150-160 Whiting St., Chicago, Ill.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 134)

nut, constructed to receive an upright radio panel 31 inches wide and 10 inches high. The Fada set may also be installed in this model on request. The phonograph is placed in the right-hand compartment, while the space on the left cares for record albums. This model is equipped with the Heineman No. 77 motor, gold plated, a plush turn table, and all hardware is gold plated. A rear door leads to the radio set, speaker, motor and tone chamber.

The new radio console, Model C, is in the form of a desk cabinet, 38 inches wide, 31 inches high and 16 inches deep, finished in walnut and two-tone mahogany. The radio set may be placed upon the top of this console, and there is a space in the back for batteries.

Model AA is a radio cabinet, equipped with the Artone built-in loud speaker, hidden by a grille. This model is furnished in American burl walnut, and figured mahogany, both two tone, with a burl rosewood overlay. The speaker is placed in the upper part of the cabinet, on a direct line with the listener's ear.

The radio cabinet designated as Model A is 33 1/2 inches wide, 13 1/2 inches deep and 11 inches high. It is of the console design, finished in mahogany and walnut, with two-tone work on the doors and drop leaf.

Broadcaster officials are enthusiastic over the sales possibilities of the new models and an intensive drive is now under way throughout the country, introducing to the trade the new products. S. M. Meltzer, vice-president and general manager, has been in the East for several weeks, visiting jobbers and dealers. He is at present attending the radio shows in New York City.

S. L. Zax, secretary of the firm, left Chicago on an extensive trip the first week in September. He is visiting the important trade centers of the South at present and will cover the Pacific Coast, returning to Chicago by the Northern route, the entire swing consuming about six weeks. A. M. Meltzer, treasurer of the Broadcaster Corp., is chiefly concerned with the manufacturing division of the organization, and is devoting his time to speeding up production on the new models for Fall and Winter demand.

To Demonstrate New Victor Products

The Chicago Talking Machine Co., 12 North Michigan avenue, Victor wholesaler, is laying plans for several demonstrations of the new Victor products before the dealers of this territory. A series of meetings will be held, to enable every dealer to have an opportunity to view the line and to obtain a complete understanding of its various features and selling points.

The meetings will commence about the middle of September and will be staged at convenient points. The Chicago Talking Machine Co., in collaboration with the Victor Co., will hold gatherings at Louisville, Des Moines, Grand Rapids, Peoria and other Middle West cities. D. A. Creed, vice-president and general manager of the Chicago Talking Machine Co., points out to the dealer the importance of watching for the dates of these demonstrations, and of his attendance, in order to gain a full understanding of the sales possibilities of the orthophonic Victrola.

Sonora Executives Address Dealers

S. O. Martin, president, and Frank H. Goodman, sales manager, of the Sonora Phonograph Co., Inc., New York, visited Chicago on a swing through the Middle West about the first of September. During the trip they addressed Sonora dealers at Detroit and Milwaukee, where meetings were sponsored by Yahr & Lange, distributors, and in Chicago, on August 31, where the Tay Sales Co., staged a gathering. The two Sonora executives also visited Indianapolis, St. Louis and Minneapolis, where similar meetings were held.

How Stewart-Warner Helps Dealers

The Stewart-Warner Speedometer Corp. has devised a number of helps for its authorized dealers, and one of the most attractive and helpful is an electric sign measuring about three feet by three feet which will be in the hands of the dealers late in September. The sign, which is designed for window display use, shows a family listening to a Stewart-Warner set. From the S-W reproducer floats out a visualization of the program being received. Singers, musicians, orchestras, concert companies and orators float in a sort of haze from the mouth of the horn, in a constant procession, and disappear at the top of the picture. The device is already in the hands of Stewart-Warner service stations and will shortly be distributed to the trade.

Introduces Majestic A and B Current Supply

The Grigsby-Grunow-Hinds Co., 4540 Armitage avenue, this city, manufacturer of G-G-H Majestic reproducers, is at the present time introducing its latest product, the Majestic A and B Current Supply, to the trade. The new product eliminates "A" storage batteries, battery charger, and "B" batteries and is attached to any electric light socket or wall outlet.

The Majestic A and B Current Supply will operate with equal efficiency, according to the manufacturer, on any type of radio receiving set, and will supply ample current for any set

having from one to eight tubes of five-volt one-fourth ampere rating. A connection is also provided for four-volt No. 199 type tubes. It is connected to the set in the same way as are the "A" and "B" batteries, and requires no change in wiring.

The current supply, which is designated as Model AB-1, is furnished in a cabinet of metal finished in a rich mahogany tint crystallized lacquer. The unit is compact, weighs thirty-five pounds, and can easily be installed in the cabinet.

The AB-1 is said to be absolutely quiet in operation, causing no hum or distortion when used for loud speaker reception. The manufacturer also claims increased receiver range with its use, superior tone quality and control of volume, at a cost of one-half cent per hour. Each Majestic A and B Current Supply is guaranteed for one year against defects due to faulty material or workmanship, a written guarantee being furnished with each device. It retails for \$47.50 complete, less tubes only.

Lyon & Healy's Operadio Window Screens

The Operadio portable radio receiver recently came in for a great deal of attention and publicity through a striking display in the window of Lyon & Healy, leading music merchants of



Lyon & Healy's Operadio Display

this city. The entire large corner window facing on Jackson boulevard and Wabash avenue was attractively decorated with a background representing mountainous country. Two wax figures were used, dressed in camping clothes and listening to an Operadio, which was the only instrument in the large window. An unusual amount of interest in the Operadio was stimulated by the display and a number of sales resulted.

Leigh Hunt on Extended Trip

Leigh Hunt, secretary and general manager of the Oro-Tone Co., manufacturer of tone arms, 1000 George street, this city, accom-

(Continued on page 138)



# Excel Phonographs

and

## Radio-Phonograph Combinations

The illustration shows one of many late models of our line, which has been re-designed, right up to the minute, with especial reference to the Radio-Phonograph Combination, destined to be the standard household unit. Characterized by

### Beauty of Design, Finish and Tonal Quality

These instruments are produced in all the popular finishes and styles, including Uprights, Consoles and Wall Cabinets, and our facilities enable us to make prompt deliveries and most attractive trade prices. *Catalog and price list mailed on request.*

**EXCEL PHONOGRAPH MANUFACTURING COMPANY**  
402-414 West Erie Street - - - - - Chicago, Illinois

# The Record of Quality

## Service

The successful distributor is keenly aware that it is "Service" that the Record Dealer is most in need of; a prompt delivery of records so that their release will coincide with the time when they are most popular. Also he must have a stock large enough to fulfill a Dealer's needs. It is this perfection in service that we are ready to offer any Dealer becoming an agent for Okeh Records. Our years of experience in the selling of records is available to him. We know Okeh Records sell best and we want to show you why they sell best. It does not hurt to write for our plan, you are the one to profit.

## THE DEALER'S PROFITS ARE YOURS IF

### You Sell *Okeh Records*

The success of our Okeh Dealers is a reflection of the sincere co-operation in service we give them.

The past year Okeh Records have proven a success to every Dealer selling them.

If you desire to sell in large quantities put Okeh Records in your window. Passersby will be quick to notice them, and come in and show this preference in a sale.

Okeh gives you the most complete assortment of music manufactured by any record company.

There is no individual character of music not recorded on an Okeh Record.

The customer usually wants Okeh because:

An Okeh Dance sounds more brilliant in comparison—the best orchestras play the best selections.

An Okeh Vocal is a perfect reproduction of a beautifully toned voice.

Under the Odeon label are the most exquisite interpretations of the world's classics.

## Advertising Service

A generous service is offered Okeh Dealers desiring direct mail advertising. Cuts at all times, illustrating the various Okeh artists, are at their disposal. Every co-operation is given an Okeh Dealer to successfully feature Okeh Records in his store. Each month brilliantly displayed literature is furnished him. An Okeh Dealer has every opportunity through the generous supply of advertising matter to create a large demand for Okeh Records.

# Okeh Records

## Consolidated Talking Machine Co.

227-229 W. Washington St., Chicago, Ill.

Branches:

2957 Gratiot Avenue, Detroit, Mich.

1121 Nicollet Avenue, Minneapolis, Minn.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 136)



**THE ALTO**  
**Automatic Stop**  
For Phonographs.

Nothing needs to be screwed unto the tone arm. Simple in construction. Fits under the turn table. Our customers say it is the most accurate stop they found yet in spite of its low cost.

**ALTO MFG. CO.** 1647-51 Welford Street  
CHICAGO  
Canadian Distributor Universal Supply Co., Toronto, Ont.

panied by Mrs. Hunt, left on August 8, for an extended business and pleasure trip through the West and Southwest. They made their first stop at Seattle, Wash., where they visited Mrs. Hunt's mother, and then proceeded to San Francisco. After visits in Dallas, Tex., and Wichita, Kan., Mr. Hunt expects to return to his desk about the middle of September.

#### U. S. Navy-Mohawk Exchange of Patents

The U. S. Navy Department recently granted the Mohawk Electric Corp., of Chicago, a license under several foreign patents which it controls and in return the Mohawk Electric Corp. has licensed the Navy Department on several patents which the firm has and which are pending. Officials of the Mohawk Electric Corp. believe these patents to be of great value, and, in making the announcement, state that their firm is one of the few to which they have been granted.

#### R. H. Woodford's Radio Activities

R. H. Woodford, sales manager of the radio division of the Stewart-Warner Speedometer Corp., has been spending a considerable portion of his time in visiting Stewart-Warner branch offices throughout the country this Summer. During the latter part of August he visited the service stations in Detroit, Cleveland and Pittsburgh, and then departed to attend the

radio show held in Toronto, Canada, from August 29 to September 12, were the Stewart-Warner Speedometer Corp. sponsored an exhibit. He is at present in New York City attending the Radio World's Fair at the 258th Field Artillery Armory and the fourth annual National Radio Exposition in the Grand Central Palace. Stewart-Warner is represented at both radio shows.

#### S. E. Sweet's Important Post

S. E. Sweet, formerly of the Excel Phonograph Co., was recently elected secretary and treasurer of the Saginaw Cabinet Co., of Saginaw, Mich., the manufacturing division of the Vitonola Talking Machine Co., of Chicago. Mr. Sweet assumed his new duties at the Saginaw plant about the middle of August.

#### Vitonola Activities for Fall and Winter

A. H. Gates, factory manager of the Vitonola plant at Saginaw, Mich., recently made an extensive trip through the South, buying raw materials to be used in filling Vitonola orders booked for Fall and Winter. Mr. Gates also purchased several thousand dollars' worth of new machinery of the most modern type, which is to be installed in the Saginaw factory.

M. C. Schiff, president of the Vitonola Talking Machine Co., of Chicago, is spending a great part of his time at the Vitonola factory in Saginaw. He is endeavoring to increase and speed up production on Vitonola products, and for this purpose a night shift was recently added.

#### Brunswick Managerial Changes

W. C. Hutchings, assistant general sales manager of the phonograph division of the Brunswick-Balke-Collender Co., spent several days at the St. Louis and Kansas City branches of his firm about the middle of August. At that time a change was made with regard to these two branches, M. C. Schoenly, manager of the Kansas City branch, being transferred to St. Louis, where he assumed the position of dis-

trict manager. Thomas Condon, formerly Mr. Schoenly's assistant in the Kansas City office, is now manager of that office.

#### New Mohawk Distributor in St. Joseph

The officials of the Mohawk Electric Corp., Chicago, recently announced the appointment of the Schmeitler Athletic Goods Co., 420 Felix street, St. Joseph, Mo., as one of its distributors. Mr. Schmeitler, accompanied by four other members of his firm, recently passed through Chicago on an Eastern buying tour, making the trip by motor. While in Chicago they placed their Fall order for Mohawk receiving sets at the Mohawk headquarters.

#### New Merchandising Plan of Chieftain Corp.

The Chieftain Radio Corp., of Chicago, recently started manufacturing operations and announced to the trade a special merchandising plan on its new single control five-tube radio receiving set. The merchandising plan includes the selling of the Chieftain sets solely through department stores and large furniture stores. Several models will be manufactured, including a combination phonograph and radio set. During one week, around the first of November, the Chieftain set will be sold as a complete unit, including all of the necessary equipment, such as Vesta storage battery, two Bright Star "B" batteries, five tubes and complete aerial equipment. The cabinet is made of solid walnut with a built-in speaker, and a specially constructed compartment to hold all batteries. George W. Riley is in charge of sales, and business is now being conducted from the main office in Chicago and territorial districts.

#### New Distributors for the Erla Line

The Pearson division of Electrical Research Laboratories recently announced the appointment of several new distributors. Schmelzer & Co., of Kansas City, Mo., will care for the trade in the territory surrounding that city. Winchester-Simmons, of St. Louis, Mo., was

(Continued on page 140)



## EXCELLO

# Radio Consoles

Combine highest quality cabinet work with the latest developments in Wall Consoles.

The Console shown here is made of Butt Walnut with matched panels in duo-tone finish. Loud speaker and unit included.

The Excello Line includes all types of cabinets from small table type to Wall Console type illustrated.

Write for complete catalog  
sent free on request

## Excello Products Corporation

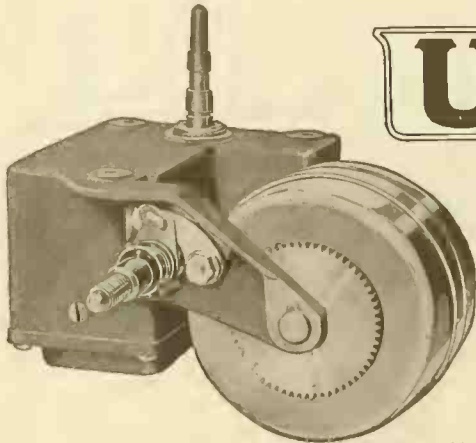
4824 W. 16th St., Cicero, Ill.

# Two Priceless Features Without Extra Cost in Every—



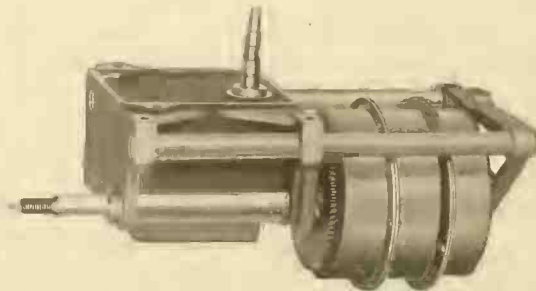
# UNITED

# MOTOR



United Motor No. 6. A substantial two spring motor with a capacity of more than three 10-inch records.

1st. The operating mechanism of each motor is completely encased by a cast iron housing. This keeps out dust, dirt, slivers, sawdust, needles, etc.; protects in assembling, shipping, demonstration and use. United Motors are always in alignment and always noticeably silent in running.



United Motor No. 7. An exceptional three spring motor with a capacity of more than six 10-inch records.

2nd. Automatic Lubrication. Each United Motor is equipped with a wick oiling feature which insures correct lubrication for years without any attention from the operator. Oil never drips, yet the working parts are supplied constantly with the necessary lubrication.

United Phonograph Motors put a sound heart in your product. They insure quiet easy winding, silent operation, quick pick up and true pitch throughout the record.

There is a United Motor to meet your requirements. Write us for catalog and prices on the quantity you need.

## UNITED MANUFACTURING and DISTRIBUTING CO.

9702 Cottage Grove Avenue

Chicago, Ill.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 138)

also appointed at this time, and Pearson radio receiving sets will be distributed by that organization through its branches located at Atlanta, Philadelphia, Springfield, Mass., Wichita, Chicago, Minneapolis, Sioux City and San Francisco. Stanley A. Moishbah & Co., of Cincinnati, were also added to the list of distributors at the same time.

Consolidated T. M. Co.'s Activities

The Detroit branch of the Consolidated Talking Machine Co., of Chicago, recently enlarged its quarters and took over a large amount of ground floor space at 2949 Gratiot avenue. The personnel of the Detroit sales force has also been increased, L. J. O'Brien having been added to the list of outside salesmen.

President E. A. Fearn also reports increased activity in the Minneapolis Consolidated branch, and the addition of Fred Eggar to the outside sales force. For the first time in several years the business outlook in Minnesota is decidedly encouraging and there is every indication of a

good crop this Fall. This will bring about better economic conditions, and with it increased capital in the farmers' hands.

A. Thallmayer Visits Okch Trade in West

A. Thallmayer, head of the foreign record division of the General Phonograph Corp. of New York City, made a swing through the Middle West during the latter part of August, laying sales plans for the Fall and Winter. He spent several days at the office of the Chicago distributors, the Consolidated Talking Machine Co., 229 W. Washington street, and then continued his trip, visiting Okch and Odeon jobs in St. Louis and Cleveland.

Introduces Attractive New Speaker Unit

The American Electric Co., 6400 South State street, this city, is at present introducing to the trade an attractive new speaker unit, designated as the No. 120 Concert model. The new product is said to have all of the excellent tone qualities of the No. 100 Burns unit, and in addition, is particularly adapted to reach the ex-

tremes of the musical scale with its much greater range.

The new unit combines a mellowness of tone with the extreme sensitiveness of the instrument, and the slightest variations of sounds, voices with their fine shadings, and various musical instruments with their wide range of pitch are reproduced faithfully. Tone volume is regulated to suit the occasion, and to harmonize with the subject being reproduced, by a convenient tone adjuster placed on the back of the mechanism case.

No. 120 American Electric Speaker

The Concert unit is arranged with connectors for fitting any standard make of phonograph. The manufacturer states that best results are obtainable when the unit is used with the Burns speaker horn, on which it is now standard equipment.

Visits Vitrola Plant at Saginaw

During the latter part of August, M. C. Schiff, president of the Vitrola Talking Machine Co., accompanied by Seymour W. Schiff, assistant cashier of the Schiff Trust & Savings Bank, of Chicago, visited the Saginaw, Mich., plant of the Vitrola firm. Seymour Schiff made the trip in the interest of his father, Benjamin J. Schiff, president of the bank, and was greatly interested in the efficiency and industry which he found exhibited in all departments of the Vitrola manufacturing division.

Addition to Radio Units, Inc. Line

Radio Units, Inc., of Maywood, Ill., announced recently an addition to its line in the form of the "B" Radiopower unit, which consists of a dry storage battery, together with a triple charging arrangement which automatically keeps the unit charged. It is built into a walnut case and is provided with a plug and cord for connection to lighting sockets, three binding posts for plate current connections to the receiving set, and a switch for turning it on and off. The manufacturer states that the Radiopower unit requires no attention from the operator after installation and constitutes a convenient and satisfactory source of plate current. Radio Units, Inc., also manufactures the Paddlewheel coil in three types, this product having been introduced to the trade late last season.

Recording Laboratory Soon Open

The recording laboratory of the Consolidated Talking Machine Co., 229 West Washington street, this city, will soon be the center of considerable activity. The laboratory was installed on the fourth floor of the Consolidated building about the first of May, and within several days a number of foreign recordings will be made for release on Odeon records.

Stewart-Warner Displays at Radio Shows

The radio division of the Stewart-Warner Speedometer Corp. is maintaining this Fall a very complete radio show program, in that it is represented in the leading radio exhibitions in all parts of this country. Stewart-Warner exhibits have already formed a part of the radio shows held in San Francisco, Toronto, Canada, Los Angeles, and the two radio shows being held at present in New York City. Exhibits will also be maintained at the Omaha, Indianapolis, St. Paul, and Chicago Coliseum shows. In the smaller cities listed the Stewart-Warner exhibits will be under the supervision of the branch office located in that particular city.

Curtis-Leger Fixture Co.'s Radio Line

The Curtis-Leger Fixture Co., 235 West Jackson boulevard, recently released a group of pamphlets illustrating, in several striking colors, the radio products manufactured by that firm. They include an invisible loud speaker, which is so constructed that it may be placed on top of or used as a base for any set. It stands less than 3 1/2 inches high, is made in

Announcing the Balkite Trickle Charger at \$10 and the new Balkite "B" at \$35



Balkite Trickle Charger

Charges both 4 and 6 volt radio "A" batteries at about 5 amperes. Available in 3 ways: (1) As regular charger with a low capacity storage battery for sets now using dry cells. (2) With storage battery sets of wet tubes. (3) As a "trickle" or continuous charger for sets of as many as 8 dry cell or storage battery tubes. Size 5 1/2 in. long, 2 1/2 in. wide, 5 in. high. Operates from 110-120 AC 60 cycle current. Special model for 50 cycles.

Manufacturers are offering switches, which turn on Balkite "B" and turn off the charger when you turn on your set. This makes the current supply for both circuits automatic.

Price \$10 West of Rockies, \$10.50 In Canada, \$15



Balkite Battery Charger

This popular battery charger is entirely noiseless and can be used while the radio set is in operation. Charging rate, 2.5 amperes. Operates from 110-120 AC 60 cycle current. Special model for 50 cycles. Also for 25-40 cycles with 1.5 ampere charging rate.

Price \$19.30 West of Rockies, \$20 In Canada, \$27.50

The popular Balkite Battery Charger is already well known. It is entirely noiseless and can be used while the set is in operation. Balkite "B" II is also well known. It replaces "B" batteries entirely and supplies plate current from the light socket.

We now announce the Balkite Trickle Charger at \$10. This low-rate charger is especially adapted to use with sets of relatively low "A" current requirements—any dry cell set and storage battery sets with wet tubes. Owners of dry cell sets can now make a very compact and economical installation with a Balkite Trickle Charger and a low capacity storage battery of the type offered by battery manufacturers this fall.

We also announce the new Balkite "B" at \$35. This new model will serve practically any 5 tube and most 6 tube sets. It fits in your present "B" battery compartment.

Noiseless—No bulbs—Permanent

All Balkite Radio Power Units are entirely noiseless in operation. They have no moving parts, no bulbs, and nothing to adjust, break or get out of order. Each is a permanent piece of equipment with nothing to wear out or replace. They require no other attention than the infrequent addition of water. They require no changes or additions to your set.

Manufactured by FANSTEEL PRODUCTS COMPANY, Inc. North Chicago, Illinois

FANSTEEL Balkite Radio Power Units



Balkite "B"

Eliminates "B" batteries. Supplies plate current from the light socket. Operates with either storage battery or dry cell tubes. Keeps "B" circuit always operating at maximum efficiency. Requires no attention other than adding water about twice a year. Will serve any set requiring not more than 20 milliamperes at 90 volts—practically all sets of 5 tubes or less and most 6 tube sets. Occupies about same space as 45 volt dry "B" battery. Operates from 110-120 AC 60 cycle current. Special model for 50 cycles.

Price \$35 In Canada, \$49.50



Balkite "B" II Same as the new Balkite "B" but will fit any set including those of 8 tubes or more. Operates from 110-120 AC 60 cycle current. Special model for 50 cycles.

Price \$55 In Canada, \$75

The Gould Unipower is equipped with a special Balkite Radio Power Unit

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 140)

different sizes in order to be adaptable to all standard sets.

The Curtis-Leger Fixture Co. also manufactures a loud speaker of the horn type in three models, the Cremona DeLuxe, Cremona Junior and Cremona Midget. The horns in all models are made of compressed wood, the first two named being finished in walnut and the Midget is crystallized black. Two sound units, adaptable for phonographs and loud-speaker cabinets, are also manufactured. Other radio products, manufactured by the firm are the B-EX-L dry "B" battery and Blue Streak radio tubes in four types, with blue glass and bakelite bases.

**Popular Orchestra Uses Gulbransen**

Bob's Buckeye Buddies, one of the most popular dance organizations in southern Ohio, has been touring that section of the State with

and below the grill appears the well-known Jewel trade mark in gold. The cabinet is fifteen inches high, eight inches deep, five and one-half inches wide at the top of the face and eleven inches at the bottom. It will retail at \$25.00, and \$27.50 west of the Rocky Mountains. The Jewel plant has been under production for several weeks on the new speaker, and it will be ready for delivery to the dealer the latter part of September. It was perfected jointly by T. E. Davidson, president of the firm, J. H. Davis, sales manager, and William Tures, traveling representative.

**New Minerva Receivers Announced**

The Minerva Radio Co., manufacturers of Minerva radio receiving sets, 827 Irving Park Blvd., this city, recently announced to the music trade its new line of receivers, which include a table

what smaller throughout, and it is also finished in duotone American walnut.

The entire Minerva line is composed of five-tube sets with tuned radio frequency circuits, and is so designed as to represent a variety of styles and prices, and to meet the demands of the buyer. E. R. Schulz, general manager and head of the Minerva Radio Co., is highly optimistic regarding the reception in the trade of Minerva products and has already established a number of distributors, who in turn are securing dealer outlets.

**Wm. Tures on Extended Trip**

William Tures, representative of the Jewel Phonoparts Co., the prominent manufacturers of portable phonographs, tone arms and loud speakers, left the Chicago office of his firm the second week of September on an extended trip throughout the East. He spent several days in New York City about the middle of the month, and while there attended both radio shows. He will visit Boston, Philadelphia and the other leading trade centers of the East before returning to the home office.

**A Wonderful Mohawk Window**

A new window display which has created a considerable amount of favorable comment in Chicago is that of the Mohawk Electric Corp., manufacturer of the Mohawk single control 5-tube receiver. The display, which occupies the five large ground floor windows of the Mohawk Building, at Diversey Blvd. and Logan Blvd., is chiefly noteworthy for its unique lighting effect and originality of arrangement. In each window is a large white arch adorned with sweet peas, around and under which are grouped various models of the Mohawk set. Two large globes bearing the name "Mohawk" are over the pillars of each arch. The entire display has for a background rich plush hangings and the new mahogany window show cases which were recently completed. As thousands of automobiles and pedestrians pass the Mohawk Building every day and evening the elaborate display is considered well worth the expense and labor entailed in its installation.

**Now the Andrews Radio Corp.**

The Andrews Radio Co., manufacturer of Andrews Dorensadyne radio receiving sets, recently incorporated, and changed its name to the Andrews Radio Corp., according to an announcement made by the officials of the firm a short time ago. On its board of directors are a number of prominent Chicago business men, including Walter A. Strong, managing editor of the Chicago Daily News; Lawrence W. Scudder, president of the Andrews Radio Corp., and head of his own firm, Lawrence W. Scudder & Co., certified public accountants; W. H. Patterson, who holds the position of secretary, and is president of the John H. Dunham Co. advertising agency; E. F. Andrews, vice-president, Frank

(Continued on page 142)



**Bob's Buckeye Buddies**

model, consolette and two sets of the wall console type. has taken with them a Gulbransen grand piano purchased from the Meyer Music Co., of Sydney, O. The size of the instrument is five feet four inches long, and is finished in a beautiful brown mahogany.

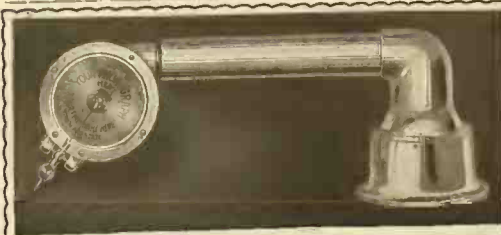
**Jewel Radio Loud Speaker Makes Debut**

A new cabinet type reproducer, to be known as the Jewel Radio Loud Speaker, is being introduced by the Jewel Phonoparts Co., the prominent tone arm and portable phonograph manufacturers of this city. The new Jewel product is an upright cabinet, of five-ply veneer in dark brown mahogany finish, with rubber feet on the base to protect polished surfaces. The horn is of solid wood and the acoustic principles of the instrument follow those of the Mormon Tabernacle in Salt Lake City, Utah. The sound unit, selected after a number of rigid tests, is connected to a Jewel radio tone arm. The face of the instrument is unusually attractive as it is a grill shaped in the form of a lyre,

signal success, playing at some of the most fashionable clubs and resorts. The orchestra

The table model, designated as the Minerva "Distantia DeLuxe" is a five-tube receiver with a mahogany cabinet, designed for use with a separate loud speaker or phonograph tone arm and horn. The "Elite" Consolette is finished in a duotone finish American walnut cabinet with "B" battery facilities and built-in speaker. On all Minerva models of the console and consolette type, the built-in speakers are scientifically constructed and balanced in proportion to the instrument, insuring fine tone qualities. All console and consolette sets are equipped with panel lights for dial illumination.

The Minerva "Grand," a wall console type instrument, is designed and constructed with special attention to beauty, finish and general richness. The cabinet is Stuart style, finished in duotone walnut. The instrument contains a compartment for the installation of all battery and charger equipment. The "Serenade" wall console is similar to the "Grand," though some-

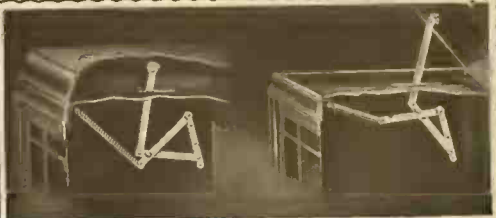


**Scottford Tonearm and Superior Reproducer**

Manufactured under patents of Louis K. Scottford. Plays all makes of records. Famous for tone—without the usual metallic sharpness and without the scratch. Standard length 8 1/2 inches center of base to needlepoint—can be made to order longer or shorter. Base opening 2 inches diameter.

Fine quality Nickel and Gold Plate finishes

Supplied to manufacturers of high-grade phonograph cabinets in the United States and all foreign countries. Samples sent anywhere for trial.



**The Superior Spring Balanced Lid Support**

A touch of one finger lifts or closes the lid which stays, balanced, at any point desired. Does not warp lid. Noiseless in operation. The simplest spring balance made—and easiest to install. Can be made to fit any type and weight of lid. Furnished complete with escutcheon plate and all necessary screws.

Low quantity Prices quoted on application

**BARNHART BROTHERS & SPINDLER SUPERIOR SPECIALTIES FOR PHONOGRAPHS MONROE & THROOP STS., CHICAGO**

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 141).

W. Johnson, treasurer, and C. C. Bradbury, of Williams, Bradbury, McCaleb and Hinkle, patent lawyers.

The firm recently moved from its headquarters at 2132 South Michigan avenue, and established its factory and general offices at 1414 South Wabash avenue, in greatly increased space, in order to facilitate the handling of the rapidly expanding business. Lynn Piper, general manager, who was appointed to that position recently, was formerly general manager of the Oil Heating Co., of Chicago, and previous to that was Southern district manager of the Edison Electric Appliance Co., with offices in Atlanta, Ga.

#### Apex Co.'s Immense Publicity Campaign

The Apex Electric Mfg. Co., radio receiving set and loud speaker manufacturers, 1410 West Fifty-ninth street, this city, is embarking upon an advertising and sales program of considerable size this Fall. A publicity campaign of national scope, which will include the Saturday

Evening Post and other national publications, is at present in progress and every care is being exerted to insure a close tie-up between the manufacturer, distributor and dealer.

A chart, reproducing especially prepared advertisements for the use of the distributor in each of the territories, has been placed in the hands of the jobbers. The advertisements will occupy large newspaper space, embody attention-compelling captions and illustrations, and are designed with the idea of leading the reader to the nearest Apex dealer. A chart of similar nature has been sent to all Apex dealers, listing a large number of prepared advertisements, which the dealer may order, the mats or electros being supplied by the manufacturers free of charge. In addition, half tones, line cuts and colored movie slides with space allowed for the local dealer's name are furnished to the retailer for the asking.

Each Apex distributor is allotted a definite territory with exclusive privileges. In the same

manner, the distributors authorize those dealers who qualify as exclusive Apex franchise dealers, with no competitor within a definitely promised radius, thus eliminating dangerous competition, and what might lead to destructive price cutting.

The line of radio products manufactured by the Apex Electric Co. includes the Apex Super Five in a walnut cabinet with all fittings gold plated; the Apex Baby Grand finished in walnut and equipped with the Apex Entertainer speaker; the Utility Radio table; the Console Entertainer, a cabinet speaker; the Entertainer in the horn type of loud speaker, and Apex vernier dials.

#### Mohawk Radio Popularity in Iowa

The Mohawk Electric Corp. recently announced that considerable progress has been made toward the sale of its products in the State of Iowa. An extensive selling campaign in this State, which was carried on by the Mohawk Electric Corporation last year, enabled it to obtain some very fine dealers. Among the dealers selling Mohawk sets are four music houses, Frank Locher, Monticello, Ia.; The Guest Piano Co., Burlington, Ia.; Bergmau Piano Co. at Ft. Madison, Ia.; and Hoffman Piano Co. of Clinton, Ia.

Mohawk officials state that the extensive advertising and publicity campaign which has appeared in newspapers, magazines and trade publications has been of great assistance in the sale of the Mohawk one-dial receiver.

#### Introduce Table Cabinet Radio

Several weeks ago the Stewart-Warner Speedometer Corp. announced an addition to its line of radio products, in the form of a table cabinet radio. The new product, to be known as model 325, is a five-tube set finished in walnut with a crystalline walnut finished metal panel. The center dial on model 325 controls the wave length. It is priced at \$80, with accessories.

#### Consolidated Co. Has Adler-Royal Franchise

The Consolidated Talking Machine Co., 229 West Washington boulevard, the prominent distributor and manufacturer of the Swanson portable phonograph, which was recently appointed distributor for the Adler Mfg. Co., of New York City, has already opened important dealer connections for Adler-Royal products. The Consolidated Talking Machine Co. is very well known throughout the Central West as a distributor of Okeh and Odeon records, radio products and other musical instruments, and is ideally qualified to attain success with the Adler-Royal franchise. According to E. A. Fearn, president of the firm, an intensive campaign will be immediately started in the Chicago territory on the Adler-Royal line.

#### P. F. Schneider Visits Gulbransen

P. F. Schneider, of the Schneider Music Co., Gulbransen dealer of Vincennes, Ind., was a recent visitor to the Gulbransen factory, stopping off in the course of a vacation trip which included visits to Niagara Falls, Canada, Chicago, Detroit and Grand Rapids. He reported an excellent business and declared that the outlook for the Gulbransen in his territory prefaces a busy Fall season. Mr. Schneider has built up a very successful retail trade by the application of aggressive methods, strong and consistent publicity and other forms of effective sales promotion.

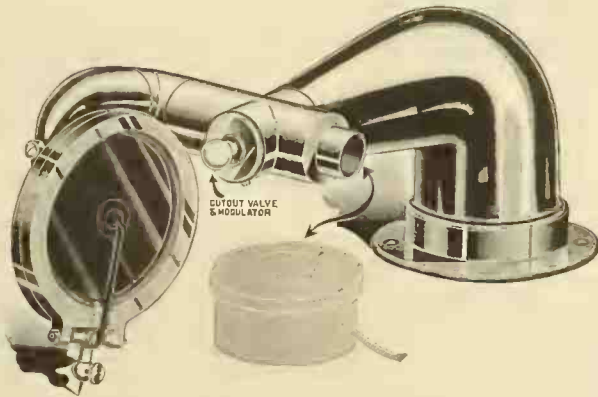
#### J. F. Quinn's Talk in Printers' Ink

In a recent issue of Printers' Ink, a publication covering the advertising and sales promotional field, an article appeared under the heading "Radio's Selling and Advertising Sins," over the signature of J. F. Quinn, advertising and sales promotion manager of Electrical Research Laboratories, Chicago, manufacturers of Erla receiving sets. In the article, Mr. Quinn points out the faults so glaringly evident in radio advertising of to-day, how the buyer is so often misled, becomes skeptical and is left with a bad taste in his mouth for the radio industry in general.

(Continued on page 144)

## USED ALL OVER THE WORLD

*There Is a Reason*



A Blood Tone Arm on your Phonograph assures you the best. The natural tone reproduction insures the sale of your cabinet.

*Dealers Demand Them*

## BLOOD TONE ARM CO.

BAY CITY, MICHIGAN

Sales Office for Chicago District

BLOOD TONE ARM CO., 222 W. Madison St., Chicago

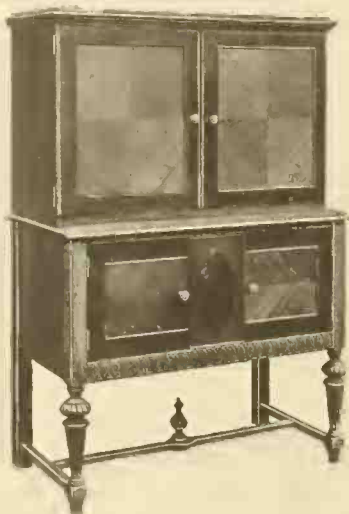




## Two Models

that certainly received their share of the Play at both the Grand Rapids and Chicago Furniture Show.

*DID YOU SEE THEM?*



### *The Bordeaux*

Genuine Walnut with Rosewood trimmings. Loud speaking unit and horn enclosed; will house any type Radio Panel. 34" wide, 52" high, 16" deep.

A Line from you Mr. Dealer will bring further information as well as illustrations of other Models to you immediately.

The most attractively priced High Grade Cabinet line on the Market.



### *Model 15*

Diamond Mahogany or Butt Walnut. Loud speaking unit and horn enclosed; will house practically any make radio panel.

# RADIO MASTER CORP. OF AMERICA

A WARD INDUSTRY

BAY CITY, MICHIGAN

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 142)

Mr. Quinn lays stress on the fact that the confidence of the public has been undermined by extravagant claims made in advertising, and this sort of propaganda has gained such headway that it is time to call a halt and have radio products presented to prospects in the right manner.

Word From the Arctic Through Zenith

It is a far cry from "Greenland's icy mountains" to cozy living rooms where thousands of radio listeners every night hear interesting tales of the far North from the MacMillan Arctic Expedition. This has been made possible through

the Balkite battery charger and a number of parts. The Pocketbook is published in very convenient size, and since it is so complete, should serve as a handy reference source for the dealer.

Phonograph Manufacturers' Meeting Postponed

The monthly meeting of the Phonograph Manufacturers' National Association has been postponed from September 15 to September 22 because of the possibility of a conflict with the radio shows now being held in New York City and the convention of the Ohio Music Merchants' Association held in Cincinnati on September 12, 13 and 14.

Every word that you read of the MacMillan Expedition is sent back by



New Zenith Arctic Poster

the Zenith Radio Corp., which has a broadcasting station on the S. S. "Peary."

The significance of the story is pointedly told in a series of window posters the Zenith Radio Corp. has prepared for its dealers, showing scenes of Greenland and bearing the inscription: "Every word that you read of the MacMillan Expedition is sent back by Zenith Radio exclusively."

The accompanying illustration is the first of a series of these window posters which offer excellent tie-ups with the interesting tales that are broadcasted through Zenith. The posters are being featured by Zenith dealers in Chicago as well as throughout the country.

Harry Alter's Pocketbook for September

The Harry Alter Co., prominent distributor of radio products, located at Ogden boulevard and Carroll avenue, this city, recently issued the September number of Harry Alter's Pocketbook, a handy pocket size catalog. The booklet shows the complete line of products, together with descriptions and prices, handled by the Harry Alter Co., including Brunelli-Jones radio receivers, Frost musette loud speakers, Brandes speakers and table talkers, Saal loud speakers, the complete line of Utah loud speakers, Cunningham radio tubes, Burgess batteries,

manufacturers and dealers, asking for information regarding the purpose and aims of the organization. The announcements have even attracted attention in foreign countries, one music dealer in Paris, France, having addressed Mr. Otis.

In a communication addressed to the members of the Association the first week of September Mr. Otis makes mention of an editorial which appeared in the Chicago Evening American of August 21 in which the writer gave a short resume of the progress made in the radio industry during the past three years. The editorial then goes on to discuss the phonograph situation and the fallacy of the belief that the radio set and the talking machine should conflict with each other. In conclusion, the editorial stated that the two musical instruments should be combined so that owners might receive both kinds of entertainment at will.

In his letter Mr. Otis points to the fact that the plants of Association members are operating at top speed, and that the talking machine business gives every indication of a sound future and ample reason for confidence and optimism. He points to a statement by Herbert Hoover, in which the latter contends that manufacturers who belong to trade associations

and who control their production by charts do not usually overload the market. Mr. Otis stresses this point and states that no member of the Association has overproduced since its organization in February, and consequently has not been forced to dump stock. Hoover, in his article, states that trade association members usually ride a wave of depression better than those outside its ranks, since they are given the opportunity to profit by the combined knowledge and experience of the number of producers.

Albert Spaulding Records for Edison

Albert Spaulding, one of the foremost American violinists, was introduced for the first time several weeks ago on Brunswick records, his first two selections being "Ave Maria" and "On Wings of Song." Spaulding is in constant demand for concert engagements throughout Europe, as well as in the United States, and there are doubtless many of the artist's admirers who will welcome his entrance to the Brunswick New Hall of Fame.

Giant "Erla" Receiving Sets

An illuminated sign, so situated as to attract attention from a great distance, is admitted to be one of the greatest publicity and advertising helps which a firm may own. Such is the case with the Electrical Research Laboratories, manufacturers of Erla receiving sets and parts,



Home of Erla

at 2500 Cottage Grove avenue, whose giant electric sign rises far above the Erla building. It stands twenty-two feet high and is twenty-eight feet in width, the oval section alone which encircles the name "Erla" being sixteen feet high and twenty-eight feet wide. Below the trade name appears the word "Radio" in brilliant red. The sign is visible to the North for a distance of about four miles, pedestrians being able to see it from the Michigan Boulevard bridge over the Chicago River, and almost constantly along the new drive which borders Lake Michigan south of Monroe street. Eight hundred and fifty bulbs of high candle power are used in the sign, shedding a powerful white light from sunset until dawn.

Nominate Piano Club Officers

The Piano Club of Chicago recently announced the selection of a ticket of officers for the coming year, picked by the nominating committee of the organization. The list reads as follows: For president, Henry Hewitt; vice-president, Gordon Laughead; secretary, Harry Bibb; treasurer, James V. Sill. The recommendations for the board of governors, which serves a two-year term, include J. T. Bristol, Harry Schoenwald, W. H. Collins, E. V. Galloway and Jack Kapp. The annual meeting for the election of officers will be held on Wednesday, October 7.

New Kimball Phonograph Being Introduced

The W. W. Kimball Co., manufacturer of Kimball phonographs, pianos and pipe organs, 306 South Wabash avenue, Chicago, is announcing to the trade at the present time a new model phonograph designated as Style T-R. The new product is a console of mahogany veneer in brown finish with a compartment for the installation of a standard size radio panel. The reproduction of natural tone is said to be

(Continued on page 146)

Advertisement for The Harry Alter Co. featuring various radio brands like Balkite, Premier Electric Company, Dubilier, Remler, Shamrock, Bright Star, Brandes, All-American, Benjamin, Albert, Radion, and Acme. Includes a central box with '100% SATISFACTORY SERVICE!' and 'A BUSINESS built on giving dealers what they want when they want it.' The Harry Alter Co. Wholesale Radio. Ogden at Carroll Ave., Chicago, Ill.

# Zenith is here to stay!

**T**HE SUCCESS and PROSPERITY of a music merchant depends to a great extent upon the ALLIANCES he makes.

An alliance with the makers of a certain piano of world-wide reputation has meant to many a merchant thousands and thousands of dollars in yearly profits.

So, too, an alliance with the makers of a certain radio set—already widely heralded for distinguished service—is destined to mean, for many a merchant, the foundation of a personal fortune.

During the expansion period of an industry, it is the shrewd merchant who allies himself with a house which places quality and service above mere volume—which respects the merchant's need for exclusive representation—which protects him against fluctuating prices—which supports him with powerful and continuous national advertising—which places in his hands a product distinguished alike for artistic beauty and unexcelled performance.

In your community, the Zenith franchise may still be available to you. If so, it represents too great an opportunity for you to lightly disregard it.

A telegram, or a letter, will bring you full particulars.

Again Commander Donald B. MacMillan chooses Zenith for his Arctic Expedition. When human lives may depend upon the reliability of radio performance, only one reason can explain his choice: Zenith has proved to be the best obtainable at any price.

**ZENITH RADIO CORPORATION**  
Straus Building, Chicago



Super Zeniths are priced at from \$240 to \$2,000. Each instrument is sold under a quality guarantee. Above is shown the De Luxe Italian model.

- Super-Zenith VII . . . \$240
- Super-Zenith VIII . . . 260
- Super-Zenith IX . . . 355

Also Zenith regenerative sets (non-radiating) licensed under Armstrong U. S. Patent No. 1,113,149

- Zenith 4R . . . . . \$100
- Zenith 3R . . . . . 175



**IT COSTS MORE . . . BUT . . . IT DOES MORE!**

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 144)

especially notable in this new Kimball phonograph, in which the radio set, when installed, connects through its loud speaker to the phonograph tone chamber. The left front door leads to a large compartment which will contain batteries and charger and will give easy access to the radio panel. The tone chamber on the right is disclosed by dropping the door which slides back. Style T-R is thirty-three and one-half inches high, thirty-five inches wide and twenty and three-quarter inches deep.

**Opening Plans of New Zenith Station, WJAZ**

The opening of the new Zenith broadcasting station WJAZ in the Straus Building, Chicago, will be held around the first of October, shortly after the return of the MacMillan Arctic Ex-



J. Lester Haberkorn

pedition. Both Commanders Donald B. MacMillan and E. F. McDonald, president of the Zenith Radio Corp., will be present at the inaugural broadcasting, and, in addition, there will appear a number of the most prominent vocal artists and musical stars of the nation. Among the galaxy of musical talent will be J. Lester Haberkorn, a baritone of note, who attracted the attention of H. H. Roemer, director of sales promotion of the Zenith Radio Corp., at a concert at the Union League Club, Chicago, a short time ago. Mr. Roemer was so impressed with the voice and personality of Mr. Haberkorn that he immediately made arrangements with the singer to appear before the WJAZ microphone.

Mr. Haberkorn has had an interesting career and has been identified with musical interests throughout his life, his father, Louis J. Haberkorn, being owner and proprietor of the House of Music, in Chatsworth, Ill., his birthplace. Harry K. Roush, a traveling salesman, happened to hear the boy singing in his father's music store and persuaded the parents to give the child a musical education. He attended the Chicago Musical College, where he won many honors, and studied under a number of noted teachers. He traveled for some time after his graduation with chauntiaquas and minstrel organizations, always occupying the position of feature baritone. His voice has only been heard twice over radio, and each time the studios were flooded with letters, cards and telegrams from pleased listeners.

A number of radio authorities hold that stations which broadcast each night must necessarily suffer from lack of talent at certain times, and cannot guarantee the listening public of high-class entertainment. The officials of the Zenith Radio Corp., of Chicago, in announcing the opening of the new Zenith station WJAZ, state that the station will go on the air for only several hours each week, but that each program will be given by singers and musicians of the best type obtainable. This policy will be pursued in the belief that the public is anxious to hear refined entertainment, and will welcome and be on the alert for stations such as WJAZ on the nights appointed for broadcasting.

**New Distributors for "Erla" Products**

A number of new distributors were recently announced by the Electrical Research Laboratories, manufacturers of Erla Radio receiving sets and parts. Among them are Bryson Radio Co., Dallas, Tex.; Fargo Plumbing & Heating Co., Fargo, N. D.; Hall Supply Co., Minneapolis, Minn.; Protective Electric Supply Co., Fort Wayne, Ind., and W. E. Feutterer Supply Co., of St. Louis, Mo.

Robert Devlin, sales manager of Electrical Research Laboratories, is working closely with the various Erla distributors, and the sales manual which he recently prepared and placed in their hands has met with a fine response and proved an invaluable help. The manual for distributors, containing ninety-three pages, represents one of the most complete sales handbooks ever placed in the hands of the trade. It covers practically every phase of the radio sales question, contains pictures showing every operation made in the manufacture of Erla

sets, and is filled with suggestions of proved worth to the distributor. The manual for dealers, containing forty-seven pages, is placed in the hands of every authorized Erla dealer, and is destined to solve his problems in a most satisfactory manner. It suggests to the retailer methods to be used for display, advertising, employing of whole or part time sales people, closing of sales and service. Mr. Devlin reports that the manual has filled a long-felt want, and has met with a splendid reception. It also forms a part of the equipment of every Erla representative.

**How Erla Distributor Equips Its Salesmen**

The Clyde Washburn Co., of Memphis, Tenn., distributor for Erla radio sets and parts, believes in equipping its sales representatives



Clyde Washburn Co. Truck

thoroughly. The illustration shows one of a fleet of trucks recently purchased by the firm for use in its headquarters and its branches in New Orleans, Little Rock and Birmingham. In the space in the rear of the car there is room for practically everything the salesman needs for a demonstration, including sets, antennae, batteries, etc. The Clyde Washburn Co. is also one of the largest distributors of Hassler shock absorbers in the country.

**Gulbransen Display at Piano Tuners' Convention**

The Gulbransen Co., of Chicago, manufacturer of Gulbransen registering pianos, played a prominent part in the recent convention of the National Association of Piano Tuners, held in Detroit. The display room of the Gulbransen Co. in the Statler Hotel, convention headquarters, was visited by many delegates.

The White House model Gulbransen registering piano was the instrument on which applicants for membership in the Tuners' Association were examined, and in this connection there was much comment at the convention regarding the Gulbransen policy of advertising in national mediums, consistently, that pianos should be tuned twice a year. This policy is to be further pursued, in a larger list of publications, starting in the September issues.

The many visitors at the convention were interested not only in the Gulbransen registering piano itself, but in the plate glass display case, in which all parts of the mechanism were shown as they appear before being assembled in the completed instrument. The display also included advertising matter, tuners' service literature, and samples of press clippings from newspapers all over the United States showing items prepared by the Gulbransen Co., which had been given press prominence.

**Handsome New Pfanstiehl Radio Catalog**

The Pfanstiehl Radio Co., of Highland Park and Chicago, Ill., manufacturer of Pfanstiehl radio receivers, recently issued a handsome eight-page catalog finished in brown and gold in standard letter size. The booklet is complete in every detail, with illustrations on the various Pfanstiehl models and detailed specifications. The new catalog is evidently the highest type of "silent" salesman, for one dealer wrote to the Pfanstiehl Radio Co. office stating that the Pfanstiehl representative when he called would have to talk fast in order to impart to the dealer any additional information. The front cover is devoted to a reproduction

(Continued on page 148)

**Burns LOUD SPEAKER with Large Concert Unit**

Dealers will instantly recognize the increased sales possibilities with the Burns Speaker when equipped with the new Concert Unit. The large size and scientific construction of this Unit produces most remarkable results. Horn is made up with pyralin flare in several handsome finishes.



No. 205

- No. 205B Black flare . . . \$22.50
- No. 205D Mahogany tinted flare \$25.00
- No. 205P Mother-of-Pearl flare \$30.00
- No. 100 Unit for phonograph \$10.00
- No. 120 Concert Unit . . . \$12.00



No. 120 Concert Unit

Burns Speaker is of a distinctive design which easily identifies it and gives an individuality that meets requirements of the exacting customer who wishes something out of the ordinary. It pleases the eye as well as the ear.

Write Manufacturers for Attractive Trade Prices

**American Electric Company**  
State and 64th Sts., Chicago, U. S. A.

# No. 70 Oro-Tone

# Radio Tone Arm (

Cut shows exact size of No. 70 Radio Arm when adjusted to the 8 1/2 inch length.



## A New Oro-Tone Product at a Low Price

Here is a new Oro-Tone radio tone arm with concealed radio connection. The throw back has a very long bearing that is carefully machined which insures a perfect fit that will never become loose or noisy.

*Send for Sample on 30 Days' Approval*



This shows a reverse view of the No. 70, illustrating the removable radio cap for attaching the loud speaker phone.

When reproducer is turned back, the reproducer intake is closed giving the radio a straight drive through tone arm.



Note the long throw back bearing on the No. 70, made so it cannot break or become loose.

## The Oro-Tone Company

1000-1010 George Street - Chicago, U. S. A.

Cable Address: "OROTONE"

Bentley Code

## FROM OUR CHICAGO HEADQUARTERS—(Continued from page 146)

tion of the outstanding feature of the single dial Six, with the actual wave length glowing from an illuminated dial. Model 7, the Over-tone receiver introduced last year, and Model 8, a five-tube set with two-dial control, are also reproduced. Both the single and two-dial receivers are produced in console form with built-in loud speaker, the Pfanstiel firm terming these products double-duty cabinets, because of their adaptability to either table or floor use. The complete single dial console receiver with Over-tone speaker, control board and battery charger built in is illustrated on the inside of the back cover.

**Louis Geyler to Wholesale Erla Line**

Louis Geyler, long identified with the automobile industry in Chicago as one of the most prominent distributors along Michigan avenue,



Louis Geyler

retired recently from the automobile field and opened a wholesale distributing plant for Erla radio receiving sets and parts at 2243 South Michigan avenue in large and attractive space.

The change means his retirement from the automotive field, where he has been a very active figure for more than twenty-one years. His decision was not hastily made, however, for his firm has, for some months, represented the Electrical Research Laboratories in the territory surrounding Chicago, northern Indiana and southwestern Michigan, and Mr. Geyler is also a member of the Erla board of directors.

Mr. Geyler's change of interests was the subject of an extended article in the Chicago Evening Post of September 1 in which his departure from the automobile field and his affiliation with the Electrical Research interests were dilated on at length in a complimentary way. Few men have won such a position of eminence, and it is felt that his incursion into the radio domain will be prolific of splendid results.

**Effective Mohawk Display by Grinnell**

Grinnell Bros., prominent music house of Detroit, Mich., which recently assumed the distribution of the Mohawk one-dial receiving set manufactured by the Mohawk Electric Corp. of Chicago, and is distributing these sets through its dealers in the State of Michigan as well as through its own stores, has a very novel display of the Mohawk line in one of its dealer's stores. This dealer met with very great success on account of this beautiful display of the Mohawk set and increased his business materially. Displays of this kind naturally tend toward larger radio sales and assist dealers to sell more radio sets. Grinnell Bros. displayed Mohawk sets last season and met with more than marked success. The firm has at various times reported its dealers to be very enthusiastic because of the one-dial feature which the Mohawk set incorporates.

**Delivery Trucks Advertise Gulbransen**

While a great many music dealers ignore the opportunity of advertising their business on their delivery trucks, a number of enterprising dealers have found it to be a very good medium of advertising, as it not only identifies the house that is making the delivery, but serves as a general reminder of the name of the firm as the machine travels through the streets.

Martin Bros. Piano Co., Nevada, Mo., recently purchased a new Ford truck and immediately lettered a Gulbransen sign upon it which attracted considerable attention. The sign is painted in gold leaf and the famous Gulbransen baby trade-mark is shown in natural colors. Incidentally, the first instrument sold by the use of the truck was a Gulbransen.

The Martin Bros. Piano Co. is one of the most aggressive concerns in this section of the country, and H. A. Ellis, district manager of the company, is a firm believer in advertising, overlooking few publicity opportunities.

**Two Popular Numbers Recorded by Thomas**

John Charles Thomas, believed by many critics to be destined to become America's favorite singer of songs that have an appeal

to the masses, recently recorded two numbers for the Brunswick-Balke-Collender Co., namely, "Daddy" and "Little Mother of Mine." The record has met with a fine response since it appeals to father, mother and children alike, and because of Thomas' fast-growing popularity.

**MacMillan Keeps in Touch With Civilization**

Every Wednesday at midnight an unusual radio program has been broadcast from the Chicago Tribune broadcasting station, WGN, on the Drake Hotel, Chicago, to the MacMillan Arctic Expedition. The program began when Commanders Donald MacMillan and E. F. McDonald, Jr., president of the Zenith Radio Corp., sailed from Boston, June 17, Bunker Hill Day, and will be continued until the return of the expedition late in September. Commander MacMillan made special request before sailing for the Arctic that his old friend and college fraternity brother, the Reverend Gardner MacWhorter, of Chicago, should again render the service of weekly communication from home that he gave during the MacMillan Expedition of 1923-24 from the Zenith-Edgewater Beach station WJAZ.

The new Zenith broadcasting station WJAZ located at Mount Prospect, Ill., some twenty-odd miles out of Chicago, with the handsome Spanish renaissance studio on the twenty-third floor of the new Straus Building, was not completed in time to carry on this unique broadcasting feature, and the Chicago Tribune station was placed at the disposal of the Rev. MacWhorter during June and July in order that the weekly midnight programs might be given.

The MacMillan programs are sent at midnight, central standard time, and are usually of an hour or an hour and a half duration, consisting of several musical numbers by friends who have volunteered for this personal service, then a short address by some close friend of Commander MacMillan, and the rest of the time is given over to the reading by the Reverend Gardner MacWhorter of personal messages from relatives of the men in the Arctic expedition's personnel, a comprehensive news digest of the world's events of greatest interest to the explorers, and an occasional humorous incident that may provoke a little laughter in the cabin of the "Bowdoin" or the S. S. "Peary," the sister ship of the "Bowdoin," under the command of E. F. McDonald, Jr.

During the past two months many distinguished guests have taken part in the MacMillan programs from Chicago, including: Dean Paul Nixon, of Bowdoin College, Me., MacMillan's Alma Mater; U. J. Herrmann, manager of the Cort Theatre, Chicago, and of the New York Radio World's Fair and Chicago Radio Show; Mr. and Mrs. Frederick H. Rawson, of Chicago, parents of Kennett Rawson, fourteen-year-old cabin-boy of the "Bowdoin"; S. I. Marks, treasurer of the Zenith Radio Corporation; H. H. Roemer, director of sales promotion of the Zenith Radio Corporation; Jack Gregson, president of the Chicago Bowdoin College alumni; F. W. Thurnau, J. W. Cook, and H. F. Juckett, officers of the Theta Delta Chi fraternity, of which Commander MacMillan is a member.

On one Wednesday at midnight Commander McDonald's mother and sister, through the Chicago Tribune broadcasting station on the Drake Hotel, spoke their greetings and good wishes to him.

While the programs are intended solely for the members of the MacMillan Arctic Expedition, many thousands of radio enthusiasts interested in Commander MacMillan and his exploration have listened in and sent word of their appreciation.

During the rest of the time that Commander MacMillan is in the Arctic, the programs will be given at Zenith Station WJAZ, under the direction of the Reverend Gardner MacWhorter. Messages of appreciation have been received from the MacMillan Arctic Expedition

(Continued on page 150)

# 50% DISCOUNT

## To the Dealer

ON THE NEW

## "Aurora 3"



Counterbalanced Radio Receiver

A new idea in radio merchandising whereby the dealer receives a discount of 50%—the usual jobber's discount. The "Aurora 3" is a 3-tube counterbalanced circuit, and is sold direct from manufacturer to the dealer. It embodies highest quality standard parts, with a handsome cabinet finished in two-tone walnut. In tone, selectivity and distance it produces better results than many high-priced 5-tube sets, and distortion is absolutely eliminated.

List Price

\$60

Dealers' Price

# \$30

SEND FOR DETAILS

Write today for complete information and details of our new Manufacturers-to-Dealer policy.

AURORA INCORPORATED, Dept. 16, Aurora, Ill.

September 19, 1925

Liberty

# Different



This cabinet contains a complete radio set for the entertainment of their guests. The portable Operadio in its case. The portable Operadio in its case. The portable Operadio in its case.

and setting like a cabinet.

...which can be removed.

...set up anywhere in the apartment.

...to suit the taste of your own home.

...and set up anywhere in the apartment.

...to suit the taste of your own home.

## Everything any radio can offer plus advantages no other set affords

Radio as you have hoped it would be! Radio of the finest quality. Simple, powerful, reliable and so convenient that it may be enjoyed anywhere—indoors or out, upstairs or down.

That is the Operadio—a complete, compact, self-contained receiver with loudspeaker, six tubes, batteries, loop and all parts fitted into a case of unbelievable compact proportions. No aerial or outside connections of any kind are required.

A single hearing will convince you that its performance is far ahead of any radio set you have ever heard. Yet the same is such superior quality and reliability that the Drake, Hooverville, Ben Franklin and many other leading hotels choose this set for the entertainment of their guests.

The portable Operadio in its case. The portable Operadio in its case. The portable Operadio in its case.

is available for thousands of homes now being used in thousands of homes.

And for those who desire it, the distinctive cabinet shown above is available for housing the beauty of a home—thus combining the beauty of furniture model with the convenience of absolute portability.

Before you decide on a radio set, see and hear the Operadio which offers every advantage of any set on the market and so much besides. Leading dealers handle the Operadio and will gladly demonstrate it in your home.

Chicago, Illinois

**THE OPERADIO CORPORATION**  
8 South Dearborn Street



# OPERADIO

The Original Self-Contained Radio

Mail this coupon for full particulars

**THE OPERADIO CORPORATION, Dept. A**  
8 So. Dearborn St., Chicago, Ill.

Please mail me illustrated booklet giving full particulars of Operadio and their distinctive features.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_

**Dealers** — This is the first of a series of full-page national advertisements starting in September and appearing with great frequency all through the selling season. Read it—then write or wire for particulars of the valuable Operadio franchise.

**THE OPERADIO CORPORATION, 8 South Dearborn St., Chicago, Ill.**

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 148)

asking for more personal news, specific stock quotations, political news, and request numbers from a violin soloist, Miss Catherine Wade-Smith, of Chicago.

**Isham Jones and His Orchestra on Tour**  
Isham Jones and His Orchestra, Brunswick artists, are now on a tour of the Central West, appearing in many of the larger cities, and his concerts are reported to have had a stimulating effect on the sales of his Brunswick records, wherever his organization has appeared. All of the numbers Jones plays in his programs are also recorded on Brunswick records, and he is especially featuring "I'm Tired of Everything But You," one of his latest hits, recorded under the new Brunswick process. Jones is also the author of the selection.

Nick Lucas, guitar artist and singer, also sings "I'm Tired of Everything But You," and on the reverse side of the Brunswick record "I Might Have Known." The latter is his own composition, and has been made extremely popular by his radio broadcasting. It is said to be the best record that Lucas has ever made, and is duplicating the sales of his former popular recordings.

**Eskimo Music Thrills Recipients**

Popular songs and Eskimo music broadcast from the MacMillan Arctic expedition, while it was anchored off Etah, Greenland, 3700 miles away, were heard by a thrilled audience of twenty-five people in the Zenith experimental station, 9XN, at Arlington Heights, Ill., on the evening of August 26.

Both voice and instrumental selections were heard, but the phonograph numbers were most clearly received. The reception marked the first time that an assembly has heard entertainment broadcast from the Arctic. The first selection was heard at 10:35 p. m., when the strains of "What'll I Do" came floating through 3700 miles of space, followed soon after by "Marcheta." The Eskimos then took their

places before the microphone, with various instruments made of bones and skins of wild animals, accompanied by their voices. Limited time curtailed the further broadcasting of the program.

Those attending the concert were: Mr. and Mrs. John L. Robbins, Mr. and Mrs. Frederick H. Rawson and son, Frederick, Jr., whose son and brother, Keunett, age fourteen, is a member of the MacMillan exploring party; W. S. Hedges, of the Daily News, and Mrs. Hedges; Carlton Butler, Chicago Evening American, and Mrs. Butler; H. H. Roemer, director of sales promotion of the Zenith Radio Corp., and Mrs. Roemer; Mrs. H. H. Green, of Cleveland, daughter of Mr. and Mrs. Roemer; Frederick A. Smith, Chicago Herald and Examiner, and Mrs. Smith; Walter Pierce, Lester Hines, A. H. Meyer, Adam Metzger, Healdon R. Starkey, J. V. Miltzer, James D. Foster, of the Associated Press, and Mrs. Foster.

**Stewart-Warner to Introduce Radio Tube**

The radio division of the Stewart-Warner Speedometer Corp., of this city, will place upon the market about the first of October a guaranteed radio tube. The new product, designated as No. 501-A, is placed in the hands of the user with a thirty-day guarantee. If the filament light in the tube fails to function during that period of time, the customer needs only to return it to the dealer, who will replace it free of charge. Every operation in its manufacture is closely inspected and Stewart-Warner officials state that they are in a position to make this guarantee because of the long life filament, high-grade materials and exacting care used in its manufacture.

**Not Restrained From Use of Name "Sonatron"**

Jess S. Raban, 160 N. La Salle street, attorney for the Sonatron Tube Co., of Chicago, defendant in a suit recently brought by the Sonora Phonograph Co., New York, a few days ago issued a statement to the effect that his

client was not restrained from the use of the name "Sonatron," except if used in connection with "Sonora." Mr. Raban, in his statement, contends that his client had abandoned the use of the name "Sonora" some time ago, and that the Court indicated that he considered this abandonment in good faith.

Excerpts from Mr. Raban's statement follow: "The real contest in the injunction suit, which was No. 4895 in Equity for the United States District Court, Northern District of Illinois, was the right to use the name 'Sonatron.' The Court refused to restrain the use of the name 'Sonatron' by my client, except if used in connection with 'Sonora' and my clients are using and intend to continue the use of 'Sonatron'."

**Interesting Number of Zenith Radiogram**

The fifth number of the Zenith Radiogram, house organ published by the Zenith Radio Corp., of Chicago, made its appearance the second week in September. It is made up in its usual attractive style, the front cover depicting in colors the northern lights of the Arctic, with the name "Zenith" worked in with the rays. The paper is replete with reproductions of billboards, window displays and other sales promotional helps, all destined to help the retail merchant by showing how his neighbor advertises and sells.

Among the most interesting photographs reproduced in the Radiogram are those of the new Zenith model in Chinese style, and one showing the President of Brazil listening to a demonstration of the Super-Zenith IX in the Catella Palace, the "White House" of his nation. The set was sold to the chief executive, Dr. Arturo de Silva Bernardes, by a representative of Herm Stoltz & Co., Zenith representatives in Rio de Janeiro, and H. H. Roemer, director of sales promotion of the Zenith Radio Corp. and Radiogram editor, upon hearing of the sale immediately cabled for a picture. (Continued on page 152)



**Minerva "Elite" Console Type**

Duotone finish, American walnut. Has compartment for "B" batteries. The built-in horn is scientifically constructed and produces perfect tonal qualities. Height 17", Length 21", Depth 14". Complete, less batteries and tubes...\$125.00



**Minerva "Serenade" Console**

Console Serenade in duotone finish, American walnut. Contains compartments for all battery and charger equipment. Built-in speaker has perfect tonal qualities. Height 42", Width 32", Depth 18". Complete, less batteries and tubes...\$125.00

# MINERVA

## A Product of Quality

### A Consistent Policy

The radio buying public demands in a set—

**DEPENDABLE PERFORMANCE  
QUALITY AND APPEARANCE  
REASONABLE PRICE.**

MINERVA radio receivers fulfill those demands. Noiseless tuning, selectively, maximum volume and range plus, combined in a durable instrument, mark the advancement achieved in Minerva engineering.

The Minerva models, with their gold panel trimmings, piano finished cabinets with concealed built-in speakers, reproducing each note sweet and clear, have singular refinements which attract the woman buyer.

Then, Minerva prices are moderate, considering the astonishing values represented by each set. Minerva appearance obtains for it a hearing, the demonstration convinces the listener of its quality, and the price will not frighten him. At the same time, the Minerva franchise means a profitable business. Profitable not only because the margin of returns on the initial sale is good, but because Minerva receivers are made with painstaking care, and require little or no servicing. In other words, they "stay sold!"

Distributors and dealers are invited to write or vice for our valuable and attractive territory franchise.

## MINERVA RADIO CO.

MANUFACTURERS

827 Irving Park Blvd.

CHICAGO, ILL.



**Minerva "Grand" Console Type**

Grand Console in duotone finish, American walnut, Stuart style. Containing compartments for all battery and charger equipment. Built-in speaker to be exceptional tonal qualities. Height 52", Width 33", Depth 16". Complete, less batteries and tubes...\$225.00



**Minerva "Distantia Deluxe" Instrument Only with Cabinet**

Highly finished cabinet in mahogany or American walnut with instrument only. This model is intended for use with separate horn. Height 9", Width 22", Depth 9". Less tubes and batteries...\$90.00





**\$25**

West of Rockies, \$26.50  
In Canada, \$35

# The SAAL

## Soft SPEAKER

*combines volume with a velvet tone*

**I**N buying a radio reproducer your customers need no longer choose between volume and tone quality. You can now sell them a speaker with both. The Saal Soft Speaker combines volume with a velvet tone.

The Saal has no blare, no blast, no metallic ring. It is not a fad. It is a faithful reproducer of radio programs. It is properly constructed for the accurate reproduction of sound. It is not straight-necked like a trumpet. The neck is curved like a saxophone, the most melodious of all instruments. From the reproducing unit to the edge of the bell is one unbroken taper—one even, unbroken enlargement of sound.

The Saal Soft Speaker is made to last a lifetime. The neck is of aluminum. The bell is of genuine Bakelite. There is no wood, no tin, no

composition. It has nothing to warp, crack, wear out or deteriorate. The reproducing unit is of all-metal construction, and cannot be harmed or "blasted" by the loudest receiver. It maintains its tone with any volume. There is no adjustment knob to complicate tuning.

In appearance the Saal, with its large black bell, black crackle throat and graceful lines is the aristocrat of horns. Also furnished with a brown bell and gold or silver stippled throat at \$5 extra.

The Saal Soft Speaker is manufactured by a company long experienced in the music business. It is guaranteed to give the user satisfaction. It is thoroughly advertised. A large plant insures prompt delivery. Order through your jobber. Jobbers write to us.

### SAAL Jr.

The same in every respect as the Saal Soft Speaker, except it measures 10 1/4" instead of 21 1/2" inches in height.

\$20 West of Rockies, \$21  
In Canada, \$27.50



The Saal Soft Speaker Unit is an example of the care with which the entire speaker is manufactured. The diaphragm is connected to the armature by a pin which transmits the action of the armature to the diaphragm as a push and pull movement. There are no springs to snap the diaphragm back into place. This explains why the unit cannot be blasted and does not get out of order in attaching the pin to the diaphragm. It is threaded for a nut. These threads, 200 to the inch, are finer than a jeweler's standard.

# SAAL *Soft* SPEAKER

*Volume with Tone Quality*

Manufactured and guaranteed by H. G. SAAL COMPANY, 1800 Montrose Ave., Chicago, Ill.

## FROM OUR CHICAGO HEADQUARTERS—(Continued from page 150)

result was a second demonstration in the palace, court attaches being grouped in the background while the picture was snapped.

One page of the Radiogram is devoted to a group of pictures showing the Zenith portable broadcasting station WJAZ climbing Pikes Peak

and other points in the Rocky Mountains. The station is now in Los Angeles, and will soon start on a tour of the Southwestern section of the country, returning to Chicago about the first of the year. The station has proved of help to dealers wherever it has appeared.

## Mid-Western Atwater Kent Dealers Hear Addresses and View Fall Line at Meeting

Meeting Sponsored by Sampson Electric Co., Distributor, and Atwater Kent Co., Attended by 400 Trade Members—1925-1926 Policy Outlined by V. J. Collamore, Atwater Kent Sales Manager

CHICAGO, ILL., September 12.—The Sampson Electric Co., 3201 South Michigan avenue, Atwater Kent distributor in Illinois and northern Indiana, in collaboration with the Atwater

facturer, distributor and dealer in one big family. Mr. Collamore, during the course of his address, stated that the Sampson Electric Co. had assumed the largest single contract for



Atwater Kent Dealers Present at Banquet in the Congress Hotel

Kent Mfg. Co., of Philadelphia, Pa., sponsored an important meeting of dealers in this territory on Wednesday, August 26. The meeting proper, with the display of Atwater Kent radio products, was held in the Ballroom Room of the Congress Hotel. The conclave opened at one-thirty in the afternoon and was attended by four hundred people, well over three hundred dealers being represented, one of the largest gatherings of the kind ever held here.

### Interesting Addresses

The afternoon was given over to addresses by executives of the Atwater Kent Mfg. Co., and other men of note in the radio industry. Russell Davis, sales representative for the Atwater Kent Mfg. Co. in the Middle West, addressed the dealers on the Atwater Kent line in general, explaining the various features of the receiving sets and loud speaker. Benjamin Stauffer, treasurer of the Pooley Co., of Philadelphia, described the process used in the manufacture of Pooley cabinets equipped with Atwater Kent receiving sets, devoting quite a bit of attention to the materials used in their construction.

V. J. Collamore, sales manager of the Atwater Kent Mfg. Co., outlined to the visiting dealers the 1925-1926 policy of his firm. He stressed the fact that Atwater Kent uses every resource to co-operate with the distributor, and, through the distributor, with the dealer, in an effort to cement each link in the merchandising chain firmly together and unite the manu-

facturer, distributor and dealer in one big family. Mr. Collamore, during the course of his address, stated that the Sampson Electric Co. had assumed the largest single contract for

John Sterling, of Barton, Durstine & Osborne, New York City, Atwater Kent advertising counsel, also delivered an address, choosing as his subject "Over a Period of Time."

## Harry Alter Co. Shows Fall Line of Radio Sets

Advance Showing of Fall Models by Chicago Wholesaler at the Hotel La Salle Interests Trade—Address by Alex Eisemann

CHICAGO, ILL., September 4.—The Harry Alter Co., prominent Chicago jobber of radio products, in this city, sponsored an advance showing of radio sets, loud speakers, accessories and parts in the Red Room of the Hotel La Salle, on the evening of August 19. The products distributed by the jobbing house were displayed, including Freed-Eisemann receiving sets in both table and console models, Farrand-Golley loud speakers, Brandes loud speakers, cabinets, head sets, phonograph attachments, and audio transformers, Frost Musette loud speakers and parts, Cunningham radio tubes, the "Unipower," latest product of the Gould Storage Battery Co., Fansteel chargers and "B" current supply, and Kolster radio receiving sets, including Model A six-tube, B six-tube, B eight-tube, and C eight-tube styles.

He described various methods which might be utilized by the dealer in selling radio products. H. G. Canda, of the same firm, outlined the extensive advertising program being sponsored by the Atwater Kent Mfg. Co., and which will include newspapers, national magazines, farm papers, publicity through radio broadcasting and billboards. He also told the dealer of the many helps which were to be given him, such as co-operative newspaper advertising, window display material and general material for distribution to the consumer.

G. F. Reim, of the Curtis Publishing Co., in his talk, laid stress upon the value of advertising, the connection between the manufacturer and the distributor, and the necessity of just as close tie-up between these two factors and the dealer. He was followed by H. J. Crawford, radio advertising department of the Chicago Tribune, who pointed out the splendid results which followed the extensive Atwater Kent campaign of last Fall and Winter.

The dealer meeting was presided over by Peter Sampson, president of the Sampson Electric Co., who delivered a short but forceful talk at the close of the meeting. He pointed out the tremendous task confronting the Sampson Electric Co. with regard to distribution, and stated that his firm was expecting co-operation of each and every dealer in this territory.

### Banquet Closes Meeting

A banquet was held at 6:30 o'clock in the Gold Room of the Congress Hotel, attended by three hundred. The dinner was followed by a program of entertainment participated in by radio stars from Chicago stations and from KDKA of Pittsburgh, Pa.

Atwater Kent officials, in commenting upon the meeting, stated that it was the largest gathering of this type which they had ever attended, and that it was conducted in such fashion as was certain to bring about close cooperation and a spirit of fellowship between the Sampson Electric Co. and its Illinois and northern Indiana dealers.

The program opened at eight o'clock with entertainment by radio stars from local broadcasting stations, including Fannie and Eddie Cavanaugh, popular team from WTS, and the Langdon Brothers, guitar artists from WEBB.

The entertainers were followed by several speakers, all men prominent in the radio manufacturing and merchandising fields. Alex



Harry Alter

forty Freed-Eisemann distributors, each protected by an exclusive territorial franchise, and that dealers were given the same safeguard.

M. Max, merchandising manager of Gimbel Brothers, New York, also delivered a talk of an inspiring nature to his listeners. Mr. Max is one of the foremost authorities on radio retailing, and the dealers received many beneficial merchandising hints and ideas from his address.

Other speakers on the program were N. D. Patti, sales director of the Freed-Eisemann Radio Corp.; Paul L. Cornell, of Honnau, Tarcher & Cornell, New York, Freed-Eisemann advertising counsel, and Dr. C. W. Balke, inventor of the Balkite battery charger, who talked on the manufacture and materials used in the construction of the popular Fansteel Products Co. charger.

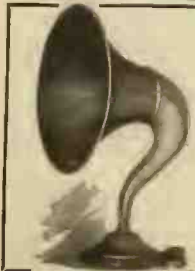
The display and dealer meeting were under the supervision of Harry Alter, president of his firm, and Max Geissler, advertising manager of

(Continued on page 154)

## A Sound Investment. That's just what this horn is in the true sense of the word.

A speaker that fills the need of every dealer for a quick selling, quality article—of every owner who wants a real speaker with clarity, volume and efficiency, at a low price. Heavy cast aluminum throat eliminates all raucous "noise," and preserves original brilliance of tone of voice or instrument. Complete, at \$16 retail. Horn and base sold without unit, if desired. Order a sample today.

LAKESIDE SUPPLY COMPANY  
73 W. Van Buren St. Chicago, Ill.



# The Two Tables Have Broken All Previous Sales Records

Vitanola Radio Table No. 1032

*Dealers' Price*

**\$15.<sup>50</sup>**

in lots of less than 25. Quantity price, \$15.50 less 10% f. o. b. our factory in Saginaw, Mich.



Height 29"  
Width 38"  
Depth 18"

**B**OTH of these cabinet-tables are made of finest, selected gum wood; are finished in mahogany, two tone effect with *gold scratch line*. Both have *built-in horn*. No loud speaker unit. Acoustically correct, attractive, economical.

Vitanola Radio Table No. 1031



Height 30"  
Width 32"  
Depth 15"

*Dealers' Price*

**\$12.<sup>50</sup>**

in lots of less than 25. Quantity price, \$12.50 less 10% f. o. b. our factory in Saginaw, Mich.

***Send Today for Samples of these Ready Sellers—Prompt Deliveries!***

*New Model Vitanola Phonographs Now Ready for Delivery. Send for Illustrations and Exceptionally Attractive Wholesale Discount.*

**VITANOLA TALKING MACHINE CO.**

M. C. SCHIFF, *President*

829 AMERICAN FURNITURE MART BUILDING

::

CHICAGO, ILL.

Harry Alter Co. About 150 dealers were present, a large number coming from distant points in Indiana and Illinois. The showing was a distinct success, according to the Harry Alter Co. officials, a number of new accounts were secured, and a creditable amount of business placed.

## Reichmann Co. Expands Manufacturing Facilities

Consistent Gains in Demand for Its Radio Products Compelled Expansion—Now Occupying 100,000 Square Feet of Floor Space

CHICAGO, ILL., September 5.—The Reichmann Co., manufacturer of Islodynne radio receiving sets, Thorola loud speakers, loud speakers for phonographs, reproducing transformers and coils, recently expanded its plant at 1745 West Seventy-fourth street, this city, to care for ad-

ditional business until 100,000 square feet of floor space are occupied. The plant is now equipped with modern machine shops, tool shop, bakelite molding plant, woodworking plant, drying room, in addition to the large space devoted to manufacturing and assembling.

"In New York and New England States alone orders have been received for eight carloads of Islodynne receivers and Thorola loud speakers," recently stated E. S. Reidel, sales manager of the Reichmann Co. "In the central West orders have been pouring in, three of the largest jobbers in Minneapolis sending in for a carload each to take care of present orders. For the first time in four years the farmers of this district are optimistic about their crops and are buying radio apparatus. On the West Coast," he continued, "the Thorola representatives, M. J. Friel, San Francisco; E. P. Denham, Seattle, and W. A. Breneman, Los Angeles, report the line has just been introduced but is already showing phenomenal sales."



Reichmann Woodworking Plant

The bakelite plant has just been installed to mold loud speaker bells and other parts that require this form of material. The Thorola Junior, a new model loud speaker, is equipped with a 11½-inch bakelite bell, of the curvex type, and remarkable sales are said to have been reported on this model alone. The number four



## And now the final radio set —the Deresnadyne operating from the light socket

*A complete receiver employing no batteries*

FOR those who want a radio receiver second to none, both in convenience and performance, the Deresnadyne will settle the question of which set to buy. It is a complete set requiring no added equipment. A set installed by merely plugging in the light socket. A set requiring no attention and always ready to operate at full power. A set which does not choose between tone quality and volume, nor between selectivity and distance.

The Deresnadyne employs no batteries. It is equipped with a power unit which furnishes all necessary current from the light socket. This unit is entirely noiseless—a permanent piece of equipment, with no bulbs and nothing to adjust, wear out, replace, recharge or

renew. It performs at all times exactly as do batteries when these are new and fully charged.

The Deresnadyne includes all accessories except tubes. Its compactness has made possible radical improvements in appearance. The power unit and speaker are included in the cabinet. There is nothing more to buy and no further expense other than household current (110-120 AC 60 cycle)—about 1-10c per hour of actual use. The only connection necessary is the ground wire. Price \$365. Also the Deresnadyne II at \$125 and III at \$165, receivers employing the Deresnadyne circuit but requiring the usual battery and aerial equipment. DEALERS: Order through your jobber. JOBBERS: Write to us.

*Andrews*  
**Deresnadyne**  
*Radio Receiving Set*

ANDREWS RADIO CORPORATION - 1414 S. WABASH AVENUE - CHICAGO



Reichmann Tool and Machine Shop

Thorola loud speaker is now equipped with a goose-neck-shaped horn with a gold-banded throat. The bell is composed of bakelite and the process is said to be the largest single piece of molding that has ever been attempted.

The Reichmann production schedule for the coming season is planned on a basis of 9,000,000 units minimum, and executives of the firm be-



Loud Speakers in Racks Ready to Ship

lieve that this will mean twelve or thirteen million for the year.

Reichmann radio products will be supported by a very comprehensive advertising campaign. Full-page advertisements in the Saturday Evening Post will appear at regular intervals throughout the season, the schedule starting in September. Other general publications to be used in the advertising program include Collier's, Atlantic Monthly, American, Review of Reviews, Harper's Magazine, Scribner's, World's Work, National Geographic Magazine, and the Red Book.

The radio mediums which will be utilized include Popular Radio, Popular Science Monthly, Radio Trade Directory, Talking Machine World, Q. S. T., and Radio Dealer. Newspapers will also receive a considerable portion of advertising on the Thorola loud speakers and the Islodynne receiver.

J. L. McWeeny, district manager for the Sleeper Radio Corp. with headquarters in Chicago, spent the last two weeks at the home office of the corporation in Long Island City. His visit was primarily for the purpose of increasing the quota of Sleeper sets to be shipped into his territory. He states that the problem is not to get orders for the new, popular priced models, but to fill the insistent demand.

# Cunningham

## RADIO TUBES

Since 1915—Standard for All Sets



TYPES, C-301A · C-299 · C-300 · C-11 · C-12 IN THE ORANGE AND BLUE CARTON

Whenever perfection is approached in any manufactured product, the qualities of that product soon become known to the great American public. Thus it has been with Cunningham Radio Tubes. From Maine to California, from the Florida Keys to Puget Sound, they have made themselves known in millions of American homes. Throughout the nation these tubes are now associated with all that is best in radio. That you may come to know the delight, the charm, of radio, when every variation of tone is flawlessly recreated, install Cunningham Radio Tubes in every socket of your receiver. Then music becomes like the laughter of clear, swift-flowing water; and something not quite human but divine.

**Price**  
**\$2.50**  
**Each**

*E. J. Cunningham Inc.*

Home Office: 182 Second Street  
San Francisco

Chicago

New York

## Demonstrations of the "Panatrope," New Brunswick Instrument, Creates Interest

New Sound-Reproducing Instrument to Be Brought Out by Brunswick Co. Demonstrated in Eastern Headquarters in Comparison With Old-Type Phonograph Proves Successful

The announcement made in *The World* last month of the new sound-reproducing instrument and recording medium perfected for the market by the Brunswick-Balke-Collender Co. naturally aroused wide interest in trade circles, and this interest was further heightened when shortly thereafter the Brunswick Co. gave a "Panatrope," at the Eastern headquarters of the company in New York City, where there was a large gathering of newspapermen and prominent members of the trade.

The demonstration served to convince those privileged to witness it that there was still room for some wonderful development in the phonograph, and that that instrument had not

by any means run its course as a factor for entertainment and education.

### New Type Records Used

The records used in the demonstration were those made by the new electrical recording process, but of a type that may be played on phonographs already on the market. Records made through the complete use of the new recording process and capable of playing steadily for a half hour or longer are now in preparation and will be placed on the market shortly, but these will be playable only on the Panatrope.

In carrying on the demonstration, a number of selected records were played on the standard Brunswick phonograph, a Tudor console, and

then played again on the Panatrope housed in a similar cabinet. The difference in tone quality, and particularly in volume, was striking, for it is possible on the latter instrument to step up the volume according to desire, a control being provided which permits of five degrees of amplification. The reproduction of both vocal and instrumental selections on the Panatrope appeared to make a strong impression on those who witnessed the demonstration. The first record demonstrated, particularly when played on the Panatrope after having been played on the ordinary machine, proved a genuine surprise to the audience and was received with much applause.

At the start of the proceedings, H. A. Beach, Eastern manager of the phonograph division of the Brunswick Co., made a brief address outlining the purpose of the demonstration and then introduced Ralph H. Townsend, one of the engineers of the Brunswick Co., who has been largely responsible for the development of the new recording method and the new reproducing instrument, and who explained some of the details of the Panatrope.

### What the Panatrope Is

Following the demonstration, D. P. Pieri, radio expert with the Brunswick Co., went into further details regarding the features of the instrument, explaining that it was not designed to compete with or replace radio, but rather to help it. He explained that the outstanding features of the new development were: first, electrical recording by a new process; secondly, magnetic reproduction; third, the use of a cone made of paper and operated by electrical impulses in place of the usual horn, which he declared was now obsolete, and fourth, the inclusion of a special jack by means of which any radio may be attached to the Panatrope, the cone of which acts as an ideal loud speaker.

The Panatrope embodies among other features three radio tubes to provide for amplification, these tubes being operated from the ordinary lighting circuit, thus eliminating both A and B batteries. The current used to operate the instrument may also be used to operate the radio set, thus making unnecessary the use of batteries.

In reproducing the records made by the electrical recording process, and which in appearance resemble the ordinary type of records, the soundbox is replaced by a special unit in which a needle of the ordinary type is inserted. This needle, it was explained, picks up the mechanical vibrations from the record and through the medium of a reed and suitable magnets in the reproducing unit transforms the mechanical vibrations into electrical impulses. These impulses are amplified through the use of radio tubes, and sent out into the air through the medium of the cone. The instrument is, in a general sense, a combination of the principles of the radio and the phonograph.

It was emphasized that the records made by the new process, such as those demonstrated, were capable of producing unusually excellent results on all types of phonographs, being superior to the ordinary records, but naturally most effective when played on the Panatrope. Likewise, records of ordinary make may be reproduced on the Panatrope with unusually fine effect, a fact that was demonstrated.

## "Sneezing Song" Recording Made for Gennett Catalog

Vernon Dalhart recently recorded for Gennett records a "Sneezing Song" that officials of the Starr Piano Co. feel will be an exceptional seller because of the vogue for novelty records. Vernon Dalhart has a large following among Gennett record buyers, as is evidenced by the big sales of his recordings, such as "The Prisoner's Song," "The Little Rosewood Casket" and others. "The Blue Ridge Mountain Blues," coupled with "The Lightning Express," both sung by Mr. Dalhart, will be released shortly.



Cash in  
on the  
popular  
demand  
for

these new Radio Service Instruments

— Reduce Your Service Cost As Well —

## THE NEW UNIVERSAL *Sterling* TUBE TESTER

The new Universal Sterling Tube Tester is the newest creation in testing instruments. Tubes can be readily tested in the set, as shown in the above illustration. This tester is featured by a plate and filament emission meter and a plate milliammeter. By its use the set owner may determine the plate current and hence the amplifying value of tubes, without disturbing his set. May be used for both large and small tubes. It is also valuable for testing "B" batteries and for locating weak sockets, wiring leaks and transformer troubles. Anyone can operate this instrument and with the use of a table furnished with it, determine whether tubes are good, fair or poor amplifiers. List Price, \$18.00.



## The New Sterling Tube Reactivator

New and definite results in tube reactivation are obtained with this instrument because it is equipped with a filament emission meter. This meter indicates whether reactivation is necessary, and measures tube filament emission after treatment. Invaluable for matching tubes in sets—a profit maker for the dealer—a tube saver for the set owner. Reactivates UV-201A, C-301A, UV-199, and C-299 types of tubes. Specify cycle for 110 volt.

List Prices 50-60 cycle \$12.50 and  
25-40 cycle \$14.00

Music dealers selling radio sets cannot afford to be without Sterling Radio Equipment.

Sterling testers and reactivators are nationally advertised. They are backed by sixteen years of fighting reputation for leadership in the electrical specialty field.

The **STERLING MANUFACTURING CO.**  
2831-53 Prospect Ave. Dept. S Cleveland, Ohio

BATTERY CHARGERS  
"HOME" TUBE TESTERS

POCKET AND PANEL METERS  
TUBE REACTIVATORS



# The Great New Marwol Factory Backs up the unchanging Demand for this outstanding radio success

A complete Line from \$36<sup>50</sup> to \$130.

*Offers greater sales possibilities  
than ever*

Baby Grand  
\$36<sup>50</sup>

The demand for a quality set at popular price, put Marwol into the first rank of best sellers last season.

Quality performance, price maintenance, prompt delivery, no overstock policy, kept it in the front rank.

Now, for 1926, Marwol will be a bigger success than ever, because the Marwol line is now complete in every detail.

There is a Marwol set at every price to meet every radio need and demand, and a manufacturing force behind it to insure its delivery.

The Marwol at \$36.50 has the same efficient circuit as the set at \$130. No matter what your trade demands in and of radio, the Marwol line enables you to make the sale.

No such radio values have ever been known or ever been offered. No radio retailer is doing justice to himself or his profit sheet, who does not investigate Marwol and consider it in his Fall business building plans.

The complete Marwol line and the powerful Marwol advertising policy behind it, is pictured and described in the Marwol sales book. Write for it.

Table console  
\$75<sup>25</sup>



Console  
Grand \$130



Marwol Six \$100



- Marwol Portable ..... \$115.00
- Console Table ..... \$40.00
- Phonograph Panel ..... \$45.00
- Home Builder ..... \$35.50
- Loud Speaker ..... \$20.00



**SEE OUR DISPLAYS  
AT THE SHOWS**

- Sept. 12-19—Grand Central Palace
- Oct. 10-16—Denver, Colo.
- Oct. 17-23—23rd Regiment Armory, Brooklyn.

## MARWOL RADIO CORPORATION

546-548 Broadway, New York

Represented by

- S. S. Byrd, Philadelphia—The Barsook Co., Chicago—J. F. Meyn, Kansas City—Dungan-Sternfeld, Chicago—C. I. S. Holmes, Minneapolis—L. D. Tuttle Co., Dallas—Jack Hursch Co., Denver—R. T. Carr, Spokane—Chas. Suenger, Cleveland—Marzbank Sales Co., Los Angeles—C. E. Gay, Portland, Ore.

## Annual Outing of Talking Machine and Radio Men, Inc., Was Great Success

More Than Two Hundred Dealers and Their Friends Enjoyed Sail to Bear Mountain—Sports and Good Time Reigned—Annual Affair One of Best in History of Association

The annual outing of the Talking Machine & Radio Men, Inc., came off according to schedule on Wednesday, September 2, and proved up to the mark in every respect. Over 200 members of the association and their friends participating in what was a real family picnic, even

played between the "peddlers" and the "jobbers." The scorekeeper ran out of paper before the end of the second inning so that no figures are available, but although some of the players will probably require several days to recover from the strain, it can be said without malice that

the card dealing contests, both at the Park and on the boat. The results of most of the games appeared to bear out the Biblical declaration that "to those that hath shall be given."

After an enjoyable afternoon, the party returned on the Day Line boat New York, well satisfied with the success of the day.

Sol Lazarus was chairman of the entertainment committee, and he and his co-workers are to be congratulated upon the success of their efforts even to the extent of prevailing upon Ben Selvin and His Orchestra to accompany the picnickers and play for dancing on the boat



Metropolitan Dealers, Sales People and Families at Talking Machine and Radio Men's Outing at Bear Mountain

though a salesman now and then took advantage of an opportunity to book an exclusive order.

The party left New York for Bear Mountain on the DeWitt Clinton of the Day Line in the morning with all the members properly tagged to facilitate identification, and upon arrival at the Park were immediately conveyed by bus to Bear Mountain Inn, where an excellent dinner was served to the accompaniment of much comedy. Fancy paper caps, balloons and noisemakers were distributed to the guests and all were used to the greatest advantage.

Following the dinner the members adjourned to the ball field where a three-inning game was

there participated in the game no one qualified to fill Babe Ruth's shoes.

Next came races of various sorts, among them the 50-yard dash for members, won by Louis Lazarus; a 50-yard dash for clerks; a 50-yard dash for ladies, won by Miss Duff; races for boys and girls; a fat man's race; a walking race for ladies, and other events. The field events were followed by water sports, which included a number of races and a diving contest.

For those who were inclined to take their exercise moderately, there was provided adequate opportunity in the indoor golf games and

on both the going and returning trips. The president of the association, "Judge" Kurtz, his head surmounted by a bright green paper cap, was also active in seeing that all the details were handled properly.

### Herb Wiedoeft's Orchestra Will Play at Roseland

Popular Brunswick Recording Aggregation Has Limited Engagement at Broadway Dance Palace—Has Large Following

Herb Wiedoeft and His California Orchestra, exclusive Brunswick artists, will open a limited engagement September 16 at the Roseland, New York, Broadway's leading dance palace. The Brunswick-Balke-Collender Co. is planning to give considerable publicity to this event, for Herb Wiedoeft and his orchestra have attained national success, its musical rendition of popular numbers being entirely different and individual. The first record made by Herb Wiedoeft for the Brunswick library several years ago featuring "Cinderella Blues" and "Shine" was an instantaneous hit, and in fact is still in demand among dance enthusiasts.

Herb Wiedoeft comes from a family of talented musicians, his brother being Rudy Wiedoeft, well-known saxophonist, and two other brothers, Ad and Gay, being members of Herb's orchestra. The saxophone section of Herb Wiedoeft's orchestra has won recognition from coast to coast and is the result of several years' coaching by the leader Gene Rose is the pianist and arranger of this orchestra, being a graduate of the Royal Conservatory of Music at Budapest and a concert pianist of considerable ability. Herb Wiedoeft, Mr. Rose and Jesse Stafford, the trombone player, have composed numerous tunes that have won success as outstanding hits, including "Cinderella Blues," "Chimes Blues," "Monte Carlo Moon" and others.

Cragun & Co., music dealers, Chicago, Ill., were recently incorporated.

# Now!

## A 100% Service to Okeh Dealers

### Okeh Records

They are records of the right kind for your customers. Every Okeh Record is a best seller. Every Okeh Record is a quick Seller. Every Okeh Dealer is a Selling Dealer. You can be one too. Write for Details.

### General Phonograph Corporation

New York Distributing Division

15-17 West 18th Street :: New York City



The Trade in **BOSTON** and **NEW ENGLAND**  
 JOHN H. WILSON, Manager  
 324 WASHINGTON ST., BOSTON, MASS.

**Dealers' Stocks Reduced in Anticipation of Good Fall Business in New England**

All Factors of the Trade Optimistic Over the Outlook—Satisfactory Sales Gains—Planning Sonora Conference of Dealers—Bob Steinert Spending Honeymoon in Italy—Other Trade News

BOSTON, MASS., September 10.—Now that the Summer is practically gone the talking machine and radio trades are reviewing the accomplishments of the past three months and casting their weather eye on the immediate future, and, one is glad to say, with a large measure of optimism. The Summer, all told, has not been so very bad and August made a very respectable showing. With general trade considerably on the boom the future looks very bright for those who are inclined to look at the cheerful side of things. The reduction in prices of so many lines of talking machines this Summer has been a big factor in stimulating trade and has gone a long way to decrease stocks both at factory and in store. From now on, or at least after Labor Day, which comes late this year, everyone will be on the job and ready to do his darndest to roll up good sales in his specialties.

**Cheney Sales Corp. Ready for Fall**

The offices of the Cheney Sales Corp., at 376 Boylston street, have been undergoing quite a transformation, all with an eye to the better handling of business. Manager G. Dunbar Shewell, Jr., finds that already the changes give additional space for the transaction of business, and especially more ample accommodations for the repair department. The Cheney machines have been selling rapidly ever since the reduced prices became operative. This department is now actively engaged in handling several propositions, having gone heavily into radio, of which Manager Shewell says his dealers want the very best. His department has become New England distributor to the trade of the Thermodyne, and the parent company is about to start a big advertising campaign. These sets are being disposed of at very attractive prices. The company also is distributor for the Eveready batteries and it handles a complete line of the L. S. Brach devices. One of the latest things that the company has hitched up to is the super-power radio, describ-

ed as "an electric appliance for relaxation and amusement," which is put out by the Radio Receptor Co., Inc., of New York City.

**Unique Form of Radio Service**

An important department, which Manager Shewell has just created, and which is subsidiary, is the Aerial Service Co., which issues tickets with coupons each good for one free service call, said ticket to be detached on the completion of the visit. Through the medium of these tickets or coupons the company agrees to make all necessary installations of radio sets sold by the dealer for the period of one year from time agreement is made valid. To properly handle the increasing business of his concern, Manager Shewell has had to increase his sales force.

**Eastern Talking Machine Co. Busy**

At the headquarters of the Eastern Talking Machine Co. one learns from Manager Herbert Shoemaker that the sales of Victor outfits since the new scale of prices went into effect has been tremendous—vast, he said, the right word. Business has been so good in fact that Shoemaker has not had his traveling men go into their territories, but they will start off shortly, now that the Fall season is about on, E. F. Johnson to Springfield and western Massachusetts, and Herman Fleiselman into parts of New Hampshire and Rhode Island. Mr. Shoemaker, who has had a very hard Summer, and kept pretty close to business, spent the first week in September down on Cape Cod.

**Big Gains in Columbia Record Sales**

Manager Bill Parks, of the New England department of the Columbia Phonograph Co., says that the public is finally beginning to realize that the New Process Columbia records are of a superior quality and about the best on the market, and accordingly the record business of this branch for August picked up to the tune of 100 per cent in advance of what it was for the same month a year ago. The New Harmony record, of which samples had only just

arrived when The World representative was at the offices, is bound to make good, for Manager Parks stated that there were orders for 10,000 of them on the books for immediate delivery as soon as the goods arrive. There are nineteen numbers in the list and dealers seem to have great faith in them even in advance of delivery. Those with whom Manager Parks has discussed trade conditions are enthusiastic over the prospects for a healthy Fall business.

**Moving Sonora Stocks**

The reduced prices placed on the Sonora line have had a marked effect on sales at the Columbus avenue headquarters of the Musical Supply & Equipment Co., and Manager Joe Burke reports that in a single day he was able to dispose of 500 machines to dealers and further than that in a few weeks his quarters will be quite cleaned out of this line. Meanwhile the new types of Sonoras are beginning to arrive—and as a combination of radio and talking machine, made for the most part in the high-boy type, there is good reason to believe that this is to be a highly popular line.

**Plans Sonora Dealer Conference**

Manager Burke is arranging for a conference, toward the middle of September, of all the New England representatives handling the Sonora product. The conference has been called for the Copley-Plaza and will be presided over by Mr. Burke. Among those to be present will be President S. O. Martin, of the Sonora Co., and Frank V. Goodman, general sales manager of the company, and both of these will address the dealers, focusing their attention on the plans for disposing of goods for the coming year and going into the selling quality of the Sonora line. The conference will be an all-day affair and luncheon will be served in the hotel.

**Enjoy Strong Radio Demand**

Business with M. Steinert & Sons, whose Arch street headquarters are now specializing on radio outfits, has been extremely gratifying and this applies equally to the De Forest, the Freed-Eisenmann and the Grebe sets. In fact business is showing such good results that the third floor, where Henri DuQuestne, who joined the staff several months ago, has his office, has had to be considerably enlarged. The improvements will tend to greatly expedite business. Incidentally the Steinert house has some

(Continued on page 162)



**Opportunity Shines Ahead**

For the Victor dealer is coming a day of tremendous opportunity. Have you prepared for it by merchandising your present stocks on a big turnover and profitable basis and accepting the opportunity that exists today?

**Oliver Ditson Co.**  
 BOSTON

**Chas. H. Ditson & Co.**  
 NEW YORK

# The Boston Post

## Now Leads

by

# 95,101

lines of

## RADIO ADVERTISING

and the lead is constantly increasing

*Here Are the RADIO ADVERTISING  
Figures for the First Eight Months of 1925:*

	LOCAL Radio Advertising	NATIONAL Radio Advertising	TOTAL Radio Advertising
<b>Boston Post</b> <i>(Week-Day and Sunday)</i>	<b>115,877</b>	<b>108,306</b>	<b>224,183</b>
Herald-Traveler <i>(Week-Day and Sunday)</i>	48,892	80,190	129,082
Globe <i>(Week-Day and Sunday)</i> . . . . .	51,225	40,973	92,198
American <i>(Week-Day)</i> . . . . .	26,536	46,419	72,955
Advertiser <i>(Week-Day and Sunday)</i> . . . . .	22,727	13,573	36,300

### For The Eight Months

The Post LEADS the Herald-Traveler by 95,101 lines  
 The Post LEADS the Globe by - - - - - 131,985 lines  
 The Post LEADS the American by - - - - 151,228 lines  
 The Post LEADS the Advertiser by - - - 187,883 lines

Figures furnished by the  
Boston Newspapers Statistical Bureau

Tune in on THE BOSTON POST for Radio Results in New England

Time In on the Boston Post for Radio Results in New England

*This is the date*

1925		OCTOBER						1925	
Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.			
					1	2	3		
4	5	6	7	8	9	10			
11	12	13	14	15	16	17			
18	19	20	21	22	23	24			
25	26	27	28	29	30	31			

**The Territory**

The territory of the Boston Post is New England, "Where Broadcasting Began," the home of 17 Broadcast stations of 100 watts power and over, the home of the FIRST radio show. New England is the birthplace of radio; radio was developed in this territory

**Possibilities in New England**

New England has 1,751,813 families (latest U. S. Census). There are 1,750,000 automobiles registered in this prosperous territory, the per capita bank balance is \$375. Yet there are only 250,000 radio sets in New England. There are more than a million families who are radio prospects if YOUR sales message is delivered to them in the correct manner.

**The Boston Radio Show**

The second largest radio show in America, held in the country's second largest exposition hall. The Boston Post Radio Show Section is ALWAYS the year's GREATEST NEW ENGLAND RADIO PUBLICATION. This year it will be bigger and better than ever.

**The Medium**

The circulation of the Boston Post is 372,872 daily — 359,335 Sunday (Net Paid). There is a Boston Post sold for every three out of four homes within the Greater Boston Shopping Zone; for every second home in Massachusetts, every second home in New Hampshire, every third in Maine and every fourth in Vermont.

The Boston Post published 93,869 MORE lines of radio advertising last year than the second Boston paper.

During the first eight months of this year the Post published MORE radio advertising than any TWO Boston papers COMBINED, leading the second paper by 95,101 lines. Analysis of schedules now being drawn up indicates that the Post will finish 1925 with a LEAD of close to 200,000 lines in RADIO ADVERTISING.

The Boston Post publishes the most complete radio programme daily of any newspaper in the United States and maintains its own testing laboratory. The Post's Technical Editor is an instructor in the Massachusetts Institute of Technology. POST radio news is ACCURATE.

Every Radio Fan In New England Will Read The

**Boston Post**

**RADIO SHOW SECTION**

The Fifth Annual Boston Radio Show will open on October 12—the start of the radio "season." The alert radio manufacturer will take advantage of The Boston Post RADIO SHOW SECTION to boost HIS season in New England with a smashing message, an appeal which The BOSTON POST will carry into the homes of hundreds of thousands of prospective purchasers.

Forms close on October 9 for this 1925 Radio Section—early copy will mean "better position"

**Order Your Space Now  
Get Your Copy In Early**

*You will have a radio season of regret if you are not listed in "The Boston Post Radio Show Section for 1925"*

SPECIAL REPRESENTATIVES: Kelly-Smith Co., New York and Chicago

## New England Trade News

(Continued from page 159)

plans on foot to enlarge its sphere of usefulness in the radio world, and negotiations are under way which may eventuate in the company handling other lines later in the season.

### Honeymooning in Italy

When this department of *The World* is being read, Bob Steinert, of M. Steinert & Sons, and son of Alexander Steinert, will be landed in Italy, accompanied by his wife, who before her marriage was Miss Lucy Currier, of Boston and Petersborough, N. H., where her mother, Mrs. Guy Currier, has had for several Summers conducted all fresco entertainments at "Marian-den" the country home of Mr. and Mrs. Currier. The wedding took place on August 29, and a week later Mr. and Mrs. Steinert took passage on the Conte Verde of the Italian line. Mr. and Mrs. Steinert, to whom a host of friends extend heartiest congratulations, will be away about two months.

### Brunswick Business Improves

The Brunswick headquarters in Boston are showing a noticeable improvement in business and this is especially true of records. One good seller has been Charlie Chaplin's recordings. The new prices placed on the Vocalion line since the Brunswick Co. has had them has had a marked effect and these, too, have proved good sellers, and new Vocalion dealers are constantly being signed up by Manager Harry Spencer. Brunswick dealers are making constant inquiries about the new Panatope, which the Brunswick is about putting out. Samples are looked for in a week or so and there will be a general rush of dealers to look into its merits. Manager Spencer was over in New York for a few days the middle of August.

### Dr. Kolster Addresses Two Boston Meetings

Sixty-two members of the sales staff of the Wetmore-Savage Automotive Equipment Co., Kolster radio distributor for New England, gathered at the Westminster Hotel, this city, on August 22, and heard an interesting address by Dr. Frederick A. Kolster in person, as well as by H. H. Southgate, assistant sales manager of the Federal Telegraph Co., manufacturer of Kolster radio.

Dr. Kolster recited some exceedingly interesting details concerning the original attempts at communication through ether.

Mr. Southgate followed with an outline of the tremendous advertising campaign about to be launched upon a national scale, and set

forth the policies of his company which will govern the establishment of dealers.

Following this address, the four new models representing the Kolster radio line were placed in view.

On the same day Dr. Kolster attended a luncheon given by the Wetmore-Savage organization at the Boston Chamber of Commerce, and later addressed the meeting upon the stupendous growth of radio and the important rank which it will hold among industries of the future.

### Interesting News Brieflets

Postals received from Winthrop A. Harvey, of the C. C. Harvey Co., tell of delightful times in Holland, where he and his family are especially enjoying life on the canals.

William F. Fleming, of the Columbia Co.'s New England department, has been away on his vacation, spending his time at a camp near Fitchburgh, this State.

Ernest A. Cressey, of the C. C. Harvey Co., lately spent two weeks motoring north, making Belgrade, Me., his headquarters and taking a few days' visit to Quebec, where he and Mrs. Cressey made their headquarters at the famous Hotel Frontenac.

Joe Burke, manager of the Musical Supply & Equipment Co., made a second visit to Saratoga to take in the races the latter part of August.

Dick Keyes, who handles the Connecticut territory for the Musical Supply & Equipment Co., Sonora jobbers, is receiving the congratulations of his friends on having just become the father of a lusty son, named Dick, Jr.

G. Dunbar Shewell, Sr., president of the Cheney Sales Corp., came over to Boston on the first of the month to spend several days here looking over the branch so ably conducted by his son, G. D. S., Jr.

Walter Gillis, who maintains a very successful store at 429 Boylston street, wherein the Victor line is featured, is taking his vacation this Summer in week-ends down on Cape Cod where he devotes much of his time to golf.

## Gennett Best Sellers

Among the best seller Gennett records of recent release are included "Silver Head," played by the "Vagabonds," with a vocal chorus by Arthur Hall, "I'm Knee Deep in Daisies" and "Blue Eyes, Why Are You Blue" in the dance catalog and "You Forgot to Remember" and "I Wonder if We'll Meet Again," both sung by Franklyn Bauer.

## Knowledge of Market Is Important to the Retailer

F. K. Gibbons Gives Some Sound Reasons Why Retailers and Members of Their Organizations Should Know Their Sales Opportunities

One of the essentials vital to the success of the manufacturer is that he should know his market to the full extent of his field of operations. Without this knowledge he cannot operate.

How many dealers realize how important it is for them to pursue a similar policy? Whether the retail dealer is small or large he should know his market, and if he fails to make efforts to know it, he should give some one else a chance. There are dealers handling talking machines and radios in all parts of America, particularly in the larger cities, who have not taken a census of the sales opportunities in their localities, and there has been no intelligent analysis of the situation as far as it concerns them and their business prospects.

The retail merchant differs largely from the manufacturer through the disadvantage he suffers in that he is confined to a local rather than a national field; hence the greater importance of sizing up his market and knowing it even if he has to go from door to door to find out just what sales opportunities exist! Too many dealers rely upon transient rather than upon trade that must be developed. In New York, for example, there are blocks and blocks of apartment houses with probably fifteen thousand people or more, people to whom the retail merchant living next door to them is a complete stranger, because he fails to make himself known by correspondence, by personal calls, or by advertising.

Merchandising to-day is a highly competitive proposition and no merchant can afford to sit down and wait for trade to come to him—at least no one in the talking machine or radio fields. Every possible means of selling his house and his product in his locality is vital, because if he does not hold his trade, it naturally gravitates to the big department stores or more attractive establishments elsewhere. Not only should the merchant know his locality and his business opportunities, but he should make an analysis of the sections and the classes from whom he derives the most of his patronage. He should see to it that his store as to price dependability, service and courtesy is in the front rank. He should win some individual recognition of his efforts by reason of his window displays and store arrangements. He should by every means possible make his store the rendezvous for those musically inclined. In other words, he should think and that is the secret of success. The stereotyped old-fashioned idea of opening a store and waiting for people to come in to buy is passé. Competition is so keen to-day that the merchant who wins is the man who knows his field and goes after every possible purchaser in the locality in which he resides. Most important of all, however, is continuous, intelligent application. It means hard work; and that is what retailing means to-day. There are no fairy godmothers bringing gifts to the talking machine and radio merchant who is fighting the battle for trade. He must be up and doing and getting his share of whatever is going—by knowing how to do it. And that's the rub!

## Remo Corp. to Exhibit at the Radio World's Fair

MERTDEN, CONN., September 8.—The Remo Corp., of this city, manufacturer of Remo Trumpets and Concert cabinets, will exhibit at the forthcoming radio world's fair to be held in the 258th Field Artillery Armory September 14 to 19. The two new models recently announced will be shown together with the regular line of Remo products.

# An Okeh Record Agency

## Records for Everybody They Satisfy Everybody

When it comes to a quick turnover of Records Dealers have discovered Okeh can't be beat. With Okeh Records you have at hand the chance to sell to everybody.

Our prosperity is the result of our service.  
Your prosperity will result from our service.

Write for our Dealer Plan.

General Phonograph Corporation  
of New England

126 Summer Street, Boston, Mass.

IT'S A **Dymac** PRODUCT

**Media and Circulation Figures**

Saturday Evening Post	2,315,633
Radio News	219,935
Prairie Farmer	170,032
Wisconsin Agriculturist	67,877
Wallaces' Farmer	82,371

The Farmer	129,773
Nebraska Farmer	105,677
Kansas Farmer	123,793
The Progressive Farmer	120,000
Country Gentleman	786,143

And—  
Everybody Is Enthusiastic Over

# DYMAC Selecto Five

For it represents the peak of DYMAC accomplishment—everything for which the DYMAC line has always stood.

Every part in the Selecto Five is a DYMAC-made part, whose performance in the past has built the DYMAC reputation.

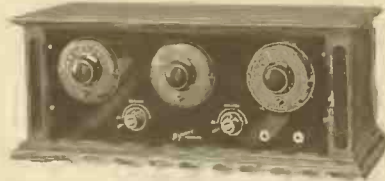
We know that the DYMAC Selecto Five will outperform other similarly priced sets and many much higher priced sets under the same reception conditions.

Test it. If you are not convinced, we do not expect you to push it.

The case of the Selecto Five is mahogany done in walnut, with the panels and base finished in ebony.

Featured as a window display with the rest of the DYMAC line built around it, the Selecto Five will pay handsomely for its space allotment.

DYMAC National advertising starts at once. News of a good thing spreads rapidly.



DYMAC Selecto Five. List. \$73.00



DYMAC Type C Head. set. List. \$5.00



DYMAC Low Speaker. List. \$8.50



DYMAC Type E Head. set. List. \$5.00



DYMAC vernier Dial. List. \$1.50

**OTHER DYMAC ACCESSORIES AND PARTS**

- Low Speaker Unit, \$5.00
- Audio Frequency Transformer, \$2.50 to \$4.00
- Soldering Set (standard), \$2.50
- Crystal Set (complete), \$2.50
- Sub-panel Socket, 25c
- Jacks, 50c to 90c

**ELECTRICAL PRODUCTS MFG. CO.**  
Providence, Rhode Island

New York Office: Metropolitan Tower  
Export Office: Ad. Auricomm, Inc., 116 Broad St., N. Y. City

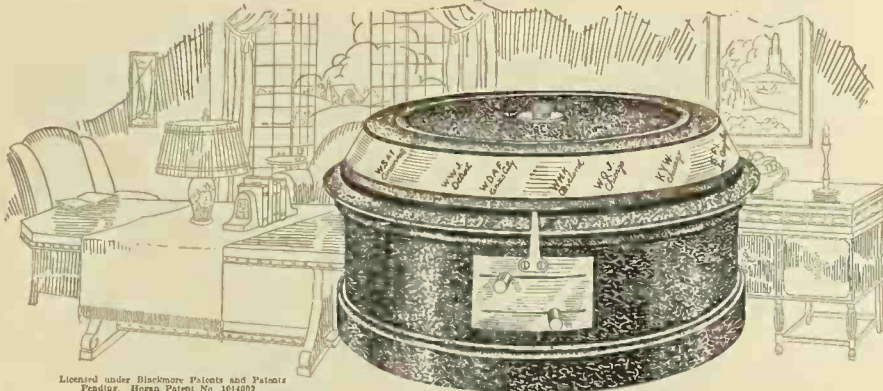
**DYMAC Factory Sales Agents**

Chicago—E. V. Finson	Kansas City—Wm. S. Reid Sales Co.
Cleveland—Factory Sales Co.	Denver—Schmidt Sales Co.
Boston—Woburn Elec. Sales Co.	Omaha—Leased Kohn
Washington—W. Lester Baker	Fort Worth—Savage & Schimpf
Atlanta—Harris & Co.	Seattle—Fred. & Tomlinson Co.
Minneapolis—Twin City Radio Sales	San Francisco—Fred. L. Tomlinson Co.
St. Louis—H. F. Biskre Co.	Los Angeles—Fred. L. Tomlinson
	Vancouver, B. C.—John E. T. Yreudall

Ask nearest Factory Sales Agent for catalog of complete line of DYMAC Guaranteed Radio Equipment

EVERY **Dymac** PRODUCT  
GUARANTEED FOR ONE YEAR

# The Newest Thing in Radio!



Licensed under Blackmore Patents and Patents Pending. Hopan Patent No. 1614002

## NO-DIAL<sup>(Patented)</sup> 5 Tube Receiver

Is Setting Up New Sales Records

Whenever a plant embracing over 20,000 square feet of floor space becomes taxed to full capacity within thirty days after announcing a brand new product

*It Must Be Behind a Winner!*

### REASONS WHY NO-DIAL IS THE BEST SELLER

**FROM THE CONSUMERS' POINT OF VIEW**

The price is right  
**ONLY \$98.00** (less accessories)  
 10% additional west of the Rocky Mountains.

**EASY TO OPERATE**

Anyone can operate a NO-DIAL successfully. Just rotating the cover brings in station after station—far and near, loud and clear.

**VISIBLE STATION RECORD**

The station register upon the cover permits the owner to make a permanent station record without need of a log book. Stations once found can always be brought in instantly again at the same recording point.

**LOUD AND CLEAR AS A BELL**

The tonal qualities of the NO-DIAL will please everyone. They are so sweet, so clear, so mellow! Tube for tube the NO-DIAL recognizes no superior and on test it has outperformed many higher priced receivers.

**REVOLUTIONIZING RADIO**

In form, beauty, performance, simplicity and results, NO-DIAL is positively revolutionary and unique in radio manufacture. The compact, circular case of spun aluminum absolutely shields it from body capacity. Finished in popular bronze crystalline, it is a perfect match for most high-grade loud speakers.

**FROM THE DEALERS' AND JOBBERS' POINT OF VIEW**

NO-DIAL is something really *new*—just what you have been looking for.

**SIMPLICITY**

The simplicity of the NO-DIAL five-tube radio frequency resistance coupled receiver, together with its outstanding performance makes it a set people want—a set they will *ask for*. Word-of-mouth advertising will do the rest.

**IT'S PROFITABLE**

Because of a limited number of distributor and dealer franchises, prices will be upheld and each merchant will receive his full and legitimate *profit*. Our discounts are generous—our prices very popular.

**LOW SERVICE COST**

Our *Guarantee* is such that you are protected against losing a big part of your profit through service. Don't overlook this point—you alone realize its supreme importance.

**DOMINANT ADVERTISING PROGRAM**

All the important radio papers, newspapers and many national and farm magazines are being used to carry millions of NO-DIAL messages to your prospects. The NO-DIAL simplicity appeal attracts attention—inspires prospects to action.

The Ohio Stamping & Engineering Co., Dayton, Ohio.  
 Dept. F9.

Send me all the details regarding a NO-DIAL FRANCHISE. My jobber's name and address is

NAME .....

ADDRESS .....

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

Centralize That "Action" in YOUR Store  
**BUT HURRY! DON'T WAIT!**

See your jobber or mail the coupon today.

The Ohio Stamping & Engineering Company  
 Dayton, Ohio, U. S. A.

# Metropolitan Sonora Dealers Attend Meeting to View New 1925-26 Models

Luncheon Meeting in the Hotel Pennsylvania, tributor, as Host, Addressed by S. O. Martin, With Greater City Phonograph Co., Sonora Distributor, Sonora Co. President, and Other Executives

At a recent luncheon at the Hotel Pennsylvania, at which the Greater City Phonograph Co., distributor of Sonora products, acted as host, with Maurice Landay, president of the company, presiding, the new line of the Sonora



S. O. Martin

Phonograph Co. was displayed. The meeting was attended by over a hundred dealers from the metropolitan territory, New Jersey and the lower Hudson Valley.

The luncheon proved to be not only most enjoyable to those present, but also very instructive from the standpoint that the various officials of the Sonora Co. who addressed the meeting outlined to the dealers the policies and plans which were to be carried out during the season of 1925-1926.

Mr. Landay and Arthur Morris, secretary of the Greater City Co., constituted the reception committee and greeted the dealers who attended the luncheon, acting admirably in the capacity of hosts. Mr. Landay officiated as toastmaster in the introduction of the various speakers.

### Good Executive Representation

At the speakers' table were seated S. O. Martin, president of the Sonora Phonograph Co.; Joseph Wolf, vice-president in charge of manufacturing; Frank V. Goodman, general sales manager; Warren J. Keyes, treasurer; Maurice Landay; H. B. Haring, district sales supervisor for Sonora; C. H. Baker, of the Long Island Phonograph Co.; L. O. Coulter, assistant sales manager of the Sonora Co., as well as F. W. Schnerring, advertising manager, and Sidney Coleman, sales representative for Greater City.

### S. O. Martin's Interesting Address

President Martin addressed the meeting, outlining the achievements of the Sonora Co. up to the present time, and the policies which had been and are being at the present time followed out. Mr. Martin laid particular stress on the fact that the company had always jealously and carefully guarded its good name and reputation for producing merchandise of unassailable value in quality. Mr. Martin gave facts and figures showing that the relative amount of sales in phonographs had increased materially during the year of 1925 until at the present time sales as anticipated from month to month by the company have practically doubled the figure set in the quota.

Vice-President Wolf was the next speaker. "It has been our policy to always maintain a place in the front of the crowd; however, we do not wish to be too far ahead," he said. "It is our desire to offer the trade something which the public wishes, but in so doing we wish to offer only that for which we feel that we can accept full responsibility, for the merchandising of it under the name of Sonora." Mr. Wolf assured the dealers that there would be no liquidation of Sonora products during the coming year, as the entire manufacturing and sales plans have been laid up to March of next year.

Frank V. Goodman, general sales manager, concluded the addresses by Sonora officials. He talked to the dealers from the standpoint of merchandising and sales as applied to Sonora products, and said in part: "In order for a profitable business to be conducted, the manufacturer must understand the needs of the trade and in shaping plans and policies must do so bearing in mind the requirements of the industry and upon what basis business will be received. Our policies are shaped to answer the question, why should you deal with us? We are soliciting your business on the grounds that we are making good products and handling them in such a way as to deserve your confidence and good will." Mr. Goodman assured the dealers of the desire of the Sonora Phonograph Co. to co-operate with them in every possible way towards the solution of their sales problems, and advised dealers in the metropolitan district to bear in mind the fact that the main offices of the Sonora Co. are conveniently located at 279 Broadway.

The various models of Sonora products which were attractively displayed in the small ballroom of the Pennsylvania Hotel before and after the luncheon included: Sonora portable, Plymouth, Hampden, High-Boy, Radio panel, DeLuxe Console type speaker and Melodie phonograph models.

Irwin Kurtz, president of the Talking Machine and Radio Men, Inc., who was present, was called upon by Mr. Landay for a few words. He obligingly complied, praising the Greater City and Long Island and Sonora Phonograph companies. The meeting was then

adjourned for the inspection of the new line, which met with the enthusiastic approval of the dealers.

### Similar Meeting in Brooklyn

This was the second meeting of Sonora dealers in the metropolitan territory, as on the previous day a similar meeting was held at the Hotel Bossert, Brooklyn, with about forty dealers present, under the auspices of the Long Island Phonograph Co., Sonora distributor. The program was similar to that of the New York meeting, a delegation of New Yorkers being present. The display of the new Sonora line was received by Brooklyn and Long



Maurice Landay

Island retailers with the same enthusiasm shown at the later meeting in New York.

### Among those present were:

L. Jacobson, Audubon Music Shop; William Waldman; Jay C. Lichterman, Saul Biras; F. P. Altshul; H. Mukasie, Prospect Talking Machine Shop; Walter H. Nussbaum, Waldman Electric Co.; Max M. Gennis, M. Max, Gimbel Bros.; A. J. Stack; Henry C. Coma; A. Gibbons, Ludwig Baunus & Co.; Lawrence Kirchoff, Kirchoff Piano Co.; Jack Berrin, S. Berrin Co.; J. Schick; E. A. Spitzer, Tremont Radio Piano Co.; Chas. W. Down; Max Kassover, Vim Electric Co.; J. M. Collins, Terminal Radio; Philip Owitz, Imperial Economy Radio; S. J. Wolf, Oliver Brothers, Inc.; George A. Scofield, Pease-Behning Piano Co.; S. Heifer; James O'Byrne DeWitt; Daniel Webner.

(Continued on page 168)

## The 40 Minute Record

### Mr. Dealer:

Are you preparing to sell the 40-minute record? New machines will be produced on which to play this record. How about the millions of machines now in existence that would require winding four times during one record.

The Shelton motor solves this problem and means big profits for you.

Write for catalog and detailed information



### The SHELTON Electric Motor

The "Simplicity" electrifies Victor, Edison and Columbia phonographs by simply taking off winding handle and placing motor against turntable. Automatic switch in motor operated when the turntable is started or stopped. Made for AC or DC current of 110 volts. Specify type of current when ordering.

## The Shelton Electric Co.

Long Island City

New York

N. Y. OFFICE, 48th STREET AND LEXINGTON AVENUE

# Unipower—the latest

—backed by a big national advertising campaign in  
The Saturday Evening Post and the Radio Magazines

**D**O you want to add a high quality, quick selling and extremely profitable item to your line of radio necessities? Do you want to be able to cash in on the demand created by the big national advertising campaign featuring the new Gould Unipower—the latest sensation in radio?

If you do—the new Gould Unipower will be one of your biggest sellers and profit makers this Fall.

Unipower is a perfected radio power unit—a proved triumph in radio engineering, not a hopeful experiment. It is an article that you can freely recommend and endorse. The consumer price is moderate—within the reach of all.

Right in your neighborhood, the potential market for Unipower runs into the thousands. Every new buyer of a multi-tube radio set is also a prospect for Unipower. And, in addition, the hundreds of fans who have already bought sets from you are prospects for Unipower, too.

## What Unipower Is

Unipower is a scientifically designed "A" power unit that automatically converts house lighting current into radio power of the highest quality. It is a single compact unit, enclosed in a beautifully finished gas-tight case that fits comfortably and safely inside most radio cabinets. Unipower is not a so-called battery eliminator and should not be confused with any other radio power device.

## 7 Important Features of Unipower

**1. Unique convenience**—Unipower banishes dry cell renewals and charging of storage batteries. After installation,

Unipower requires no attention except the occasional addition of water.

**2. Superlative reception**—Unipower gives continuous, unfailing "A" power of highest quality. No hum, no noise, no fluctuation in voltage.

**3. Goes inside the cabinet**—Because of its compactness and patented gas-tight cover, Unipower is the only complete "A" power unit that can be safely installed inside set cabinets.

**4. Definite economy**—Compared with dry cell operation or the expense and inconvenience of having storage batteries charged, Unipower pays for itself over and over again. The operating cost is but a few cents a month. No tubes, bulbs, lamps or working parts that require frequent and expensive replacement.

**5. Master control switch**—Unipower's master control switch operates both the radio set and Unipower. This switch connects Unipower to the house current and the radio set. When the radio set is on, the house current is off—when the set is off, the house current is on.

**6. Charging Unit**—Unipower contains a Bal-kite charging unit of special design. The Gould Storage Battery Company possesses the exclusive rights to this special charger when used with a battery in a single unit such as Unipower.

**7. Automatic Cut-off**—It is impossible to damage Unipower through the failure to add water when necessary. When this happens, the charger automatically cuts off and prevents harm to the battery unit.

Our factory is now operating at capacity to meet the demands of the trade for Unipowers. Place your order with your jobber immediately. Be sure of getting your shipment in time for the Fall demand. The Gould Storage Battery Co., Inc., 250 Park Ave., New York; Chicago, Kansas City, San Francisco.

Write for booklet, "Unipower—a triumph in Radio Power", describing fully Unipower's many advantages and economies.



# The new



# *sensation in Radio*

**\$35**

Unipower operates from alternating current, 110-125 volt—60 cycle. It is supplied in two types. The 4-volt type is for sets using U V 199 tubes or equivalent and retails for \$35.00. The 6-volt type is for sets using U V 201-A tubes or equivalent and retails for \$40.00. West of the Rockies, prices are slightly higher.



# Unipower

*Off when it's on—On when it's off*

## Sonora Dealers View the New 1925-1926 Models

(Continued from page 165)

Talking Machine Journal; Ralph Count, Camp & School; Morris Glassman, Palace Talking Machine Co.; H. R. Sheer, P. Simpson, Inc.; Morris Bricker; L. Marks, Marks Radio & Electric Co.; M. Radel; A. Groshandier; S. Shearer; S. A. Sliermans; Ben Rubin, Plaza Radio & Electric Co.; W. K. Bach; James J. Egan; George Danjumas, Times Square Auto Supply Co.; W. Benkwit, W. & A. Benkwit; W. L. Bretzfelder, Krakauer Piano Co.; Julius Goldberg, Chambers Music Co.; Harry Zuckerman; Gus Klein, Klein's Radio & Electric Co.; William Gens, Buckley-Newhall Co.; Louis Jay Gerson; William A. Mayers, Archie Mayers, A. H. Mayers; Frank Burns, E. T. Cunningham Co.; Irwin Kurtz; Louis Leibowitz; Herbert D. Berkeley, Bloomingdale Bros.; George Sklar, International Phono Barnes & Jacobs; David E. Gilman; Howard A. Jacobs, Co.; L. M. Rogers; M. Goldberg; S. S. Foselle, Hunts Point Radio, Inc.; Harry Brodwin; J. L. Lewis; Louis Dreazen; George A. Morgan; A. J. Faeth, Winterroth, all of New York City.

Other New York firms in New York City and out of town represented were: Reubert Piano Co.; Adernman & Nash, Modern Music Shop; E. Gabler & Sons; City Radio Co.; Melrose Grafonola Shop; Premier Phono Co.; Malkin & Edelson, Yonkers, N. Y.; C. Scillano, Hunts Leading Music House, White Plains, N. Y. Those from New Jersey were: William D. Murphy, Summit; John H. Concanon, Woodbridge; D. Bryson, New Jersey Musical Instrument Co., and Gast Bros., Union City; Walter Warner, Nutley; Okulski Bros. and Joseph Paradiso, Passaic; J. Breslow, Boonton Music Shop, Boonton; Nat. Popick, William Cicenia, Branch Brook Service Station, and A. R. Hahn & Co., Newark; W. O. Brown, Dover; S. Salter, Perth Amboy; Cass A. Reid, Reid Piano Co., Plainfield; Otto Wunderlich, West Hoboken; S. Brunton, Brunton Piano Co., and Philip Duckman, Jersey City; Jacob Levin, Long Branch; Julius Schafer, Home Furniture Co., Trenton; Orange Music Box, Orange; W. H. Bergfels, Pompton Plains; Louise Hyde Bowers, Bowers Music Shop, Metuchen.

## 1925-26 Radio Models Are Announced by Sunbeam Corp.

The Sunbeam Radio Corp., New York, recently announced to the trade its line of radio receiving sets and speakers for the season of 1925-26. The line incorporates a variety of models.

Alfred Bloom, of the company, in discussing the new models which are being distributed among the dealers at the present time, said: "Our new line is as complete in range of models and price as we could possibly have made it. The sets range in price from a very moderately priced set up to a high-class Console type cabinet set.

"We are pursuing a new plan of merchandising with our new models, and up until now it has worked out very successfully. Our distributors are advised constantly as to our plans and in a number of cases we received orders for the new models before they were completed. This allows us the opportunity of getting a fair estimate of the requirements of the trade, and we are able to plan our production accordingly, thus eliminating any overproduction and consequent cut in price."

## Buffalo Retailers Plan Columbia Sales Campaign

BUFFALO, N. Y., Sept. 8.—A Columbia exploitation campaign is planned for the early Fall season, to be conducted from Buffalo and covering the western New York and northern Pennsylvania territory. The campaign is under the direction of L. J. Comer, district manager, with headquarters at 1700 Main street, this city. Mr. Comer said that dealers are showing a great deal of enthusiasm over the new fifty-cent Columbia records, which will be released this month.

As an added stimulus, he has secured Art. Gillham, Columbia artist, to sing and give some of his original dialogue from WGR, broadcasting station of the Federal Radio Co. His programs will be sent over the air on the evenings of October 6, 7 and 8. Mr. Gillham will also appear at the stores of various Columbia dealers in this territory.

## New Pooley Cabinet, 1120 R-2, to Be Featured Model

Medium Priced Cabinet, One of Most Popular in Line, Is Equipped with Atwater Kent 20, But Will Accommodate Any Atwater Kent Set—To Be Displayed at Radio Shows

One of the models to be featured at the Pooley exhibit at the two national radio exhibitions to be held in New York City will be the Pooley cabinet No. 1120 R-2. This medium



New Pooley Cabinet 1120 R-2

priced model has already proved to be one of the most popular numbers in the Pooley line. It has all the high qualities of Pooley construction and finish and in addition allows a latitude of selection in the choice of the set in that it is equipped with the Atwater Kent model No. 20, but may be also bought arranged to accommodate any set in the Atwater Kent line. The Pooley Co. has been exceptionally busy during the past month.

A comprehensive sales and advertising portfolio is in course of preparation and is expected to be in the hands of most of the Pooley dealers by the middle of the month. It is expected that this will prove to be a valuable sales aid to the dealer for the coming Fall season.

## Latham Sales Staff Meets Kolster Radio Officials

Considerable enthusiasm was expressed by the entire sales staff of E. B. Latham & Co., Kolster distributors in the metropolitan district, following a meeting with Dr. Frederick A. Kolster, at the Arkwright Club on the evening of August 21.

L. E. Latham, secretary and sales manager of E. B. Latham & Co., presided and introduced Dr. Kolster, who spoke briefly upon the developments in radio and outlined, at the request of his audience, the principles of the new split-circuit which bears his name and of which he is the inventor.

Following Dr. Kolster's address H. H. Southgate, assistant sales manager for Kolster radio, outlined briefly the policies of his company and plans for the coming season.

## Federal Tel. Co. Head Visits New York Offices

Lieutenant Commander Ellery W. Stone, president of the Federal Telegraph Co. of California, is spending a month at the New York office of the company, located in the Woolworth Building, which is headquarters for Kolster radio. Mr. Stone is eminent as an author of standard books on radio and as an engineer.

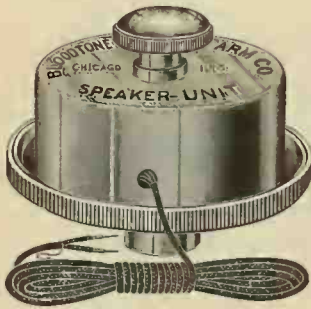
## Mr. Dealer

When a cabinet manufacturer shows you his radio Console, look and see if he has a



Blood Spekertube

connection between his



Mastertone Unit

and the tone chamber. Then you know he has fitted his cabinet with the best and correct equipment for an efficient Loud Speaker.

Order from your jobber. If he can not supply you write the BLOOD TONE ARM COMPANY, BAY CITY, MICHIGAN.

Sales Office for Chicago District

Blood Tone Arm Company

222 West Madison Street  
Chicago, Illinois

# ALWAYS ONE JUMP AHEAD

## *New Process Recording*

*Pathe* and <sup>The</sup> PERFECT  
Record

*Wonderful Definition and Wonderful Tone*

The Engineers of Compagnie Generale des Machines Parlantes Pathe Freres, of Paris, developed and perfected the new cylindrical recording to a point superior to anything known today. When records can be made still better, Pathe will make them.

**PATHE PHONOGRAPH & RADIO CORPORATION**

20 GRAND AVENUE, BROOKLYN, N. Y.

## Wide Variety of Models and Products Features the New Music Master Line

Complete Line Now Covers Everything in Radio — Announcement Followed by Orders From Distributors in All Parts of the Country to Care for the Expected Large Fall Demand

PHILADELPHIA, PA., September 5.—The Music Master Corp. of this city has lately made an announcement and issued a technical description of its complete line of Music Master radio sets which are illustrated in detail on the opposite page. The Music Master horn is nationally famous and although the Music Master radio sets were only comparatively recently introduced, orders on hand from distributors throughout the entire country show their popularity will undoubtedly be great during the coming season.

The line offers a wide variety of styles, circuits and prices and has been designed to meet the widely divergent tastes of the buying public. An idea of the wide range of prices is to be found in the fact that the lowest price Music Master set retails for \$50 with intermediate prices ranging up to \$460. The type number of the model compares with the retail price of the machines.

Type No. 50 is a mahogany cabinet with space for dry cells in the rear and uses four tubes of the Music Master 199 type. All other models of the line employ the 201A type. It is a neutrodyne circuit and two-dial control.

Type No. 60 has five tubes with three controls and is also encased in a mahogany cabinet. It has a lock and jack combination which cannot be operated when locked. Type 100 also has five tubes and three controls and is encased in an attractive mahogany cabinet console type with space for "B" battery. In this set the jack for the headphones is in the front panel and loud speaker connection is provided in the back.

Type 140 is also a mahogany cabinet five-tube set and a particularly attractive panel arrangement has been given in addition to other distinctions. In this model the panel is attractively etched and contains a single dial with gold-plated pointer controlled by a knob. This dial is under glass, indirectly illuminated and gives particularly striking effects.

The first six-tube model in the Music Master line is to be found in type 175. It has two dials operating on embossed scales of golden bronze finish which give a pleasing contrast to the dull black metal panel which, similar to the foregoing models, is slanted. In this cabinet, which is of mahogany, is included a built-in Music Master loud speaker.

Type 215 is the same as type 175, with a mahogany table to hold the set. The construction of this table is such that it carries an "A" battery and is designed to match the general lines of the radio set. A sliding board under the table top is provided for an arm rest and the table legs are detachable for knockdown shipment.

Type 250 is a cabinet model of the Music Master Ware receiving set in which seven tubes are used with only one major control operating a wave length indicator showing through a cut-out on the front of the panel. This indicator is said to be entirely original with this set as the familiar decimated dials are entirely absent and the actual wave lengths themselves appear in the cut-out space. No antenna or ground is required on this set.

Type 300 in addition to its qualities as a receiving set also constitutes a particularly attractive piece of furniture and is the first of the three floor models of the Music Master line. It is a five-tube set operated by two controls. It is stated that this set uses neither outside antenna nor loop for the reception of broadcasting programs up to a considerable distance. The energy required for the plate current may

be obtained from 110-volt A-C house current with the use of a "B" battery eliminator. The radio set itself is locked in place by a Yale lock, providing proof against theft of tubes and unauthorized operation. Access may be had to the set by sliding it out drawer fashion. Two concealed electric lights illuminate softly the log charts which may be replaced by the operator. The cabinet is of solid mahogany throughout, of period design with bronze hardware to match the appointments of the operating panel.

Type 400 is the same as No. 300 with mahogany cabinet more elaborately hand-carved and all hardware gold-plated. Type 460 is the same as type 250 but mounted in console type of mahogany cabinet elaborately hand-carved and of period design with built-in loop and including an artistic drum type Music Master loud speaker.

The now familiar drum type of Music Master loud speakers shown at center bottom of illustrations are produced in a variety of designs. Model 9 is suspended by silken cords with tassels. Models 12 and 13, as may be seen from the illustration on the opposite page, are set on pedestal bases.

### Talking Machine and Radio Men Will Meet September 16

The September meeting of the Talking Machine and Radio Men, Inc., the dealer organization for the States of New York, New Jersey and Connecticut, will be held on Wednesday, September 16, in the midst of radio show week. It is expected that the meeting will be the most important one of the year, for invitations have been issued to visiting trade manufacturers, jobbers and dealers to be present at this gathering as the guests of the association. The meeting has been set aside as Stromberg-Carlson day and the principal speaker on the program will be R. H. Manson, chief engineer of the Stromberg-Carlson Telephone Mfg. Co., and widely known in radio circles. Mr. Manson will deliver an address entitled "Designing Radio Apparatus," and as he is an exceptionally able speaker it is expected that the dealers will find his address of unusual interest. The new Stromberg-Carlson sets will be displayed at the meeting and a banner attendance is expected.

### Album Demand Under Way

Max Willinger, president of the New York Album & Card Co., reports that Fall orders are already being received at the headquarters of the company in New York City. Both the Nyacoe record albums and the line of Nyacoflex receiving sets are complete for the opening of the Fall season. From the quantity of orders already in hand it would seem that, despite the large manufacturing facilities available, production would be taxed.

### Shelton Co. Starts Fall Drive on Simplicity Motor

The Shelton Electric Co., Long Island City, manufacturer of the Shelton Simplicity motor, has inaugurated its Fall campaign on this product. This motor is an electric motor set in contact with the rim of the turntable, and the spring motor does not have to be removed. The company is featuring this motor in anticipation of the debut of the 40-minute record which with the ordinary spring motor would have to be wound a number of times during the playing. There will undoubtedly be a marked demand for a motor of this character at this time.

The Shelton Electric Co. is also featuring a new product to talking machine and radio manufacturers and other large industries where numbers of people are employed. It is an automatic electric dryer which through heated air does away with the use of other kinds of towels. It is reported that this new product is rapidly taking hold.

### Lois Marjorie Gross Arrives at Home of Benj. Gross

Benj. Gross, of Gross-Brennan, Inc., New York, Eastern representative for Stromberg-Carlson radio products, is receiving congratulations from his many friends in the trade upon the arrival of a baby daughter, Lois Marjorie Gross, who was born on August 30. Mr. Gross is now the proud father of two boys and a girl and he states they are all taking a keen interest in the new Stromberg-Carlson 1926 models.

THE DAYS OF THE  
STORAGE; B & C BATTERIES  
IN RADIO  
ARE GONE; THE

# UNIRAD

REPLACES THEM ALL  
ON A. C. or D. C. CURRENT  
WITHOUT HUM OR RIPPLE



SIMPLICITY ITSELF

# UNIRAD

IS PRACTICALLY THE SIZE OF TWO  
45-VOLT B BATTERIES; SMALL,  
COMPACT, LIGHT, INEXPENSIVE TO  
OPERATE. NOTHING TO WEAR OUT  
OR GET OUT OF ORDER.

NO RECEIVER IS UP TO DATE WITHOUT A UNIRAD

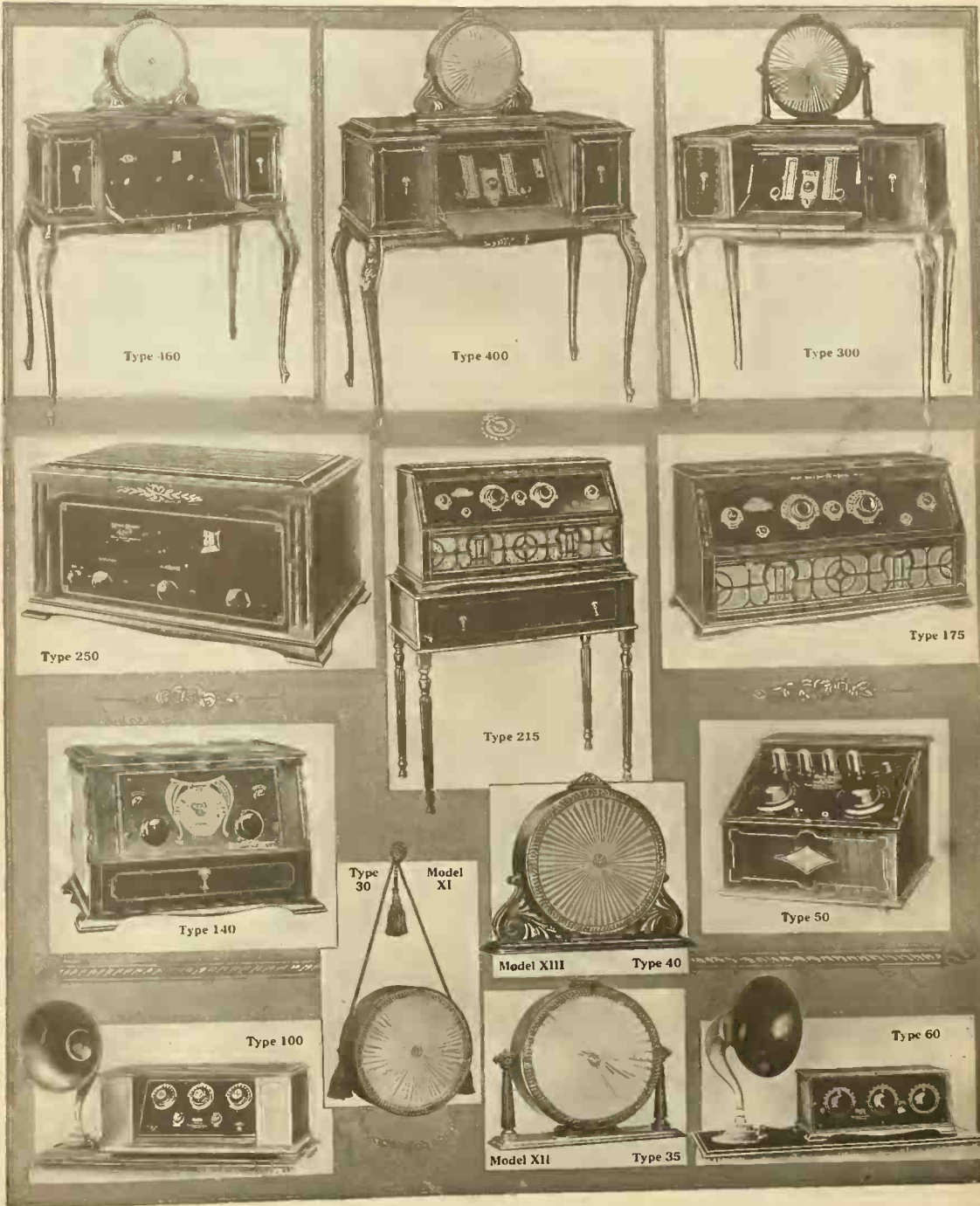
ON DEMONSTRATION DAILY AT  
NUVAL SALES CORP. BRISTOL & BARBER CO., INC.

Sales Agents

3 EAST 14th STREET, NEW YORK CITY

Distributors

# The New Music Master Line



Type 460

Type 400

Type 300

Type 250

Type 215

Type 175

Type 140

Type 30

Model XI

Type 50

Model XIII

Type 40

Type 100

Model XII

Type 35

Type 60

### H. R. Carlisle Resigns From Atwater Kent Staff

Former Member of Atwater Kent Advertising Staff Assumes Position as Manager of Advertising Department of Welsbach Co.

PHILADELPHIA, Pa., September 4.—H. R. Carlisle, for many years connected with the advertising department of the Atwater Kent Mfg. Co., Philadelphia, Pa., has now joined the forces of the Welsbach Co., of Gloucester, N. J., where he assumes the responsibilities of advertising manager. At the instance of his severing his connection with the Atwater Kent organization this company paid a tribute to Mr. Carlisle in the announcement which reads as follows:

"It is with sincere regret that we record, effective as of this date, the resignation of H. R. Carlisle, one of the oldest and most valued members of the advertising department. Mr. Carlisle leaves us to assume new and greater responsibilities as the advertising manager of the Welsbach Company, Ellis and Essex streets, Gloucester, N. J. We all wish Mr. Carlisle every success and happiness in his new position."

### S. W. Lukas Appointed New York Adler Representative

The hosts of friends and business acquaintances of S. W. Lukas will be glad to hear that he has been appointed to the position of special field representative of the Adler Mfg. Co., maker of Adler-Royal phonographs, combinations, radio sets and speakers.

Mr. Lukas will represent the Adler-Royal Co. in his old field of endeavor, the New York metropolitan territory, where he has made such a notable success, especially of late with Adler-Royal.

Mr. Lukas will tie in closely with the Silas E. Pearsall Co., metropolitan Adler-Royal distributor, and work with it to the end that Adler-Royal dealers will receive the very finest and most efficient and effective service and co-operation possible. This new arrangement is sure to be welcomed by the trade and will be looked upon with a great deal of satisfaction by Adler-Royal dealers who know from past experience just what pleasure it is to be in contact with this capable executive.

### Electrical Products Mfg. Co. Issues Dymac Catalog

The Full Line of Dymac Radio Set Speakers and Parts Illustrated and Described in Detail in Attractive Brochure

PROVIDENCE, R. I., September 9.—Concurrent with the announcement of the appearance of the Dymac Selecto Five, the new radio set produced by the Electrical Products Mfg. Co., of this city, this company has issued a new catalog on Dymac radio equipment, which is attractively printed and bound and the front-piece depicting the large manufacturing facilities of the Electrical Products Mfg. Co., in this city. A foreword signed by President Frank E. Dyson and Harry A. McAvoy, treasurer and general manager, outlines the qualities of the Dymac products as presented, stressing the one-year unconditional guarantee of every article bearing the Dymac trade-mark. Thereafter follow illustrations and descriptions of the new Dymac Selecto Five radio receiver, the improved Dymac loud speaker, Dymac head sets types "G" and "E," Dymac standard loud speaker unit, Dymac vernier dials, Dymac sub-panel sockets, standard rheostats and potentiometers, variable condensers, audio-frequency transformers types "G," "H" and "E" and audio amplifying transformers type A-1, standard jacks, duo lateral coils, a crystal set outfit and a standard electrical soldering iron kit.

The catalog closes with an interesting description of the Dymac factory where these various products are made illustrated with interior views of the various departments. The concluding paragraph cordially invites distributors and their customers to visit the Dymac plant when in Providence.

For the convenience of the buyer the back cover is devoted to a map of the United States on which is marked the location of the cities in which Dymac factory sales agents make their headquarters, together with their names and addresses.

The new store of Neisner Bros., at 47-49 South Main street, Wilkes-Barre, Pa., has been opened recently with a full line of musical instruments. The department has a phonograph counter, which is sixty feet in length and complete in every detail.

### Everybody's T. M. Co. Is Enjoying Brisk Business

Concern Growing Rapidly as Evidenced by Recent Purchase of Building It Occupies—Robert Harris, Eastern Manager of Adler Co., Helps Develop Adler Department

PHILADELPHIA, Pa., September 10.—Everybody's Talking Machine Co., of this city, reports that Summer business in repair material and Honest Quaker main springs has been particularly good and from present indications it would seem as



Everybody's Headquarters

though the Fall season would prove a busy one.

The Everybody's Co. has often been referred to as one of the fastest growing organizations in the talking machine industry, and Philip Grabuski, president, and Samuel Fingrud, treasurer, intimate that the plans for the future call for even further expansion. The purchase of the Everybody's building will provide facilities for this further expansion and the future of the business looks particularly bright.

The distributing end of the organization, which is a separate and distinct department, also reports good business. The Okeh and Odeon record stock is moving fast and telephone calls are being received almost daily from far distant points in the territory for immediate delivery of the many popular hits in the Okeh line.

Robert Harris, Eastern manager of the Adler Mfg. Co., New York City, is spending much time at the headquarters of Everybody's Talking Machine Co., which was recently appointed distributor of the Adler-Royal line, and is heartily co-operating with the Everybody's Co. in the development of this department.

### Wiedoeft Orchestra a Hit

CANTON, O., September 8.—Herb Wiedoeft and his Brunswick Recording Orchestra, now in its fourth week at Moonlight Ballroom here, has broken all dance hall attendance records in this section. The five-week engagement here of the Wiedoeft band is the longest the orchestra has stopped since it left Los Angeles in the Spring. Wiedoeft last week gave three prizes, one a Brunswick phonograph, secured through the local dealer, the D. W. Lerch Music Co., to winners of the fox-trot contest, held at the big pavilion last week and which created a great deal of interest.

GREATER CITY - GREATER Service

METROPOLITAN DISTRIBUTORS

FOR

Sonora

THE "STANDARD OF QUALITY"  
CLEAR AS A BELL

AND

Fried-Eisemann

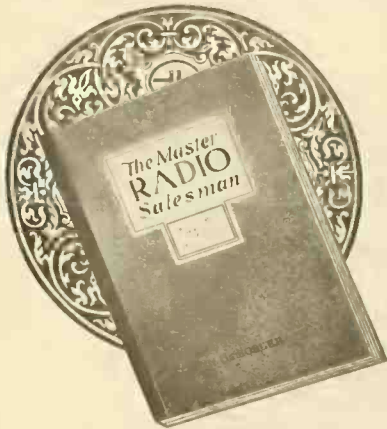
RADIO RECEIVERS

SONORA SPEAKERS  
CUNNINGHAM TUBES  
PHILCO . . . EXIDE  
RAY-O-VAC . BALKITE



GREATER CITY

PHONOGRAPH COMPANY INC  
234 WEST 39TH STREET NEW YORK NY



# Watch the A-C DAYTON DEALERS this year!



Below is a partial list of main chapter headings in The Master Radio Salesman. The book is full of selling helps and proven merchandising plans.

1. Choosing the Line.
2. Building the Prospect List.
3. The Demonstration and Close.
4. Improving Merchandising Methods.
5. Selling Radio to the Farmer.
6. Training Salespeople.

This remarkable book, complete in itself, is but a part of the A-C DAYTON plan this year.



The A-C Dayton XL-10 Standard Cabinet, in two-tone mahogany. \$115. (\$120 Denver and West)

Retailers of A-C DAYTON Sets will go after business this year armed with the most remarkable merchandising method yet developed for radio—a method which organizes their radio departments along proven lines, which assures the personal success of every individual dealer.

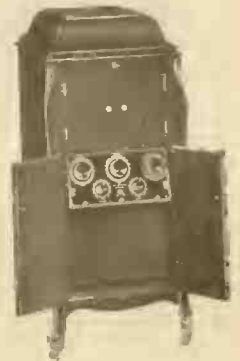
It is a plan of business management as well as sales. It puts radio selling on the same highly organized basis as the automobile. It is flexible enough to be used by every type of radio dealer. The book, The Master Radio Salesman, is the backbone of this plan which exhaustively covers the entire field of radio selling.

A-C DAYTON shoots straight with its dealers. A-C DAYTON Receivers have an established reputation for performance. The line is compact and salable, and will be intensively advertised. This year A-C DAYTON dealers will set a national standard for successful radio retailing.

*It is a big story for progressive dealers.  
Let us give it to you.*

**The A-C Electrical Mfg. Company**  
DAYTON, OHIO

*Makers of Electrical Devices for more than  
Twenty Years.*



The A-C DAYTON Phono-set provides the music dealer with a proven receiver in a compact phonograph installation to fit any standard upright cabinet and most console models. By removing the record rack the Phono-set is installed at a convenient height, with ample room below for all batteries and accessories.

The Phono-set opens the way to an enormous market among owners of phonographs who want a radio installation without sacrificing their present cabinet. The Phono-set is not a so-called radio panel. It is the standard A-C DAYTON XL-10 in compact form. Write for complete description.



# A-C DAYTON RADIO

*"for the man who believes his own ears"*

THE A-C ELECTRICAL MFG. CO.  
Dayton, Ohio.

Gentlemen:

Send me the story for A-C DAYTON dealers this year, with complete description of the A-C DAYTON line and merchandising plans.

Name .....

Street Address .....

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

T.N.W.9

Fill out this coupon or clip it to your letterhead and mail it without delay. Get the complete particulars of the A-C DAYTON line and remarkable sales plan. Get ready for a big radio year with A-C DAYTON

## Radio Corp. of America Demonstrates New 1925-1926 Line to Members of Press

Dr. Alfred N. Goldsmith, Chief Broadcasting Engineer of the Radio Corp., Outlines Manufacturing Policy in Production of RCA Products—Demonstration Proves Merit of the New Line

The first public demonstration of the new 1925-26 line of the Radio Corp. of America products was given at the Hotel Pennsylvania to members of the press on Wednesday, September 2. Prior to the demonstration dinner was served and at the conclusion Dr. Alfred N. Goldsmith, chief broadcasting engineer of the Radio Corp., gave a short explanatory talk, stating that there are five points which the company sought to achieve in the making of the radio apparatus—quality of reproduction, volume, selectivity, range and simplicity of operation. He explained how the advancement in all parts of the line made for the achievement of these points and dwelt on the impressive advances which have been made in the design

of loud speakers made for much finer tonal qualities with omni-tonal and equi-tonal effects. The advancement in tubes has the result of materially increasing volume and the uni-control and elimination of batteries through the use of Rectrons add immeasurably to the simplicity of operation of the sets.

Following this brief talk by Dr. Goldsmith, the audience adjourned to a connecting room where the full line was on display. The actual demonstration was enthusiastically received. The vast strides that have been made by the Radio Corp. in making the radio receiver an instrument that ranks as a fine musical instrument, with attractive cabinets, were evident. The operation is so simple that it is certain to

commend itself to the ultimate buyer who is untoured in radio lore and who wishes to purchase a means of entertainment that will operate at his behest with little or no actual knowledge of its workings.

Each of the new products was demonstrated in turn, and on each occasion the result was all that had been claimed. The musical programs, orchestras and vocalists were heard with an astounding clarity, volume and tonal effects that have not heretofore been possible. The sets demonstrated were: the Radiola 30, the de luxe set of the line, an eight-tube super-heterodyne, operated completely by A-C current, with self-enclosed loud speaker, equipped with a "multi-rectron," eliminating all batteries; Radiola 28, a desk set super-heterodyne working in conjunction with a loop antenna, with uni-control tuning mechanism, can be operated with either A-C current or dry batteries, according to the loud speaker used; Radiola 25, a six-tube super-heterodyne embodying several new and distinctive features, and the Radiola 20, a five-tube non-radiating tuned radio frequency receiver with regeneration. The RCA loud-speaker model 104 was one of the outstanding features of the demonstration. This speaker is capable of producing a volume that can fill a concert hall with music without distortion and again it can be varied to the merest whisper. The Model 100 Cone Loudspeaker and Loud-speaker model 102, which is equipped with a "uni-rectron," were also demonstrated and met every test that was given with perfect satisfaction. The rectrons and new types of radiotrons came in for their full share of attention. A full description of the new products of the Radio Corp. appears in the advertisement of this company in this issue of *The World* and a detailed story dealing with the RCA tubes also is given in the columns of this issue.

The success of this demonstration is all the more marked because of the conditions under which it was given. The parlors of the Hotel Pennsylvania, an all-steel building, situated in a district of the metropolis where radio reception is notoriously poor, are not the most admirable locations to test receiving sets and the clear reception and selectivity which were achieved argue well for the success of the line when it is placed on the market. This Fall.

### Attractive Counter Sign for Adler-Royal Dealers

A most attractive counter display sign was recently distributed to Adler-Royal dealers and is now being displayed in hundreds of music stores throughout the country. The sign was made in the factories of the Adler Mfg. Co.



Adler-Royal Counter Sign  
by the same artists who are responsible for the beautiful cabinets which house the Adler-Royal instruments. The sign is made of mahogany with gold lettering. The panel is 15½ inches wide, 8¼ inches high with 19 inch base.

### Harry Cohen on Long Trip

Harry Cohen, whose appointment as secretary and sales manager of the Wall-Kane Needle Mfg. Co., Brooklyn, N. Y., was announced last month, is away on his first trip. The trip will probably be of about three months' duration. Orders received en route indicate that the quality of Wall-Kane needle products and the personality of Mr. Cohen are an excellent combination.

#### Model No. 24

Five tubes, Tuned Radio Frequency. Rich mahogany cabinet, 7 in. x 20 in. with a beautiful etched metal panel. Equipped with the famous line of Kelford parts, made by us in our own factory. The "Electrola" has a variable antenna tuning switch, assuring efficient reception, with either long or short antennae. Another advantage of the Electrola antenna tuning switch is that a long antennae may be used without causing interference between stations or broad tuning of the set.

List Price \$59.50

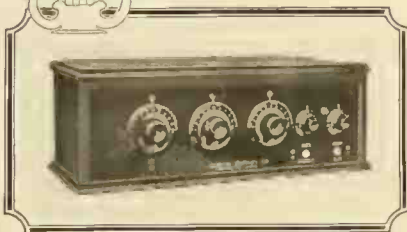


# Electrola

#### Model No. 18

Five tubes, Tuned Radio Frequency. Rich mahogany cabinet, 7 in. x 24 in. Equipped with the famous line of Kelford parts, made by us in our own factory. A compact, long distance receiver at a very low price for those who prefer external batteries and external loud speaker. Beautiful in appearance, harmonizing with the decorations of any home.

List Price \$80



## Sold to Selected Dealers Under a Protective Franchise that Really Means Protection

You need only listen to the new improved "Electrola" to realize at once the difference between the "Electrola" and all the other receivers you have heard. Regardless of price, the "Electrola" challenges any receiver on the market to direct comparison for purity of tone, beauty of appearance, and efficient performance over the entire wave length range.

In the "Electrola" is perfected that

which radio engineers have so long sought to accomplish, namely, a tuned radio frequency circuit that does not employ nor require any variable neutralizing condensers, potentiometers or other devices to prevent oscillation. Each receiver is balanced before leaving the factory so that it will be stable under all conditions. This accomplishment insures a real non-oscillating, non-radiating receiver.

### Valuable ELECTROLA Territory Still Open

Write to us today for full particulars regarding our exclusive dealer franchise and for the name of your nearest distributor who will be glad to give you an "Electrola" demonstration.

Manufactured by THE AMERICAN SPECIALTY COMPANY of BRIDGEPORT  
America's Pioneer Manufacturers of Radio Parts

BRIDGEPORT, CONN.



# Akradyne Announcing-

A complete line of Akradyne Radio Receivers and a cabinet loud speaker, all built up to the same high plane that has established Akradyne as the Standard of Comparison.

Year after year we have been urged to produce a complete Akradyne line, but we were steadfast in our determination to hold back until we were convinced that the right moment had arrived,—and here it is!

Akradyne's announcements have always carried important messages to the trade and the public. This one is no exception to the rule. Akradyne will be the set in demand this year, and this year's Akradyne sales will surpass all others.

This complete presentation of Akradyne models is of real value to every dealer and we submit it for his earnest consideration.



Akradyne Cabinet Speaker  
Retail Price \$31.50

Akradyne Model No. 14  
Retail Price \$75

Akradyne Model No. 10  
Retail Price \$100

Akradyne Model No. 18  
Retail Price \$150

Akradyne Model No. 173  
Retail Price \$175

Akradyne Model No. 212  
Retail Price \$225

Akradyne Model No. 199  
Retail Price \$180

Akradyne Cabinet  
Speaker \$31.50

Akradyne Cabinet  
and Console Models  
\$75.00 to \$215.00

Akradyne Art Models  
of Beautiful Design  
\$475.00 to \$1475.00

**SUNBEAM RADIO CORP.**  
350 West 31<sup>st</sup> St. New York

Also manufacturing Pink-A-Tone Radio Receivers in  
2, 3, and 5 tube models at \$18.50, \$28.50, and \$34.50



*The Standard of Comparison*

## Detroit Dealers Have Cleared Floors of Old Stocks in Preparation for Fall

Summer Coming to Close Compares Favorably With Same Period of Last Year—Annual Gathering of Radio Distributing Co. in Hotel Statler a Huge Success—Other Important News

DETROIT, MICH., September 8.—July and August were quite dull as compared to other months of the year, and yet were quite brisk when compared with the same months of a year ago. Radio business naturally fell off tremendously, yet quite a good many sales of the costly combination machines were made. With the return of September, the reopening of school, people back from vacations and the further fact that Detroit to-day is enjoying unprecedented prosperity for this season of the year in its manufacturing and industrial institutions, all of these conditions augur well for the talking machine and radio dealer. Already dealers claim that prospects are beginning to negotiate for the costly combination machine.

### Old Stocks Closed Out

The Victor dealers have been doing everything possible to reduce their stocks in order to prepare for the arrival of the new Victrola combination machine. Half off on price and easy credit terms are the inducements offered the public to buy the stock on hand. Some dealers report that they had good success with their sales; others that they did not have much stock on hand to close out, hence it was not necessary to make such drastic reductions. As a matter of fact, so far as Detroit is concerned we doubt if there are any dealers who have any number of machines left.

Considerable interest is being attached to the new models to be brought out by the Victor Co. as well as the Brunswick. It doesn't take the public long to find out that something new is on the way. Victor and Brunswick dealers are being visited every day by people who ask "when will you have the new models in?"

### Tie Up Movie and Record

The indefinite run in Detroit of Charlie Chaplin's latest picture, "The Gold Rush," afforded a splendid opportunity for the Brunswick Shop to advertise Chaplin's latest record and which has been selling very big at this store. After all, taking advantage of current events is what sells records to a great extent. Exploitation has its place in the talking machine industry as it has in the motion picture industry.

### Now in Real Estate Game

Two well-known talking machine salesmen have forsaken the field to engage in the real estate business. We refer to Peter C. Sweeney, for many years with the Detroit Edison Shop as manager of the retail department, and Peter

Gordon, for a number of years with the Detroit Brunswick Shop, who are popular in this city.

### Edison Business Gains

R. B. Alling, manager of the Detroit Phonograph Co., State distributor for Edison phonographs, reports that business for the year is ahead of 1924, and that the phonograph business held up splendidly during the Summer while radio fell off considerably. Mr. Alling is never inclined to be too optimistic but he does predict that Fall business will be very brisk, especially on better grades of merchandise, whether in phonographs or combination machines.

"The better class of people want something better and will pay for it and the store catering to this class is going to get their business," he declared.

Generally very little money was spent during the Summer for talking machine advertising, but it will start up some time this month and then keep going at a fast clip right up to holiday time.

### Okch Records Popular

The Consolidated Talking Machine Co., which is now in much larger quarters at 2957 Gratiot avenue, is enjoying very good business on Okch records, the total for the last eight months showing a nice increase over last year for the same period. J. P. Fearn is in charge of the Detroit office and is very well liked in the trade.

### Attend Dealer Meeting

More than 150 dealers attended the annual gathering of the Radio Distributing Co., which was held recently at the Hotel Statler, in this city. The meeting was under the direction of President D. W. Burke, who made a very interesting address, after which he introduced the several speakers. R. E. Smiley, district sales manager of the Atwater Kent Mfg. Co., in the course of his talk outlined in detail the Atwater Kent sales plans for 1925-26, and discussed the merits of the products in detail. He was followed by V. A. Stauffer, of the Pooley Furniture Co., who spoke on the plans of this company for the coming season. Mr. Polikoff and Mr. Joud also addressed the dealers. They were followed by Dr. Engle, of the Pfanzstiel Radio Corp., whose educational talk was greatly enjoyed.

The dealers and speakers were then entertained at luncheon, during which representatives of Barton, Durstine & Osborne, advertising counsel, supplied the dealers with the results of radio surveys made by their agency, and spoke at some length of the publicity plans for the coming year. In the evening the entire assemblage was entertained at an enjoyable banquet at which there were a number of entertaining features.

### Satisfactory Adler-Royal Demand

S. E. Lind, of S. E. Lind Co., distributor for Adler-Royal phonographs and combination machines, doesn't hesitate to say that his business is considerably ahead of last year, that the Summer trade was good and that he looks for very good business during September and October. "Dealers have been buying from hand to mouth and are not loaded up, with the result that when business does break good they are going to find themselves out of luck unless they do order ahead. We are bound to get our share of business because we have a very fine clientele of dealers handling the line," remarked Mr. Lind.

### Radio Trade Assn. Elects Officers

The election of officers of the Radio Trade Association was held at the last meeting, with the following results: William Langeing was elected president; H. E. Haggerty, first vice-president; R. H. Stewart, second vice-president; Merle Duston, third vice-president; C. H. Schmidt, fourth vice-president; H. J. Trumbo,

director-at-large; A. M. Edwards, secretary, and H. J. Van Bealen, treasurer. These officers will have under their direction the planning of the fourth annual radio show, which is scheduled for November 3 to 8 at the Arena Gardens.

### News Brieflets

C. A. Grinnell, president of Grinnell Bros., went to New York September 1 to meet Mrs. Grinnell, who arrived the following day from a two months' trip abroad. They planned to spend at least a week in New York before returning to Detroit.

Jay Grianel, sales manager of Grinnell Bros., has been elected to the board of directors of the Retail Merchants Bureau for the coming year.

Barnes & Farrell, for several years on East Jefferson, are now in their new location at 11255 Charlevoix, which is a much better spot from the standpoint of business. Sales have shown a big jump since the removal.

The Artonian Piano Co., which recently took over the Victor and Brunswick franchises downtown owing to the Henry S. Doran Co. going out of business, is finding these lines very valuable assets.

The Stewart-Warner Products Service Station, 7321 Woodward avenue, Detroit, handling the Stewart-Warner radio, is very busy these days looking up the number of applications that keep pouring in from retailers who want the line.

The J. L. Hudson Music Store which was closed Saturday afternoons during July and August, is now back to regular schedule, that of keeping open Saturday until 6:00 p. m.

## D. S. Spector, Kolster Head, Visits Pacific Coast

D. S. Spector, general manager for Kolster radio, is spending several weeks at the home office of the Federal Telegraph Co. in San Francisco. Having launched the new Kolster radio upon the market in a way that bids fair to make of it one of the signal successes of the season, and having practically completed the organization of an enviable distributorship organization, Mr. Spector for the first time in some months felt that he could release himself from his New York office sufficiently long to make the trip to the Pacific Coast.

In Mr. Spector's absence the New York office of the Federal Telegraph Co., located in the Woolworth Building, will be in charge of H. H. Southgate.

## Atwater Kent Mfg. Co. Announces New Model, No. 21

PHILADELPHIA, Pa., Sept. 8.—The Atwater Kent Mfg. Co., of this city, has announced a new addition to its receiving set line known as Model 21. It is of the compact type and similar in external appearance to the familiar Model 20 compact. It, however, employs the small type of dry battery tubes. Vernon W. Collamore, general sales manager of the company, in announcing the new set predicted that it would be one of the biggest additions ever made to the Atwater Kent line. A large volume of advance orders has been received and delivery is now being made. A busy Fall season is expected.

## JOBBERS and DEALERS You'll Have Calls For

AMPLIFIER AND DETECTOR

TUBE E



Besides our advertising, there is a great force pushing Sea Gull tubes—the talk of satisfied users. Their fame is spreading throughout the land, and that means that you will soon have calls for Sea Gulls.

The Points of Sea Gull Superiority:

- Non-microphonic
- Uniformity — used interchangeably in any place
- Mutual Conductance 10 per cent higher
- Longer life—50 per cent
- Send for full particulars of the amplifier detector tube and also the high capacity rectifier tube for "B" battery eliminators.

Tube E—\$2.50 Tube R—\$3.00

Write for general information and discounts  
**ABERDEEN SPECIALTY CO., Inc.**  
 1642 N. Hutchinson St. Philadelphia, Pa.

## Thor Speaker Lamp

[Patent Pending]  
 offers you a bigger volume of sales than any other type loud speaker. It is actually finished—with either permanent or any color silk shade. To demonstrate it is to sell it. Table lamp model list at \$35. Big discounts offered responsible dealers. Write for full literature.

### THOR Radio Division

OF THE  
**GOLDEN GATE  
 BRASS MANUFACTURING CO.**  
 1239-1243 SUTTER STREET  
 SAN FRANCISCO



## The New Series Gennett Records at 50c.

**N**OW that the indoor season is here the New Series Gennett Records at 50 cents with their timeliness and quality are an important stimulant in renewing interest in the record as a source of home entertainment.

The Gennett Slogan "First and Best on Gennetts" was never truer than it is today, for up-to-the minute popular dance, vocal and novelty hits are to be had when they are new and at a new price!

Then there are the Gennett standard numbers—without which no dealer's shelves are complete—representing the highest attainment in the art of sound recording.

The new Gennett sales plan eliminates all possibility of dead stock and enables the dealer to have on his shelves selections that are in constant demand, the profits from which are never being jeopardized by left-overs and slow movers.

Every dealer will be interested in this new plan because the Gennett proposition is worth while. Write for further information.

**GENNETT RECORDS**

**Richmond, Indiana**

# Indications of Increased Activity in the Akron-Canton District as the Summer Wanes

**Vigorous Sales Promotion Drives Have Marked Effect on Sales—Betterment in Demand Creates Optimism and Dealers Are Laying Plans for Busy Fall—Trade News and Activities of Month**

AKRON-CANTON, O., September 5.—While there has been some recession in many retail lines, the talking machine business in this district during the fog end of Summer picked up slightly, and indications are the month of September will show a further gain. One of the most marked efforts in dealer circles was the half-price sales drive conducted by Victor dealers in the two cities, which had a stimulating effect at a time when normally business is off, both in talking machine and record departments.

It is a trifle too early to predict what radio will be this Fall, but dealers are of the opinion that sales will be heavier than last year, owing to the advancement of radio in the past 12 months. Many new models are now being dis-

played in music stores and inquiries have been more frequent than at any time in recent weeks, dealers said. Records have shown some improvement in recent weeks, it is reported. Portables are still selling, with continued warm weather and prolonged activity at the nearby lake resorts.

The talking machine trade will no doubt be grieved to learn of the death of John M. H. Lerch, for many years identified with his brother in the D. W. Lerch Music Co., Canton, O., and well known to the trade.

C. M. Alford, and wife, the former manager of the Alford & Fryar Piano Co., Canton, are in the West on an extended vacation, and while there will visit relatives in Montana. Enroute

to the East Mr. Alford plans to visit with several dealers as well as manufacturers whose products he merchandises here, returning to Canton early next month.

L. O. Beck, manager of East Market Gardens, Akron, one of the best known ball rooms in the Middle West, was successful in securing for three days the original Memphis Five, Victor record artists, for an attraction at the Gardens, three days recently. This was the first invasion of this territory by the well known Memphis band and as the result of its visit to Akron, sales of their records were greatly stimulated, dealers reported.

More than the usual number of talking machine dealers from Canton and Massillon will have exhibits at the annual Stark County Fair, it was announced by officials in charge of the Merchants' Exposition Hall. The William R. Zollinger Co., Victor dealer, Klaines Edison Shop of Canton and Massillon, and the Arnold Music Co., Massillon, are annual exhibitors at the fair, which opens Labor Day and continues for a week.

Brunswick record dealers of Youngstown reported a good week end business recently, when Ray Miller and his Brunswick record orchestra played a single night's engagement at the Southern Inn.

Dan O. Thomas, prominent Barberton, O., music dealer, died recently as the result of burns suffered when the gasoline tank of his automobile exploded.

Don Smith, of the Smith-Phillips Music Co., East Liverpool, visited in Canton recently, where he was the guest of Herb Wiedoeft, Brunswick record artist, whose band is playing an engagement here.

It is announced the Home Music Co., North Market avenue, Canton, has added a complete service and repair department for all makes of talking machines. The store, the newest acquisition to the downtown retail music store family, has been in existence over a month.

Elmer E. Hensley, Elyria, O., has opened a new music store at 650 Lodi street, that city. Hensley, well known in the retail music business, formerly was manager of the Elyria Starr Music Co. branch.

## Twin Cities Radio Show Plans Rapidly Maturing

MINNEAPOLIS and ST. PAUL, MINN., September 8.—Plans for the second annual Northwest Radio Show to be held in the St. Paul auditorium the week of October 5 are developing rapidly, with three-fourths of the exhibition space already spoken for and with prospects of an early closing out of available exhibition space. Over 100,000 people are expected to view the estimated 200 exhibits. The Northwest Radio Trade Association, which is sponsoring the event, expects this to be the most successful show of the kind ever staged in this section of the country. No expense is being spared to create a drawing card of the first magnitude. All kinds of entertainment will be provided. Radio manufacturers of national prominence will make addresses at the different convention sessions which will be an important feature of the week. Among those who are scheduled to date are A. J. Carter, president of the Carter Radio Co.; Powel Crosley, Jr., head of the tremendous large radio business bearing his name; Herbert Frost, president of the National Association of Radio Manufacturers, Laurence Gardiner, president of the Garod Corp.; Colin B. Kennedy, president of the company of that name, of St. Louis, and others of equal prominence. Wide publicity is heralding the event.

H. J. Hanley opened a complete music store the first of this month at 51 Eighth street, S. A full line of talking machines, pianos and other musical instruments are carried.

The General Music Co., Denver, Colo., was recently incorporated with a capital stock of \$100,000. The incorporators are Leonard S. Zall, E. J. Maydeck and W. S. Hirsch.



# AMPLION

## The World's Standard Loud Speaker

ALFRED GRAHAM & CO., LONDON, ENGL., PATENTEES



1. Long tube travel with gradual amplification is provided to compare favorably with the acoustically correct design shape of the Amplion.

2. Objectives of the horn is given by rubber diaphragm.

3. Hinged base lifts horn to angle desired for best acoustic effect.

### Our Proposal to Dealers

in

### Musical Instruments

**ANY** sales of good sets are lost because the loud speaker fails to do justice to the set.

As a specialist in the sale of musical instruments, you keenly appreciate the importance of clear, natural tone in radio demonstrations. You are, no doubt, in search of the finest toned loud speaker the market affords—to aid you in sales of sets.

You are therefore made this offer: Let us to send an Amplion on ten days' trial at regular list price less dealers' discount. Test it critically in comparison with any or all other makes.

If, in your opinion, any other loud speaker can equal The Amplion for clarity, natural tone and volume without resonance or "beating," return The Amplion for full credit.

The Amplion is the creation of the actual originators and world's oldest makers of loud speakers. It is the product of more than thirty years' experience in the reproduction of sound. Abroad it has long outlasted all other makes combined. Introduced to America in 1923, it is rapidly paralleling here its success in other countries. To hear The Amplion—in comparison—is to understand the reasons for its world-wide preeminence.



The Superior Clearness and Life-Like Quality of its Tone has made THE AMPLION internationally the Largest Selling Loud Speaker.

This proposal is conditional only upon your giving us your jobbers' name and address, as we sell regularly and only through the jobbing trade. Any future business would go through your jobber.

Amplions are nationally advertised on an extensive scale in leading magazines, radio publications and newspapers throughout the United States. The loud speakers list at \$12 to \$42.50. A most attractive proposition awaits your inquiry.

Adjustment for easily "tuning" the Amplion to each individual set.

Amplion Junior DeLuxe



Phonograph Unit in Two Sizes

## The Amplion Corporation of America

Executive Offices: Suite C, 280 Madison Avenue, NEW YORK CITY

Canadian Distributors: DUNDIFF LTD., Toronto

Associated Companies: ALFRED GRAHAM & Co., London, England; COGNARTE FRANK CAISE AMPLION, Paris, France; COMPAGNIE CONTINENTALE AMPLION, Brussels, Belgium.

Representatives in all leading cities throughout the world.

*Universally  
acclaimed!*

# Lincoln Records

**NOW**  
Retailing

at **35¢**  
3 for \$1.00

(Formerly  
50¢ each)

As good as the best of them and better than most even though the price is so low.

Perfect reproduction of all of the latest vocal and dance hits. Recorded by the foremost artists. Every record's a ten inch double disc and will play on any phonograph.

Highest standards of manufacture maintained throughout.

No wonder Lincoln is the quality record of the industry.

Write today for our proposition.

*The Lincoln is a product of the*

## Cameo Record Corp.

249 West 34th St., New York, N. Y.

## Federal Ortho-sonic Sets Announced to the Trade

**Federal Radio Corp. Announces Line of Eight Models All Operating on New Principle—Extensive Advertising Campaign Planned**

BUFFALO, N. Y., Sept. 8.—The Federal Radio Corp. recently announced the new line of Federal Ortho-sonic radio receivers, consisting of eight models, all of which embody the new system, an exclusive Federal feature, the Ortho-sonic principle of tone reproduction. A national advertising campaign to assist dealers in their sales campaigns has already been inaugurated in many of the leading cities and it is estimated that before the holiday season the Federal message will be made known to more than 20,000,000 readers. A force of territorial representatives will be maintained to work with the dealers and jobbers and render every possible support and means of cooperation.

The line has a wide price range and will be marketed under exclusive selling franchises. Territorial rights will be granted jobbers and dealers will be given allotted districts in which to operate.

## Dictogrand-Power-Six Announced to the Trade

The Dictograph Products Corp., New York, manufacturer of Dictogrand loud speakers and phonograph attachments, recently announced, through D. W. Andrews, head of the radio division, a new receiving set to be known as the Dictogrand-Power-Six. The set which has just been perfected operates on 110 volt 60 cycle alternating current or electric light circuit. It uses two standard "Rectron" RCA rectifying tubes and six standard UV 199 tubes.

Mr. Andrews, in commenting on the new set, said: "We believe that the radio set which operates directly from the electric light current will be in demand both by the trade and consumer. In manufacturing the new set, we have not deviated from old and tried methods of rectifying AC current through the use of transformers, tubes, filters, etc. No revolutionary principles are involved in the set. It operates with the one-dial control. In appearance it has been designed to harmonize with home furnishings, the cabinet being of mahogany finish with highly grained panels of light colored wood on each side and the top.

"The new set has met with instant approval by our representatives in the various territories. They report that the jobbers who have seen and heard the set are highly enthusiastic over its appearance and performance."

## New Sonora Dealers

Among the new dealers who have secured the Sonora agency are: Scott Prowell Music Co., Wenatchee, Wash.; Block & Kuhl Co., Peoria, Ill.; William Waldman, 601 Ninth avenue, New York; Charles M. Fern, 125 Nassau avenue, Brooklyn, N. Y.; Atlantic Talking Machine Co., 144 Hamilton avenue, Brooklyn, N. Y.; William Gushard Dry Goods Co., Decatur, Ill.; Pietro Catalano, 355 Wilson avenue, Brooklyn, N. Y.; The Music Shop, Norwalk, O.; Burton Music Store, Hollywood, Fla.; Steger & Sons Piano Mfg. Co., Jackson and Wabash avenues, Chicago, Ill.

## Chas. Edison Gives Ad Talk

Charles Edison, son of the famous inventor and chairman of the Board of Directors of the Thos. A. Edison Industries, recently addressed a group of advertising students at Columbia University, starting them by the unconventionality of his viewpoint on advertising matters. Mr. Edison is also the author of the article, "America Has Swallowed a Slogan with Blind, Unthinking Faith," which recently appeared in the publication, "Advertising & Selling."

## Satisfactory Sales Gains in Los Angeles Territory

**Third Annual National Radio Exposition Holds Center of Trade Stage—Important Personnel Changes—Other Trade Activities.**

LOS ANGELES, CAL., September 5.—Talking machine and radio dealers in this vicinity are in hearty accord in stating that the last two weeks of August and the few days of this month have shown a noticeable increase of sales in all departments. It is evident that the feeling, oft expressed, as to this Fall being a real phonograph and radio Fall will be realized. The sale of Victrolas and Victor records at reduced prices started the activity and it is continuing to the regular stock. Radio, too, after a rather quiet Summer, is showing signs of activity. Portables have been consistent sellers for the past few months.

**Interest Centers on Radio Exposition**  
The Third Annual National Radio Exposition, which starts tomorrow to continue until September 12, under the supervision of the Radio Trades Association of Southern California, in the Ambassador Hotel auditorium, this city, bears all the marks of being more successful than any other show held in this section. There will be 175 booths at the exposition and manufacturers, jobbers and dealers will be represented. It is certain that many thousands will attend the show and the exhibits, together with the daily musical, entertainment and educational features that will be given, are certain to arouse an interest that will reflect itself in the local dealers' radio sales.

### William Heck in New Post

F. B. Ayer, of the Ayer Music Co., recently announced that William Heck, for some years a prominent figure in business circles in Long Beach, has become associated with him in the music business.

### Now With Munson-Rayner Corp.

W. R. Fremersdorf, formerly Western representative of the Magnavox Co., was recently appointed general manager of the Munson-Rayner Corp., of this city. Mr. Fremersdorf brings with him to the Munson-Rayner Corp. a wealth of experience and knowledge of the Western radio field. The Munson-Rayner Corp. distributes the Magnavox line throughout Oregon, Washington, California and the inter-mountain territory.

### Personnel Changes

Following the death of Sheldon N. Peterson, connected with the Leo J. Meyberg Co., radio distributor, the following changes have been announced. A. H. Meyer, who maintains headquarters in Los Angeles, has been appointed general sales manager; J. W. Thompson is now sales manager of northern California and L. J. Tappan has been appointed assistant sales manager for northern California.

### Brunswick Business Booming

Howard L. Brown, Southern California Manager of the phonograph division of the Brunswick Co., was obliged to curtail his two weeks' vacation and return to work after a week's absence only, on account of the big increase of business which threatened to swamp his office. The Brunswick record pressing plant in Los Angeles has been in constant operation eighteen hours per day trying to fill the demand for records.

### Pushing Records

Paul Peppin, formerly with the Wiley E. Allen Co.'s San Diego branch store, has been engaged by Manager Brown to specialize in the sale of Vocalion records to the trade.

The greatest enthusiasm and excited anticipation prevails among all Brunswick dealers in regard to the newly announced Brunswick product, the Panatrope.

### In New Post

Irving C. Andrews, for many years proprietor of the Andrews Talking Machine Co., has been appointed manager of the phonograph and radio departments of the Platt Music Co.

## Yosemite Valley Rangers Presented With Eagle Set

**James M. Schwabacher, Eagle Neutrodyne Distributor on Coast, Made Gift to Rangers**

SAN FRANCISCO, CAL., September 3.—James M. Schwabacher, of the Schwabacher-Frey Co., of this city, recently returned from a vacation spent in the Yosemite Valley, in which he was accompanied by his family.

The Schwabacher-Frey Co. is one of the biggest radio distributing organizations on the Coast and is particularly enthusiastic over the Eagle neutrodyne receiver, the product of the Eagle Radio Co., Newark, N. J. During his stay in Yosemite Valley, Mr. Schwabacher operated daily an Eagle neutrodyne, which he later presented to the Rangers Club. Chief Ranger Townsley insisted on taking a flashlight of Marie Louise Schwabacher, age three, while operating the Eagle at the club, thus proving the ease with which the set can be tuned. The Yosemite Valley is surrounded by a granite cliff over 3,000 feet high and is a most difficult place for radio reception. The Eagle, however, is giving wonderful results and greatly impresses the visitors at the Rangers headquarters.

## U. S. Music Rolls Are Featured in Store Display

CLEVELAND, O., September 8.—An attractive window display featuring U. S. music rolls was recently on view in the windows of Smerda's Music Store here, and resulted in a nice volume of roll business. This establishment is one of the most progressive in this vicinity and the music roll department is always busy. Mr. Smerda, the proprietor, attributes a great deal of his success in selling pianos to the fact that he features rolls, and the owners of player-pianos can always secure the latest releases and thus retain their interest in their instruments.

## Max Steinberg Reports Busy Times in New Zealand Trade

A recent visitor to The World sanetum was Max Steinberg, governing director of the American Fono Co., Ltd., Wellington, New Zealand, who is making an extended visit to various points of interest in the States. The American Fono Co. is a manufacturer of talking machines and buys a great deal of its parts from American manufacturers upon whom Mr. Steinberg will call during his stay in the States. Mr. Steinberg spoke optimistically of present and prospective business conditions in New Zealand. He is at present on a visit to the West but will return East before leaving for the Pacific Coast, from which he sails for home around the first week in November.

## J. R. Kenney Appointed Mgr. of New Record Corp.

J. R. Kenney, well known in the talking machine trade in the East for many years, through his connection with the Silas E. Pearshall Co., and later with the Brunswick and Acolian Cos., was recently appointed sales manager of the New Record Corp., Brooklyn, N. Y., manufacturer of records for children.

## Appointed Federal Jobber

The Musical Products Distributing Co., Inc., New York, was recently appointed exclusive metropolitan distributor for the new Federal Ortho-sonic receivers, made by the Federal Radio Corp., Buffalo, N. Y. The territory to be covered by the Musical Products Distributing Co. includes Manhattan, Brooklyn, Long Island, Northern New Jersey and a portion of New York State.

# Are You Ready-NOW-to Sell Standardized Radio?



**L**EARN "what's what" in radio from what happened in the motor field.

Look over current automobile advertising. Look into the cars themselves. You'll find that while the advertising "plays up" refinements of model and improvements in equipment, the basic appeal to the motor-car buyer is the fully arrived, settled-down, standardized chassis of the car itself.

How about the Radio business? How about your sales and profits on an invention that has won immediate success through the sheer wonder of its accomplishments? The world is now ready to buy standardized radio in volume, and promises this year to bring Radio very near the top of leading national industries.

*Give a Thought to THERMIODYNE,  
for This is THERMIODYNE Year*

THERMIODYNE'S Three-Stage Thermionic circuit is several jumps ahead of any "hook-up" on the market—and it cannot be superseded by anything short of a red revolution in radio research.

THERMIODYNE'S Master Control makes it a really-truly home entertainer. For with the Master Control women and children are as much in command of the air as the "radio expert."

## Put a THERMIODYNE in Every Home!

To say that THERMIODYNE is today's outstanding example of standardized radio reception means that the THERMIODYNE purchaser of today will be as satisfied THERMIODYNE owner for years to come.

THERMIODYNE is as radio-staple as a Packard chassis is motor-car staple. Each is a standardized product. The purchaser of either owns something that will "stay put" and "go strong" for years to come.

When new accessories and improved equipment come along

—as come they will—there will be no worry about "obsolete models" and "discarded types" from either THERMIODYNE public or THERMIODYNE trade. For THERMIODYNE is standardized to discount the future of research and invention—and while tubes and batteries, equipment and accessories will assuredly come and go, each and all of them will "hook up" to THERMIODYNE like new friends in an old home and merely bring out better performance than ever on the same wonderful standardized THERMIODYNE radio "chassis" of 1926—and after!

## We Say This to You

THERMIODYNE'S sales policy is backed up by what we believe to be the most comprehensive, most complete and most co-operative merchandising franchise offered to responsible radio merchants in the whole radio field today. Write or wire us for illustrated literature on the full THERMIODYNE line and for information regarding exclusive Dealer Franchise, together with details on the surest and easiest ways to make radio sales—oftentimes with two profits on a single sale. DO IT TODAY! Simply say: "Send Full Information."

## This is THERMIODYNE Year

Write or wire your nearest Distributor—or us direct—TODAY—while good territory may be open to you. Tomorrow may be too late. "Do it NOW!"

### The Famous Master Control

Canadian Sales Offices:  
Dominion  
Thermiodyne Radio, Ltd.  
425 Phillips Place  
Montreal, Quebec

THERMIODYNE  
Radio Corporation  
1819 Broadway  
NEW YORK CITY



Reg. U. S. Pat. Off.

[Ther·mī·odyne]

Learned as the Therm and other power periods

# HAPPENINGS IN THE DOMINION OF CANADA

## Leading Toronto Firms Secure Rights of Important Radio Lines in Canada

Crosley Radio to Be Distributed by Purser Bull & Co., Ltd.—Utah Loud Speakers to Be Distributed to Trade Through Canadian Pearson Radio Co.—Other Trade Changes and Activities

TORONTO, CAN., September 8.—Purser Bull & Co., Ltd., have been appointed distributors for the DeForest and Crosley line of radios, and will handle distribution for central Ontario. Purser Bull & Co., who are located at 445 King street, West, have taken on their staff Mr. Lightbown, who until recently was in charge of radio sales in the R. S. Williams & Son Co., Ltd.

B. K. Bosler, secretary of the A. C. Electrical Mfg. Co., Dayton, O., was a recent trade visitor to Toronto.

The number of radio receiving licenses held in Canada at the end of June totaled 56,063, it was learned at the radio branch of the department of Marine and Fisheries, Ottawa. Canada spent \$5,614,790 on radio sets and parts in 1924. Imports of similar equipment from the United States during that year were to the value of \$2,413,687.

Practically the complete Carter line is now being manufactured in Toronto by Carter Radio Co., Ltd., and all items in this range are now being sold at the American list price.

Canadian Pearson Radio Co., 374 Pape avenue, are now exclusive Canadian representatives for the Utah loud speakers manufactured in Salt Lake City.

Letters patent have been issued to the Generator & Starter Co., Ltd., with head office at Oshawa, Ont., for the merchandising of radio parts, with a capital stock of \$25,000.

The Stewart-Warner Corp., Chicago, Ill., featuring Stewart-Warner radio receiving sets, tubes, reproducers and accessories, are now out after Canadian business and hope to get their full share.

The Columbia Phonograph Co., Ltd., this city, is sole Canadian distributor of A. C. radio. In the new Columbia radio phonograph are combined the radio achievement of the A-C Electrical Co., known as the A.C. radio panel. This panel is specially constructed for installation in Columbia console models (four console cabinets).

Benjamin Electric Mfg. Co., of Canada, Ltd., has recently concluded arrangements with the Grigsby-Grunow Hinds Co., of Chicago, whereby it will manufacture and distribute for the Canadian market a new G-G-H model reproducer which will be known as the Benjamin Majestic.

The British American Mfg. Co., Ltd., Toronto, have been selected as Canadian representatives for Sleeper Monotrol radio.

McLagan Phonograph Corp., Ltd., Stratford, Ont., have taken on the distribution of Fada receiving sets for the music trades of Canada.

The Phonola Co. of Canada, Ltd., Elmira, Ont., has been licensed under the David Grimes

patents for Canada to manufacture these radio receiving sets for the Canadian trade.

The Canadian Radio Trades Association recently entertained at luncheon in the Prince George Hotel, Toronto, Roxy and His Gang, the well-known radio entertainers of New York.

Russell L. Teeple, wholesale representative of McLagan Phonograph Corp., Ltd., Stratford, Ont., recently joined the ranks of beneficiaries.

W. A. Cameron, druggist, of Renfrew, Ont., is handling Brunswick Radiolas and records with splendid success.

Harry Wallace Tonks, Windsor, Ont., has a private collection of over 2,230 records of which number 1,750 are Columbias, represent-

ing 3,754 selections. He has several complete Operas and 11 Masterpiece sets and began his musical collection in 1908.

In order to test the stability and strength of the cartons, and methods of packing the De Forest-Crosley Musicone, a drop test was recently made from the roof of the Wrigley Building, Toronto. A carton containing a Musicone was forcibly thrown from the roof to the ground, a distance of over seventy feet, without damaging the radio reproducer in any way. The quality of the music was not marred by the drop.

Brunswick-Balke-Collender Co. of Canada, Ltd., sole distributor to the music trades of radio made by Canadian General Electric, have been successful in placing a considerable number of Radiola super-heterodyne portables with the trade throughout Canada, who in turn report favorable sales of this line.

Thursday, September 3, was Music Day at the Canadian National Exhibition at Toronto, when all previous records for attendance were shattered.

## Important Developments Feature of the Month in the Montreal Trade Territory

Starr Phonograph Co. of Quebec Moves Wholesale Headquarters—Marconi Co. Changes Name to Canadian Marconi Co.—Brunswick Sales Continue Good—Window Displays Move Sonoras

MONTREAL, CAN., September 9.—Pursuant to a special act of the Canadian Parliament which received the Royal Assent recently, the name of The Marconi Wireless Telegraph Co. of Canada, Ltd., has been changed to Canadian Marconi Co. The change in name does not mean any change in policy. The company has developed a line of radio accessories to be marketed under the Marconi name and include a Marconi loud speaker, headsets, a straightline frequency low-loss vernier condenser and a distortionless audio frequency transformer.

New Apex record releases include pipe organ numbers by Jesse Crawford.

The Thermodyne Radio Corp., Montreal, gives a distributor exclusive territory who only sells to authorized dealers. It guarantees price maintenance on Thermodyne products, for the balance of the radio year, ending March 1, 1926, and in the event of reducing prices agrees to rebate the jobber the full amount of the price reduction on all stock he has on hand at that time.

Starr Phonograph Co. of Quebec (Montreal) have removed their wholesale department to 180 Amherst street. Manager Beaudry predicts an active Autumn and Winter trade in Starr phonographs and records.

Preparations for the Montreal Radio Show, which is to be held in the Windsor Hotel from October 12 to 17 inclusive, are rapidly assuming shape, and with enlarged space this year the success of the show is already a foregone conclusion, as practically all available

space has already been taken. Recent registrations in Montreal include The Forest Phonofilm of Canada, Ltd.

On Sunday evening, August 9, of the services held at the American Church, U.C. of C., were broadcast and the experts at the Compo Co.'s recording studios picked this music out of the air and put it on an Apex phonograph record without the loss of a single note.

Layton Bros., Ltd., are handling a large volume of Brunswick Phonograph sales, as well as records, and are pushing this line most aggressively.

C. W. Lindsay, Ltd., East End store, on St. Catherine street, is featuring Columbia New Process records in attractive window displays.

The International Music Store (Frank Ramsperger) reports a most enthusiastic reception of the Charlie Chaplin Brunswick.

In window displays and local advertising Sonora phonographs have been given due prominence and publicity by C. W. Lindsay.

## Winnipeg Trade Activities

WINNIPEG, MAN., September 8.—H. E. Stenberg, manager of the Winnipeg branch of the Brunswick-Balke-Collender Co., and Geo. Dring, manager of the firm's Calgary, Alta., branch, were recent visitors to the Brunswick's head office in Toronto.

Western Canadian Radio Show is coming along more rapidly than the management had expected, with a great part of the 30,000 square feet of floor space in the Royal Alexandra Hotel, Winnipeg, already contracted for by exhibitors. The show dates are September 14 to 19 inclusive, and will be the first of its kind in western Canada. The exhibition is given under the auspices of Associated Radio of Manitoba. The broadcasts are being conducted by the staff of the Manitoba Government radio stations, with the reception being in the hands of Manitoba amateurs.

The Columbia Piano House, New Westminster, B. C., has opened a branch in Vancouver and will carry on business under the name of the Ross Music Co. and will represent McLagan phonographs, Brunswick records, and Fada radio receiving sets.

## Talking Machine Springs and Repair Parts

NONE BETTER IN QUALITY NONE LOWER IN PRICE

THE RENÉ MANUFACTURING CO.

MONTVALE, NEW JERSEY



# Both "A" and "B" radio power from your house current



One switch controls everything  
 ~your "A" power  
 ~your "B" power  
 ~even the radio set itself

Philco Socket Powers are plugged right into a lamp or wall socket. They transform alternating current into the smooth, hum-free, direct current necessary for radio reception.

One switch controls everything—"A" power, "B" power, even the radio set itself. No recharging to think about—no dry cells to replace. Simply snap the one switch "ON" and "OFF."

Equally important—there are no filaments to burn out—no moving parts to get out of order—no hum—no distortion—no falling off in reception. As dependable as your electric current and turned on just like an electric light.

Think what this means to the thousands of persons who have held off from buying radio sets because of real and imaginary difficulties involved in their operation. They will buy now!

You can obtain Philco Socket Powers from your Jobber or Wholesaler. Order now or write to us for complete details.

**Philadelphia Storage Battery Company**  
 Philadelphia

**For Dry Cell Tube Sets**

Buy Philco Socket Power "AB," "A" and "B" power built in one attractive mahogany-finished case—controlled by one switch. No hum—no distortion. Costs only one cent per day to operate. Supplies as high as 100 volts of "B" current. Ideal for Radiola Super Heterodyne.

- For 50-60 cycle 105-125 volt alternating current .....\$63.00
- For 25-40 cycle 105-125 volts alternating current .....\$66.50

**For Storage Battery Tube Sets**

While Philco "A" and "B" Socket Powers may be purchased separately, they should be used together for the greatest possible convenience.

Plug the "B" into the "A" and the "A" into a light, wall, or base socket. The one "A" switch then controls everything—"A" power—"B" power—also to do. No dry cells to replace—no thought about recharging. Easy as turning on an electric light.

- Philco Socket Power "A"—for 50-60 cycle 105-125 volt alternating current .....\$45.50
- Philco Socket Power "B"—for 50-60 cycle 105-125 volt alternating current .....\$47.50
- For 25-40 cycle 105-125 volt alternating current .....\$57.50

# PHILCO

# RADIO "A" AND "B" SOCKET POWERS

Philco also builds a complete line of rechargeable storage batteries for radio.

Philco Standard "B" Battery—a complete Adam-brown mahogany-finish replacement for 90 volts of dry cells. Price \$16.85.

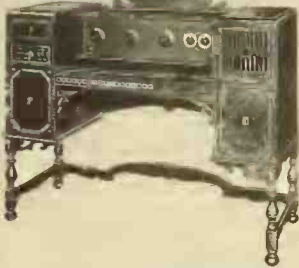
Philco "A" Batteries in acid-tight glass cases—for dry cell tubes, \$8; 8 volt tubes, \$16.

Philco "A" Batteries in panelled rubber cases—\$14.95 up.  
 Philco Radio Batteries are Dynamic—DRY but CHARGED. Their life doesn't start until you pour in the electrolyte. You handle them as easily as radio tubes or Victrola Records.

## Artistic Floor Models in the New Splitdorf Radio Line

Splitdorf-Electrical Co., of Newark, N. J., Prepared to Meet Fall Demands With Complete Line of Attractively Cabinetted Sets

The Splitdorf-Electrical Co., Newark, N. J., announces a complete radio line, including a series of floor models of exquisite design for the season 1925-26. The Splitdorf Co. has for



The Rhapsody

nearly five years been a large producer of such radio parts as head phones, speakers, fixed condensers, rheostats, audio transformers, etc. In 1924 the company placed its first complete set on the market just before the International Radio Tests which were conducted last Fall. The Splitdorf receivers have proved capable of excellent DX reception and many owners who purchased its first receivers report successfully receiving foreign stations.

In developing the Splitdorf line of receivers for the 1925-26 season the company's engineers have worked with the belief that the time has come when radio receivers will be sold on a basis of service in radio reception. The Split-

dorf Co. has inaugurated a policy of merchandising which will insure every Splitdorf receiver giving the positive satisfaction that it is capable of giving.

Fundamentally there is only one type of receiver in the entire Splitdorf line—an inherently neutralized, tuned radio frequency receiver employing the Splitdorf patented circuit.

The premier receiver in the Splitdorf line is the model called "The Polonaise." It is a five-tube set giving two stages of tuned radio frequency, detector, and two stages of audio amplification. This receiver has been designed to meet the requirements of the average home which demands the utmost in radio reception as far as operation and efficiency are concerned and at the same time desires neatness, compactness and attractive appearance at a popular retail price.

Included in the line is "The Rhapsody," a most attractive five-tube instrument. Fitted with new electric lighted, enclosed dial tuning controls—an innovation, developed by Splitdorf, consisting of concealed electric lights which are operated from "A" battery switch. This feature makes operation of the receiver in darkness practical and simplifies tuning.

The receiver is installed in a desk type console made of solid American walnut, matched and carved and exquisitely finished. Console includes built-in speaker and has ample space for all batteries and charger. Two additional drawer compartments provide space for headphones, programs, log, etc. Center drawer may be utilized for writing materials; center leaf makes console instantly available for correspondence purposes. This receiver will harmonize with the furnishings of the finest homes.

The illustration will give an idea of the quality in the larger Splitdorf models. There are two Japanese creations in the line which involve cabinet work of the highest craftsmanship and are really works of art. These are known as "The Mikado" and "The Geisha."

The Splitdorf Co. manufactures two models of speakers, "The Grande," a large bell type,

equipped with adjustment for controlling volume and tone, and "The Cello," a high-grade moderately priced composition bell type which also has an adjustable feature for controlling volume and tone.

## Talking Machines Move in Salt Lake Territory

Increased Interest in Phonographs Noted by Dealers—Drop in Record and Machine Prices an Aid to Sales—Activities of Month

SALT LAKE CITY, Utah, Sept. 5.—Everywhere throughout this section reports are being received to the effect that the talking machine business is coming back rather strong. There appears to be more interest in the phonograph right now than there has been for a long time.

Specially low prices on high class records, campaigns such as the Victor Co. put on recently, have done much to make the phonograph popular again, it is believed by many dealers. People got to thinking that high-class phonograph music was within the reach of all, and they not only bought more records, those who already had machines, but more machines have been sold as a result. Art models have been very popular, but others are selling, too.

"Moonlight and Roses" has taken Utah by storm and hundreds of orders for records of this number have been held up or have had to go unfilled. Lester Taylor, manager of the music department of the Taylor Bros. Department Store, Provo, told your correspondent a day or two ago that he has not seen such a big hit in Provo since Dardanella in 1920.

R. F. Perry, traveling representative of the Brunswick Co., with headquarters in the city, reports a fine business everywhere. He said they are selling more straight phonographs than they were, but Brunswick Radiolas were still in good demand. He said the local Brunswick branch would show a nice increase over 1924 if present conditions continue. Mr. Perry reported a lot of interest in and many orders for records from the company's dealers. He said the farming districts were in excellent shape and that good business might be expected from them this Fall.

The Schramm-Johnson Drug Co., prominent chain store concern with headquarters in this city, has gone into the phonograph business. It is carrying the Vocalion records and retailing them at all their stores outside of Salt Lake City and Ogden, Utah. The Vocalion records are now distributed in this section by the Brunswick Co.

The John Elliott Clark Co., Victor distributor and dealer, is now located in its handsome new store at 150 South Main Street, one of the nicest and most important music establishments in the State. The location itself is second to none, being in the very heart of the retail district. There are several most attractive demonstration booths, whilst the two windows, one of them a large one, give ample space for window advertising. The repair department will be located in the rear and is easily available from the store.

## Music Master Illuminated Sign Flashes on Broadway

The Music Master illuminated sign on the Gay White Way in New York City, which was foretold by President Walter L. Eckhardt, of the Music Master Corp., Philadelphia, Pa., has now become an actuality. The sign was a plan of Mr. Eckhardt's and one of the many ways in which the Music Master line is being strongly featured. The sign is said to cost approximately \$50,000 a year to operate and advertises in colorful effect the Music Master line.

Fred Gretsch, head of the manufacturing and importing house bearing his name, recently returned from his annual trip to Europe.

## Big Profits in Udell Console Talking Machines



No. 905

Finished in brown mahogany; ample album space; height, 31 in.; width, 32 in.; depth, 21 in.

Here is real quality at a price. Volume sales and production enable us to offer Udell Console Talking Machines at most attractive dealer's discounts. They also have the appearance, quality and durability to make permanent friends for you. In addition to the famous Udell cabinet construction, each machine has many other important advantages, such as Heineman motor, Empire tone arm, automatic stop, automatic self-balancing lid support, octagon sound box, etc.

Complete catalog and prices gladly mailed on request. Write for your copy today!



THE UDELL WORKS, Inc.

28th St. at Barnes Ave.,

Indianapolis, Ind.

# Something to Think About Mr. Radio Dealer!



This is a fiddle. It is a funny fiddle. It is played with three bows. Why? Frankly, we do not know.



This is a radio. It is like the funny fiddle. It operates with three dials. It was probably made for a man with three hands. We haven't seen him. Have you?



Now here is another radio. It has only one dial. It was made for people like you and me. People who consider radio something to hear, not just to twiddle.

This one-dial radio is called the Mohawk. It will do anything any three-dial radio will do. And a lot more! It will make more women want radios, as well as more men . . . there is only one simple dial to tune.

What do your customers seek in a radio? Selectivity? Distance? Volume? Beauty of tone? Faithfulness of reproduction? They cannot ask for more than the Mohawk gives. All these fundamentals plus unmatched simplicity.

Mohawk engineers did it. They found a way to balance the condensers — to synchronize them perfectly. Mohawk, with only one dial, is as well balanced as the best three-dial set made.

This great Mohawk achievement is being widely advertised in The Saturday Evening Post and other publications. People in fast-growing numbers are learning of Mohawk's great advantage. These people will not be satisfied with any other type of set. Offer them the Mohawk and you will get their business.

Convince yourself. Test the Mohawk in comparison with any set made. Just use your ears . . . and the fingers of one hand. Write today for literature and list of Mohawk Jobbers.

*Selected from among 47 radios as standard equipment on the Pan-American crack train of the L. & N. Railroad. A test will tell you why.*

## MOHAWK CORPORATION OF ILLINOIS

*Independently Organized in 1924*

2220 Diversey Parkway · Chicago, Ill.

*Sales Department*

### THE ZINKE COMPANY

1323 S. Michigan Ave.  
Chicago, Ill.

*Licensed under Hogan Patent No. 1,014,002*

Mohawk cabinets are beautiful in design, rich in appearance. Here are the three Mohawk Models:

Model 100 (Left)	\$100
Model 110 (Below)	\$175
Model 115 (Right)	\$225



# Mohawk Radio

Manufactured by Mohawk Corporation of Illinois  
Independently Organized in 1924

**5 tubes — just ONE dial to tune**



## Reductions in Prices of Machines Prove Beneficial to the Trade in St. Louis

September Starts With Very Satisfactory Demand for Instruments As a Result of Sales Promotion Drives—Important Changes in the Trade—Month's News and Activities

St. Louis, Mo., September 8.—The mid-Summer stir caused by the Victor reductions last month lapped over into September and the after-effects are quite beneficial to the dealers in other machines as the Victor reductions spurred them to activity at a time when they were disposed to inactivity. Hence the early part of September displayed more animation than was expected.

The Autumn opens with changes in the management of the talking machine departments of the Scruggs, Vandervoort & Barney Co. and the Famous-Barr Co. At the Vandervoort store the talking machines and pianos, after being for a time under joint management, are again separated, with a manager over each. A. W. Hosier was manager of the talking machine when, a couple of years ago, it was decided to consolidate and he was placed in charge of the consolidation. Now he is back in charge of the talking machines. H. A. Brown, formerly with the Pearson Piano Co., of Indianapolis, Ind., and the Cable Piano Co., Chicago, has been placed in charge of the pianos. The return to the old plan is highly satisfactory to Mr. Hosier, whose interest has always been greatest in talking machines, although he made a good record as manager of the combined departments.

At the music salon of the Famous-Barr Co. W. P. Geissler has terminated his service as head of the talking machine and piano departments after two and a half years of successful management. He, like Mr. Hosier, was a talking machine man, with the Chicago Talking

Machine Co., before he took charge of the pianos and talking machines. Under his direction the piano business grew, but he was even more successful in the merchandising of the talking machines. Immediately after he took charge he had a Columbia sale that was one of the biggest things that the town has seen, and he signaled his retirement with a highly successful Victor sale. He had kept such close watch on his stock that it was low when the reductions were announced, enabling him to buy heavily at the reduced factory prices and make good profits in the sale. His purchases are said to have been about 1200 machines. He has not decided upon his plans for the future. He will spend a month in motoring and golfing in Indiana and other States and will visit Chicago before settling down again. His successor at Famous-Barr has not been announced.

C. E. Benjamin, who formerly merchandised the music department of the Famous-Barr store, has been replaced by H. M. Blank.

The transformation of the Silverstone Music Co.'s store on Olive street from an exclusive Edison phonograph establishment to a combined furniture and phonograph place has been completed and the remodeled store has been reopened with a fine display of furniture occupying most of the first floor and mezzanine. Preparations are under way for the opening of a larger furniture store on Twelfth street. The firm will continue, however, to be distributor for the Edison line as well as handling radio.

The talking machine department of the Leh-

man Piano Co. is being attractively redecorated, and will be one of the finest in the city when completed.

J. H. Bennett, manager of the phonograph division of the Brunswick Co., on his return from a motor vacation trip through Illinois and Indiana, announced that M. C. Schounly, formerly district manager of the phonograph division at Kansas City, has been transferred to St. Louis to be district manager here. Arrangements are under way for pushing the sale of the new electrical Panatrope. A meeting will be held about the middle of September, to which all Brunswick dealers will be invited, for the purpose of having the new product presented to them. General plans for Fall business will also be discussed. W. C. Hutchings, assistant general manager of the Chicago office of the Brunswick Co., was here late in August.

P. S. Kantner, in charge of the St. Louis and Kansas City branches of the Columbia Phonograph Co., was in Kansas City the latter part of August superintending the removal from 2006 Wyandotte avenue to the Kansas City Life Building, 804 Grand avenue. A. G. Bolts, assistant manager, in charge here during Mr. Kantner's absence, said that business had been good at both branches, in spite of upset conditions, and that the outlook was fine. The standard line of machines, he said, was moving better than for five months, and dealers everywhere were optimistic, expecting good business from now to the end of the year.

Columbia dealers recently in the city were Mr. Gillam, of the Gillam Co., Blytheville, Ark.; Mr. Hunt, of the Davis Music Co., Farmington, Mo., and Mr. Bruse, of the Bruse Music Co., Springfield, Ill.

A carload of 93 Columbia machines was shipped late in August from the Columbia branch here to the Finke Furniture Co., Evansville, Ind.

Dealers who announced the new Radiola Super-heterodyne at \$116 on September 1 met with a gratifying response.

M. Goldberg, vice-president of the Silverstone Music Co., returned late in August from a stay at Green Lake, Wis.

C. R. Salmon, of the Columbia Distributors, reports an exceptionally good business on medium priced console models, especially from the Southern States. Mr. Salmon took a short business trip to Chicago and Detroit.

Business in general with the Columbia Distributors has been very good for the month of August.

The Stewart-Warner Corp., 3206 Locust street, is rapidly opening accounts for its new Matched-Unit Radio, every part of which is made in its own factory. Plans are being prepared for a radio display room where customers will have the opportunity of listening in. A popular-priced set at \$80 has been added to the previous list.

A. W. Hosier, manager of the Scruggs, Vandervoort & Barney talking machine department, has returned from a two weeks' motor trip. Miss Rena Wilson, of the same department, has returned from a trip to Wisconsin.

L. S. Buchanan, president of the Buchanan-Fay Music Co., and W. H. Buchanan, secretary, have returned from two months' travel in Europe. E. E. Fay, vice-president of the company, has returned from a motor trip to Atlantic City. The company, which reports the opening of an unusual number of new accounts in July and August, is stressing school work in machines and records, building up this branch for the benefit of dealers. There is a good demand for the new 50-cent Gennett record.

Miss Edna Goetz, of the talking machine department of the Kieselhorst Piano Co., has returned from a steamboat trip to Poria, Ill., accompanied by her sister and friends.

Mr. and Mrs. Robert W. Harbison recently celebrated their golden wedding. Mr. Harbison, who retired from active business eight years ago, was the founder of the Harbison Music Co.

*These Famous Artists of the*

# PEERLESS MALE QUARTETTE

*and Sterling Trio*



**ALBERT CAMPBELL**  
Lyric Tenor



**CHARLES HARRISON**  
Tenor



**JOHN MEYER**  
Baritone



**FRANK CROXTON**  
Basso

Popular Talking Machine-Radio Artists

## Open for Concert Engagements

on and after November 12, 1923

Bring these

## BIG-TIME SINGERS

to Your Town

**AS** a Quartette—or in conjunction with any kind of Orchestra desired from Jazz to Philharmonic, or with Monologue Artists or other Entertainers, these celebrated Artists will furnish any program—

Solos, Duets, Trios, Quartets

—including interpretation of all that is best and latest in popular or high-class music.

*This is an unusual opportunity to present to your community, in person, the men who have made Musical History. They will delight with their incomparable renditions.*

**Tell Us What You Want — We Will Furnish It!**

*For particulars or bookings address*

**FRANK CROXTON, 128 W. 44th St.**  
NEW YORK CITY

# QUALITY Not Price Sells Them

Far-seeing radio dealers and jobbers are beginning to realize the great market for a radio tube of quality. A tube fitting in appearance and performance the most advanced radio receivers — receivers whose sole sales appeal is quality.

More than this—they see the need for a tube far better than the ordinary tube—a tube the discriminating purchaser will always buy. A tube that sells on the basis of quality alone—not price.

That is why more and more of the better dealers and jobbers are asking for Brightson True Blue Radio Tubes. Investigate the value of a True Blue Tube Franchise.

*See the True Blue Exhibit at the Fourth Annual National Radio Exposition, Grand Central Palace, New York City, September 12-19, Booth 106.*

## BRIGHTSON LABORATORIES, INC.

Waldorf-Astoria Hotel, 16 West 34th Street  
New York City

GEORGE E. BRIGHTSON, *President* (Founder of the Sonora Phonograph Co.)

For Information Write Our Nearest Representative

Branch Office:  
50 N. Eleventh St., Philadelphia, Pa.  
New England Representative:  
Wm. C. Oakes, 832 Park Square Bldg.,  
Boston, Mass.  
New Jersey Representative:  
Trust Sales Co., Trust Co. of N. J. Bldg.,  
Jersey City, N. J.  
Brooklyn Representative:  
G. J. Sedman Automotive & Radio Co.,  
Bedford Ave. at Madison St.,  
Brooklyn, N. Y.  
Detroit Representative:  
A. G. Schultz, 2831 Grattot Ave.,  
Detroit, Mich.  
Chicago Representative:  
Young, Larish & Randall,  
712 W. Jackson Blvd., Chicago, Ill.



Milwaukee Representative:  
Yahr & Langa, 207 E. Water St.,  
Milwaukee, Wis.  
St. Louis Representative:  
Brown & Hall Supply Co., 1504 Pine St.,  
St. Louis, Mo.  
Minneapolis Representative:  
Williams Howe Co., 400 Second Ave.,  
Minneapolis, Minn.  
Denver Representative:  
Reynolds Radio, 1534 Glenarm St.,  
Denver, Colo.  
Australia and New Zealand:  
Parsons & Whittemore Ltd.,  
30 Market St., Sydney, N.S.W.,  
Australia.

# BRIGHTSON *True Blue* TUBES



# Harmony

REG. U. S. PAT. OFF.

## RECORDS

*A Quality Record at a Popular Price*

For that great and growing section of the present day record-buying public which demands a quality product at a moderate price, we announce the

### HARMONY RECORD

This record is manufactured from the best materials, has an extremely smooth surface, bears an attractive and distinctive label and will be kept up to date by the monthly or more frequent issue of all the latest dance and popular song selections of the day.

We feel confident that these records will prove very popular with the big public who desire a moderate priced, up-to-the-minute article.

*See current list on opposite page*

Columbia Phonograph Company  
1819 Broadway New York

# COLUMBIA




Harmony

REG. U. S. PAT. OFF.

See Double's Pair City

2-13



# Harmony

REG. U. S. PAT. OFF.

## RECORDS

*A Quality Record at a Popular Price*

### FIRST RELEASE

#### Dance Selections

- No. 10-11  
10 inch  
**YES SIR, THAT'S MY BABY** (Fox Trot) **Harmony Dance Orch.**  
(Vocal Chorus by Billy Jones)
- CECILIA** (Fox Trot) **Harmony Dance Orch.**
- No. 4-H  
10 inch  
**I MISS MY SWISS** (Fox Trot) **The Southern Serenaders**  
(Vocal Chorus by Billy Jones)
- STEPPIN' IN SOCIETY** (Fox Trot) **The Manhattan Dance Makers**
- No. 5-11  
10 inch  
**ARE YOU SORRY?** (Fox Trot) **The Manhattan Dance Makers**  
**ALONE AT LAST** (Fox Trot) **The Southern Serenaders**
- No. 15-11  
10 inch  
**YEARNING** (Fox Trot) **The Promenaders**  
**TITINA** (From "Puzzles of 1925") (Fox Trot) **The Promenaders**  
(Vocal Chorus by Billy Jones)
- No. 11-14  
10 inch  
**COLLEGIATE** (Fox Trot) **Joe Friedman's Monte Carlo Orch.**  
(Vocal Chorus by Billy Jones)
- ON A NIGHT LIKE THIS** (Fox Trot) **Joe Friedman's Monte Carlo Orch.**
- No. 7-11  
10 inch  
**ROW, ROW, ROSIE** (Fox Trot) **The Manhattan Dance Makers**  
(Vocal Chorus by Arthur Fields)
- I'M TIRED OF EVERYTHING BUT YOU** (Fox Trot) **Harmony Dance Orch.**
- No. 19-11  
10 inch  
**OH! BOY, WHAT A GIRL** (Fox Trot) **Friedman's Monte Carlo Orch.**  
(Vocal Chorus by Billy Jones)
- SAY! ARABELLA** (Fox Trot) **Fred Hill's Orch.**
- No. 13-11  
10 inch  
**YOU FORGOT TO REMEMBER** (Waltz) **The Moonlight Serenaders**  
**SOMETIME** (Waltz) **The Moonlight Serenaders**
- No. 8-11  
10 inch  
**RABBIT FOOT BLUES** (Blues Fox Trot) **Clarinnet Joe and His Hot-Footers**  
**WHAT KINDA MAN IS YOU** (Blues Fox Trot) **Clarinnet Joe and His Hot-Footers**

#### Vocal Selections

- No. 15-11  
10 inch  
**SOMETIME**, Solo, Orch. Accomp. **Franklyn Baur, Tenor**  
**YOU FORGOT TO REMEMBER**, Solo, Orch. Accomp. **Franklyn Baur, Tenor**
- No. 18-11  
10 inch  
**EV'RY ONE HOME IS ASKING FOR YOU**, Duet, Orch. Accomp. **Franklyn Baur and Elliott Shaw**  
**SILVER HEAD**, Solo, Orch. Accomp. **Ernest Hare, Baritone**

- No. 9-11  
10 inch  
**I MISS MY SWISS**, Duet, Orch. Accomp. **Billy Jones and Ernest Hare**  
**OH! SAVICAN I SEE YOU TO-NIGHT**, Duet, Orch. Accomp. **Billy Jones and Ernest Hare**
- No. 6-11  
10 inch  
**SMILE ALL THE WHILE**, Solo, Orch. Accomp. **Arthur Fields, Baritone**  
**REMEMBER I'M YOUR PAL**, Solo, Orch. Accomp. **Arthur Fields, Baritone**

#### Sacred Selections

- No. 14-11  
10 inch  
**HOLY, HOLY, HOLY**, Male Quartet, Organ and Violin Accomp. **The Cathedral Quartet**  
**LEAD, KINDLY LIGHT**, Solo, Organ and Violin Accomp. **Elliott Shaw, Baritone**
- No. 12-H  
10 inch  
**ABIDE WITH ME**, Male Quartet, Organ and Violin Accomp. **The Cathedral Quartet**  
**SAFE IN THE ARMS OF JESUS**, Duet, Organ and Violin Accomp. **Franklyn Baur and Elliott Shaw**

#### Band Selections

- No. 3-11  
10 inch  
**THE HANDICAP**, (March) **The Harmony Military Band**  
**THE JOY RIDERS**, (March) **The Harmony Military Band**

#### Hawaiian Selections

- No. 17-11  
10 inch  
**DARK HAWAIIAN EYES**, Steel Guitar, Novelty Guitar Accomp. **by John Paahoi, Frank Ferera**  
**DREAMY HAWAII**, Steel Guitar, Novelty Guitar Accomp. **by Anthony Franchini, Frank Ferera**

#### Irish Ballads

- No. 2-11  
10 inch  
**THE HARP THAT ONCE THROUGH TAKA'S HALLS**, Solo, Orch. Accomp. **James O'Neill, Tenor**  
**IN DUBLIN'S FAIR CITY**, Solo, Orch. Accomp. **James O'Neill, Tenor**

#### Novelty Banjo and Vocal Selections

- No. 1-11  
10 inch  
**GOODBYE, LIZA JANE**, Solo, Orch. Accomp. **Harry C. Browne, Baritone**  
**UNCLE NED**, Solo, Orch. Accomp. **Harry C. Browne with Male Quartet**

# COLUMBIA



## Pathe Corp. Announces New Recording Process

Eugene A. Widmann, President of Pathé Phonograph & Radio Corp., Describes New and Improved Process of Making Records

Eugene A. Widmann, president of the Pathé Phonograph & Radio Corp., Brooklyn, N. Y., has announced a new recording process for both



President Widmann With Cylinder Record Pathé and Perfect records. This process, it is stated, is along entirely new lines and is the result of over a year's experimentation in the Pathé Laboratories in Brooklyn, and for some three years by noted acousticians in the Pathé Frères laboratories in Paris, France. The new process used is described as resulting from work in electrical and photo-electrical sound wave reproducing methods conducted by both the domestic and foreign organizations.

In discussing the new process for The World, President Widmann stated: "We finally devel-

oped the process to a point where we decided definitely to adopt it. The next records released will be made using the new recording process. The process has been one of gradual development and is different from that employed by any one else. I believe our records will be superior to any records that have appeared on the market heretofore. The new process makes it possible to record effects that have in the past been lost. The tone is truer and sweeter and is not purely a matter of



The New Disc Records

greater volume increased to a point where it becomes impractical for use in the home.

"We have had under our observation and have experimented on this type of recording for over a period of two years. It is a well known fact that results obtained in reproduction on the outside lines of the record have been better than those in the center, and it is for that reason that the small records put on the market years ago were not successful—because too congested. It was recognized that if it were possible to have the original master

stretched and method found by which these stretched lines could be condensed and transformed by a slow process a better and truer record would result. The Compagnie Generale des Machines Parlantes Pathé Frères, Paris, had developed this process. Our plan in recording is to use a huge cylinder wax record and after we have recorded a four-minute record we transfer this to a flat record. A sapphire is used in cutting the cylinder and this is transposed to a lateral cut on the disc. It takes us an hour now to get into the original flat wax which formerly took three minutes. It is a well-known fact that in photography the original objects are made large in order to get the detail and then are reduced down to the desired size.

"The sixteen-inch record gives better results than the ten-inch records, and the ten-inch better than the three-inch, etc. By our method you get the result on a ten-inch record that might ordinarily be expected from one two or three times as large and with uniform results."

President Widmann is shown in the accompanying photographs presenting specimens of cylinder and disc recordings in which the new process has been used.

## "Domin-Aire" Radio Announced by MacLaren Co.

New Model Operates Directly From AC or DC Electric Current—Dealer Protection Is Feature of Company's Distribution Plan

The MacLaren Mfg. Co. 26-28 Park place, New York City, has just announced a new radio receiver, known as the "Domin-Aire,"



"Domin-Aire" Radio

which operates directly from AC or DC electric current without batteries or eliminators. The product is sold completely equipped with selected tube tested for perfect reception. The product will receive short wave length down to 150 meters and will tune out high powered stations. It is self-encased, including loud speaker in an attractive cabinet that lends itself to home atmosphere.

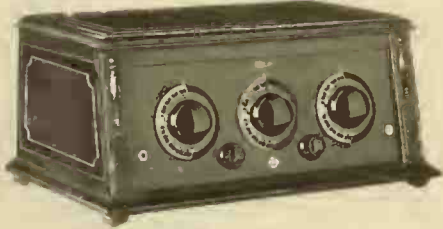
The manufacturers have been developing the "Domin-Aire" for the past two seasons, having placed hundreds of them in homes during the experimental period for the purpose of locating any weaknesses and bringing the product up to perfection.

The merchandising plan upon which the "Domin-Aire" is distributed is one calling for the highest business standards upon lines that will particularly appeal to the talking machine dealer. "Domin-Aire" will be sold only by authorized dealers, with several protective clauses in the contract that should meet with widespread approval. There will be a system of registered ownership which protects customers after the sale is made and builds goodwill for the store. "Domin-Aire" engineers and technicians will follow the completed sale and assure satisfaction to owners.

The product manufactured by the MacLaren Mfg. Co. is marketed through Thornell-MacLaren Associates, exclusive factory representatives, 26-28 Park place, New York City.

## Opens Fine Store

H. J. Hanley recently opened an attractive music store at 51 Eighth street, South, Minneapolis, Minn., handling a complete line of musical instruments.



## A Year Ahead—Yet Sells Complete for Less than \$100

The new Erla Circloid Five is the most advanced example of modern radio engineering. Write at once for complete information and the remarkable Erla dealer franchise.

Today we offer radio dealers the greatest radio proposition in America. It carries with it advantages found in no other franchise.

### A New Type Receiver

The new Erla Circloid Five is a year in advance of its time. It offers 4 vital improvements. (1) Greater distance. (2) Finer Tone. (3) Greater Volume and (4) Sharper Selectivity. In appearance it surpasses receivers selling for \$50 to \$100 more.

### Immense Sales Possibilities

Think of the sales volume possible to the dealer who can sell this latest and most up-to-date receiver complete for approximately \$100. What other set can offer competition? Erla can do this because 95% of



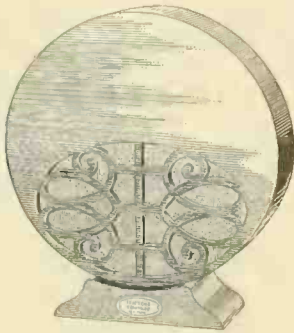
its parts, including cabinets, are manufactured entirely within its own plants at only one profit. This gives dealers an adequate profit plus a far greater volume.

### Gigantic Sales Plan

The Erla franchise includes protection from price-cutting and other destructive practices. Erla representatives are backed by a gigantic advertising campaign reaching over 25,000,000 people. Thousands of names will be turned over to dealers in all parts of the country. The dealers who have seen it say that it is the greatest selling idea they have ever known. Write or wire today for complete information. You will receive details by return mail. This is the biggest, most profitable offer ever made to radio dealers. Act at once.

**ELECTRICAL RESEARCH LABORATORIES**  
2500 Cottage Grove Ave. Dept. 198 Chicago, Ill.





## New Teletone Cabinet Speaker

All Wood Construction

Inside, Spruce. Outside, Walnut.

*Beautiful Walnut Finish  
15 inches High, 3 1/4 inches Deep*

Teletone Cabinet Speaker pleases the ear with its sound, delights the eye with its appearance, and pleases the purse with its price. Beautifully finished in Walnut it stands 15 inches high and is only 3 1/4 inches deep. A handsome piece of furniture, fits on top of any receiving set, or any 3 1/2-inch space.

**\$32.50** Ready to Listen



*Interior View of Teletone Cabinet Speaker*

### Represents a New Principle in Sound Wave Conduction and Amplification.

*The sound wave emanating from the Teletone Unit "A" is amplified through the orifice "B" until it reaches the conducting area "C," whence it is again conducted to the point of greatest amplification "D."*

*The interior construction of the Teletone is of seasoned spruce, the same wood used in violins—hence the sweet resonant tones of Teletone Walnut Cabinet—all wood construction. Teletone gives you clarity of tone, large volume, and no distortion at either high or low tones.*

*Teletone is an acoustical achievement that the trade and public are quickly acclaiming—and buying.*

## Back of the New Teletone Cabinet Speaker is a Powerful Organization and a Sound Policy of Dealer Protection

EVERY legitimate jobber and dealer can have confidence in an organization headed by such a strong man as Gen. Hines—confidence in the product, confidence in the policy of cooperation with the jobber, and price protection to the dealer.

Write or wire us at once for details of the Teletone Franchise which includes a guaranteed advertising campaign over the local dealers' name and address.

*Advise when you wish to see Teletone Representative*

**TELEPHONE CORPORATION**  
OF AMERICA

449-453 WEST 42nd ST., NEW YORK CITY

## Attractive Literature on Gould Unipower Prepared

New Product, Which Is Plugged Into House Current, Is Pictured in Home Settings in Descriptive Booklet of Artistic Merit

The development of radio sets away from the mechanical into the artistic has found an accompanying movement in the radio battery field. The new Gould Unipower battery, made by the Gould Storage Battery Co., New York, and which is plugged directly into the house current, is a forward development in the battery field. It can be installed in the most artistic furniture and it is not necessary to remove it for charging purposes. Accordingly, the descriptive sales literature on the Gould Unipower is a departure from the catalog of the past. The newest booklet produced by the Gould Storage Battery Co. on the Unipower is particularly artistic in its make-up. The Unipower in most of the illustrations is shown in

an attractive home setting and much attention has been given to the border and type arrangement. A new four-page leaflet for binding in the jobber's catalog has been prepared by the company on the Gould Unipower, Gould Radio "A" and "B" Batteries and Gould "B" charger. The Gould Storage Battery Co. will exhibit at the fourth annual radio exposition held at the Grand Central Palace during the week beginning September 12.

## Feature Brilliantone Needle

Brilliantone steel needles, made by the W. H. Bagshaw Co., Lowell, Mass., the exclusive sales agent of which is the Brilliantone Steel Needle Co., New York City, were featured in a novel manner at the recent outing of Talking Machine & Radio Men, Inc. As the boat sailed up the Hudson River quantities of balloons bearing the Brilliantone advertisement were distributed. These balloons proved very popular and kept the Brilliantone message before all eyes.

## The Eagle Charger Corp. Expands Through Purchase

Buys Entire Electrical Division of the Eagle Carburetor Co., Including Selling Rights of Foreign and Domestic Electric Commodities

PHILADELPHIA, PA., September 9.—The Eagle Charger Corp., of this city, under the direction of Maurice F. McCarthy, secretary, has purchased outright the entire electrical division of The Eagle Carburetor Co., of Cleveland, O. This purchase includes the well-known line of Eagle battery chargers, together with the entire selling rights and sales organization of the Foreign and Domestic Electrical Commodities which have been consolidated into one company. Headquarters have been established at 121 North Eighth street, this city.

## Frank Holman Joins Sales Staff of Argus Radio Corp.

The Argus Radio Corp., New York, manufacturer of the Power Electric radio set, has announced the appointment of Frank Holman as a member of its sales staff. Mr. Holman was formerly a member of the firm of Ambler-Holman, Inc., which manufactured a set of that name. He brings with him a wealth of experience in both the manufacture and merchandising of radio and will cover the mid-West territory for the Argus Radio Corp.

The Argus Radio Corp. will exhibit the Power Electric radio at both shows in New York and also in Chicago.

## Bristol & Barber Push Unirad Storage Battery

Bristol & Barber, Inc., well known throughout the talking machine industry, as distributors of talking machines and accessories, are also distributing products in the radio field.

They are placing a campaign at this time behind the Unirad storage battery, which is plugged in AC or DC current and eliminates "B" and "C" batteries. It is also stated that the Unirad has been developed to the point where the hum of the direct current has been entirely eliminated. The Unirad is on demonstration at the headquarters of Bristol & Barber, at 3 East Fourteenth street, New York.

## R. R. Wilson Appointed Okeh Wholesale Manager

R. S. Peer, director of record production for the General Phonograph Corp., New York, announced this week the appointment of R. R. Wilson as manager of the New York distributing division of the General Phonograph Corp., whose headquarters are located at 15 West Eighteenth street, New York. Mr. Wilson needs no introduction to the dealers in metropolitan territory, for he has been identified with the phonograph industry for the past twelve years, having been associated with the General Phonograph Corp. for three years.

## Many New Patent Claims Granted William H. Priess

Following the granting of patents to William H. Priess, the well-known radio engineer, by a number of South American countries, the Priess Radio Corp. announces the granting of 250 Priess claims in New Zealand and England. The Priess patents cover radio frequency amplifiers, both tuned and untuned types; methods of controlling the amplifiers, construction and parts and numerous supplementary developments. All the patents of William H. Priess are and will be assigned to the company bearing his name for a period of ten years.

# How Many Radios in Your Neighborhood?

500? 1,000? 5,000?

HOW many radios are there in your neighborhood? Suppose there are only 500. That in itself is a market for \$3,750 worth of Jefferson Tube Rejuvenators!

Every owner of a radio tube set needs a Jefferson Rejuvenator. Some dealer is getting this business in your locality. Are you? Your customers are being told about this important necessity through our Saturday Evening Post and other advertising.

The Jefferson Tube Rejuvenator is built for home use and priced at a figure that's attractive to every radio owner. Used once a month it keeps tubes at full efficiency, insures uniformly good radio reception and lengthens the life of tubes.

This valuable home device completely restores paralyzed or exhausted tubes. Operates on a.c. electric light current—rejuvenates tubes in just 10 minutes. Takes large or small tubes—types 201-A, 301-A, UV-199, C-299, 5-VA. Packed four to a carton in an attractive counter display box. Order from your jobber today.

Jefferson Electric Mfg. Co.  
501 South Green Street Chicago, Ill.



Makers of Jefferson Radios, Red Ringing and Toy Transformers; Jefferson Spark Coils for Automobile, Stationary and Marine Engines; Jefferson Oil Burner Ignition Coils and Transformers.

# JEFFERSON TUBE REJUVENATOR

Keeps radio tubes like new



\$98<sup>50</sup>



## Judge the New Air-Way as a Musical Instrument

When you hear the new Air-Way six-tube resistance-coupled broadcast receiver forget that it is a radio and judge it for tone, volume, beauty as you would a violin, a piano, or any of the instruments by which the soul of music is made audible.

For Air-Way goes beyond the conventional performance of a radio receiver. It not only brings in a recital or a concert, but it reproduces the identical tone of instrumentation, and the most elusive nuances of an artist's interpretation.

Air-Way rests its case with dealer and owner squarely upon this platform: Test the Air-Way in parallel with any radio receiver whatsoever, at any price, anywhere, under any conditions, and we leave the verdict to you without a word of argument.

Air-Way is sold under a unique new merchandising policy that immeasurably benefits dealer and owner. Get the Air-Way story without delay.

### BRIEF SPECIFICATIONS

Circuit (all models) tuned radio frequency with four stages resistance-coupled amplification.. Two tuning controls only; straight line condensers give uniform separation of wave lengths on selector dial; wave length range 185 to 550 meters, supplied for either storage battery or dry cell tubes.

Model 61. Illustrated above. Cabinet selected American walnut, 29 1/2 inches long, 11 1/2 inches high, 15 inches deep, providing space for standard dry "B" batteries—\$98.50.

**Air-Way Electric Appliance Corporation**  
TOLEDO, OHIO

Export Department, 220 Broadway, New York, N. Y.



\$137.50

Air-Way  
Model 62

Model 62—Cabinet same as Model 61 except 14 inches high to accommodate built-in loud speaker, equipped with reproducing unit of highest quality to match true tone value of resistance-coupled amplifier. . . . . \$137.50



\$197.50

Air-Way  
Model 63

Model 63—Console model of two-tone American walnut. "A" battery compartment has sliding shelf. Built-in loud speaker same as Model 61. . . . . \$197.50



## Otto Heineman Analyzes Phonograph and Radio Business on the Continent

President of General Phonograph Corp., Just Returned From Europe, Found Improvement—Guest of Honor at Celebration of Twenty-fifth Anniversary of Phonographischen Zeitschrift

Otto Heineman, president and founder of the General Phonograph Corp., returned to New York on September 3rd, on the S. S. Reliance after spending several months in Europe. Recognized internationally as one of the foremost authorities in the phonograph trade and a keen student of economic and industrial conditions, Mr. Heineman's views regarding the phonograph industry in Europe are worthy of more than passing interest. In a chat with *The World* Mr. Heineman commented as follows concerning the status of European business conditions:

"Industrial and economic conditions in Germany are not only interesting but very satis-

than assured. The public is buying records freely, and radio has in no way interfered to date with the phonograph industry in Germany. The radio business in that country is done mostly with crystal sets and it is a rather interesting fact that 90 per cent of all the radio sets in use in Germany are of that type. Broadcasting has by no means developed as in this country, and broadcasting is controlled by the German Government under the same auspices as the department controlling the postal service.

"There is also a very heavy phonograph business in Germany, and it is not due to cut prices. Every member of the German phono-

while my inclinations are always conservative, I have no hesitancy in predicting a healthy, prosperous future for the phonograph industry."

While in Berlin, Mr. Heineman was one of the guests of honor at the celebration of the Twenty-fifth Anniversary of the *Phonographischen Zeitschrift*, an internationally prominent trade paper devoted to the interests of the phonograph industry in Germany. This publication, founded by Georg Rothgesser, has been for twenty-five years a vital factor in the development of the German phonograph trade and the celebration of its twenty-fifth anniversary was marked by the attendance of practically all of the prominent members of the German talking machine industry. Mr. Heineman states that a feature of the celebration was a luncheon for the guests which was noteworthy for the elimination of all references to the Eighteenth Amendment and which needless to say was thoroughly appreciated by all present. This luncheon incidentally was one of the few vacation hours enjoyed by Mr. Heineman abroad, for outside of a very short vacation in Switzerland, he was busy throughout his entire stay in Europe. Mrs. Heineman accompanied Mr. Heineman on his visits to the various European trade centers, and returned with him to this country.



Guests at Twenty-fifth Anniversary of Phonographischen Zeitschrift

1.—Otto Heineman, president General Phonograph Corp.; 2.—Herman Eisner, Artiphon-Record, Berlin; 3.—D. W. Sternberg, British Phonograph Co.; 4.—Karl E. Dising, editor Phonographischen Zeitschrift; 5.—Max Eisler, Wuerzburg, Phonographischen Zeitschrift; 6.—Georg Rothgesser, founder of Phonographischen Zeitschrift; 7.—Heinrich Rothgesser; 8.—Max Straus, director Carl Lindstrom A.G., Berlin.

factory, for notwithstanding the fact that generally speaking the economic situation is by no means gratifying owing to the lack of money, there are a number of industries that are showing marked prosperity. Money rates in Germany are very high with interest running from 12 per cent to 20 per cent, but in spite of these handicaps I found that the potato industry, for example, is in wonderful shape and this industry has made immense strides in the past year. The automobile industry is now concentrating the greater part of its activities on the production of low priced cars, and following America's example, automobiles in Germany are now being recognized more and more as a matter of transportation rather than a form of luxury. The only other industry that is attaining marked prosperity in Germany at the present time is the phonograph trade and it may interest the members of the American phonograph industry to know that in Germany today ten inch records retailing at approximately 94 cents in American money and twelve inch records retailing at about \$1.25, are meeting with tremendous success and practically every record manufacturer in Germany showed a very healthy increase in record sales for the first six months of 1925 as compared with the corresponding period of last year. In fact, quite a number of the companies could have increased their business materially if they were willing to let down the bars on credit risks and accept business which was speculative rather

graph industry is looking forward to a splendid season this Fall, provided, of course, that the money situation will not get more critical than it is at the present time. While in Berlin I made my headquarters at the offices of the Carl Lindstrom organization and this progressive company is showing keen activity in securing valuable additions to the Odeon repertoire which the General Phonograph Corp. will get in time for this season's business.

"During my short stay in England I was delighted to learn of splendid business conditions in the English phonograph trade. This applies both to machines and records, and in talking with manufacturers, jobbers and dealers I found without exception that they were preparing for a banner season beginning in September, 1925, and carrying through the Spring of 1926. With the introduction of new customs duties in Great Britain on July first, there was a tremendous importation of phonograph motors to that country prior to that date and motors of Swiss manufacture were an important factor. In common with Germany the record business in England is going at full blast and in this country also I ascertained that radio had in no way interfered with the steady progress of the phonograph industry.

"Upon my return to America, I was greatly pleased to find that important developments in the industry had been introduced by prominent American manufacturers and during my conferences with jobbers and dealers the past ten days I have found a spirit of optimism that is based on something tangible and worth while. It seems to be the consensus of opinion that notwithstanding the keen competition of radio products, there is a healthy future awaiting the phonograph trade and the many new features which have been developed in reproducing machines and records will undoubtedly stimulate the phonograph industry as a whole. Our company is going right ahead with important and extensive plans for the coming year and we expect that the 1925 Fall season will be one of the most successful periods in our history, and this applies to every division of our business. There is certainly no reason for pessimism and

## Progressive Corp. Named American Bosch Distributor

Will Handle the Radio Products Made by That Prominent Concern in a Large Section of New York State and New Jersey

The Progressive Musical Instrument Corp., wholesaler of musical merchandise and radio products, New York, has been appointed wholesale distributor of the radio products manufactured by the American Bosch Magneto Corp., Springfield, Mass., according to announcement made recently by Edward Biel, radio sales manager for Progressive. The Progressive territory for this line will include New York, Bronx, Westchester, Rockland, Putnam, Orange, Dutchess, Ulster, Richmond, Kings, Queens, Nassau and Suffolk counties in New York and Monmouth, Mercer, Middlesex, Somerset, Hunterdon, Union, Hudson, Essex, Orange, Warren, Bergen, Passaic and Sussex counties in New Jersey.

The American Bosch radio products will include a six-tube radio set, two loud speakers of the cone type and a battery eliminator. The sales policy on American Bosch products, according to Mr. Biel's announcement, will include the granting of exclusive dealer franchises with territorial selling rights. Stability of price is guaranteed through promise of rebates to dealers in case of reduction, although limited production schedules are believed to insure against that possibility.

The Progressive Musical Instrument Corp. expects to open in the near future a central sales office and warehouse in Newark, N. J., to serve northern New Jersey.

James M. and T. F. Green, sons of Mrs. L. M. Green, president of the Silas E. Pearsall Co., leave the latter part of this month for a preparatory school at Swarthmore, Pa.

### BEL-CANTO PRODUCTS

Superior in Material, Workmanship and Performance. Bel-Canto Adjustable Loud Speakers, with massive mahogany-finish cabinet, at \$17.50. Goose-Neck Fibre Horns, at \$10.00 and \$15.00. Loud Speaker Units, patented Flexible Reed Tone Chamber. The Bel-Canto Recording Dial, \$2.00. With magnifying glass \$2.50.

**BEL-CANTO RADIO & TEL. EQUIPMENT CO., INC.**  
872 Broadway New York City

Nationally distributed by Baker-Smith Co., Inc.  
Home Office: 715 Call Bldg., San Francisco, Cal.  
Branches in Los Angeles, Cal.; Portland, Ore.; Seattle, Wash.; Vancouver, B. C.; Salt Lake City, Utah; Denver, Colo.; Chicago, Ill.; Buffalo, N. Y.; New York City

## MICA DIAPHRAGMS

We are the country's largest manufacturers of Mica Diaphragms and use only the best high grade, selected, India Ruby Mica.

Our direct importations insure prompt deliveries and our years of experience enable us to turn out diaphragms of uniform quality.

Write us for samples and quotations.

**HIRSCH MICA COMPANY**  
1087-93 FLUSHING AVE.  
BROOKLYN, N. Y.

A N N O U N C I N G

*The Last  
Word in  
Radio  
Equipment*



FRONT



REAR

**RADELUXE RADIO TABLE**

CONCEALS ALL EQUIPMENT. CONVERTS THE UNSIGHTLY HORN TYPE LOUD SPEAKER INTO A CABINET SPEAKER INSTANTLY.

List Price \$45.00—Liberal Trade Discounts.

TERRITORY NOW BEING ASSIGNED  
TO JOBBERS  
WRITE FOR PARTICULARS



CLOSED



OPEN

List Price,  
without  
Radio, \$200

**RIVOLI RADELUXE HIGHBOY**

THE FIRST AND LAST WORD IN COMBINATIONS. ADAPTED FOR RADIO PANELS UP TO 10x32 INCHES. PLAYS ALL MAKES OF RECORDS. FROM RADIO TO PHONOGRAPH BY SHIFTING LEVER EXTENDING THROUGH GRILL. AN EXCLUSIVE PATENTED FEATURE.

**VINCENNES PHONOGRAPH COMPANY**  
VINCENNES, IND.

NEW YORK OFFICE: 105 W. 40TH

PHILADELPHIA OFFICE: 31 DELONG BLDG.



SENIOR model  
Red Mahogany, Brown Mahogany, OAK.

## Mr. Dealer

The list price of Outings is their true value (not inflated value). The discount given dealers permits them to make money.

You make quick turnover because of the popularity given Outings through the great many thousands in homes today.

and something

**NEW! NEW! NEW!**

All Outings Juniors and Seniors are now equipped with a special tone-arm for playing Edison records (no extra cost).

## OUTING TALKING MACHINE CO., Inc.

MT. KISCO, N. Y.

Export Department

No. 44 Whitehall Street, New York City, N. Y., U. S. A.

Cable Address "OUTING" New York

Canadian Distributors:

R. N. WILLIAMS & SONS CO., LTD., Toronto, Winnipeg, Montreal.

*'One handle handles it'*  
**Outing**  
TRADE MARK  
*'Master of Movable Music'*

Outings are sold in the U. S. A. through distributors only. To our distributors it means protection and co-operation. To dealers it means uniformity of price and more profit.

### Our Ship's Log Reads

Three requests for Jobberships during the first week in September.

Three answers.

Three wire orders.

Three orders promptly filled.

Three new happy customers.

### JUNIOR model

Red Mahogany, Brown Mahogany and Oak Finishes  
Brown, Black and Green Leatherettes



# The Trade in PHILADELPHIA and LOCALITY

## Excellent Prospects for Fall Business Create Optimism in the Quaker City

Distributors Concentrating Sales Efforts in Agricultural Regions—Coal Strike Affects Anthracite Field—Advance Orders for Fall Delivery Booked—News and Trade Activities of Month

PHILADELPHIA, PA., September 9.—Present indications of coming events in the talking machine industry are most hopeful and hold forth brighter prospects for the Fall business. Although the coal strike has materially curtailed the distribution of both machines and records in the anthracite regions up-state—although it is not expected to amount to a serious loss—with the present conditions up-state—the distributors have been concentrating sales efforts in the agricultural districts and in other industrial sections with very promising results. Records were doubled in sales in the past month and continue to hold to that record in these early September days. All the recordings of goodly volume for this season and numerous advance orders for Fall delivery already have been booked.

Accessories dealers, with representatives traveling the Southern States and the Middle West as well as New York, report that large orders for all the materials have been listed for delivery this month and that the dealers are anticipating an active season in the repair departments because of the renewed public interest in the talking machines and their allied products.

### Unusually Bright Outlook

While the prospects are brighter than for the Fall of 1924 there are even more hopeful expectations for the trade in the advent of the many new types of machines and records which are forecast as being the most perfect reproducing musical and entertaining devices ever marketed since the talking machine came into existence. The new products of the Victor Co. and the Brunswick Co., as well as other types that are to be introduced this season, are eagerly anticipated and the trade believes that they will be of such marvelous reproducing qualities as to warrant a broad revival of interest in the industry somewhat like the old-time boom days.

### Dealers to View New Victor Line

With this point in view the Philadelphia Victor Dealers' Association will, in conjunction with the distributors and the Victor Co., hold a special meeting at the Manufacturers' Club in this city, within the next ten days at a date not yet determined upon, for the purpose of exhibiting the new models and latest departure in manufacture of both machines and records.

More than sixty-seven dealers from the local territory will be present at this exhibition, which has been arranged under the direction of President Homer C. Davis of the Philadelphia Victor Dealers' Association, in conjunction with the Philadelphia Victor Distributors, Inc., the H. A. Weymann Co., local distributor, and the Victor Co. There will be on display during the days of the exhibition at the Manufacturers' Club four or five models of the new Victrola and these will be devoted to demonstration concerts of both records and talking machines. Dealers from Philadelphia and surrounding points, such as Norristown, Chester, Wilmington and other nearby cities and towns, will be present, invitations having been sent to the various firms in these places. Following the city display, the Victor Co. and the two local distributors will conduct a series of other exhibitions of the new machines and records in the up-state and South Jersey cities such as Scranton, Wilkes-Barre, Williamsport, Harrisburg, Lancaster, Atlantic City, Camden and other leading centers throughout the month.

### Regret Departure of A. W. Rhinow

The Philadelphia trade learned, during the month, of the departure from its ranks of one of its most popular members who for more than four years was closely linked with the distribution of the Edison phonographs in this territory. He is Arthur W. Rhinow, assistant manager of the Girard Phonograph Co., Broad and Wallace streets, and although the trade regretted his leaving its fold it had the pleasure of congratulating him on his new association as assistant to the sales manager of the concern producing Kolster radios. His duties of assistant to Manager C. R. Halley have been taken over by J. F. Donohue.

### Everybody's Starts Aggressive Drive

With the advent of September days the nationally-known manufacturers of Honest Quaker main springs, Everybody's Talking Machine Co., Inc., 810 Arch street, began an aggressive campaign for the promotion of the Adler-Royal radio line. The first steps in this concentrated sales campaign were taken through the adoption of a broad publicity program which includes extensive ads in the daily press backing the dealers and including the States of Dela-

ware, Maryland, south Jersey, Pennsylvania and other Eastern points. New Honest Quaker products, including the Stick-it, an adhesive used to attach felts to the turntables of talking machines, which fills a long-felt want in the industry, have been announced. The other products were the Quaker graphite, spring lubricant; repairman's tools, such as pliers, spring shapers spring vise; Quakercut turntable plush and felt; diamond points and sapphires packed in cases and sapphire balls also safely cartoned, the latter products used with the Edison machines, and others where jeweled points are required. The firm is preparing a handsome new catalog showing more than 4,000 articles used by the repair and manufacturing divisions of the trade. The Okel record department has been extremely busy meeting trade demands for Fall.

### To Exhibit Brunswick Panatrope

Another phonograph manufacturer whose newest addition to the progress of the industry along the lines of perfect tone reproduction and renditions as well as advance in mechanical operation and equipment will be shown to the trade during the coming month is that of the Brunswick Co. In the Philadelphia branch, 40 North Fortieth street, there will be shown for demonstration purposes only at this time the Panatrope. The new machines will be exhibited this month for the first time in this city.

Dealers have been tying up successfully with the appearance of the screen production of Charlie Chaplin's latest hit, The Gold Rush, and the recording of Abe Lyman's California Orchestra in which Chaplin appeared as guest conductor and issued during August. Extensive window displays have been made with this record of the Brunswick list and newspaper announcements made through co-operative advertising of the manufacturers with the dealers. Among the dealers enrolled through the local branch of the Brunswick Co. during the month was the Globe Music Shop, of Palmyra, Pa., which purchased a complete stock of phonographs, Radiolas and records.

### J. A. Fischer Co. Busy

From the Western States and the sunny South there were numerous orders for the Valley Forge main springs and repair materials and parts manufactured by the J. A. Fischer Co., 730 Market street, in preparation for the Fall revival in the industry. Travelers for the firm, just returned, found that business in the accessory and repair parts in these sections of the country has materially increased during the past month. Irvin E. Epstein, who has been

(Continued on page 196)

JOBBERS

REPAIR PARTS

GRAPHITOLEO

ALBUMS

BRILLIANTONE

PORTABLES

SAPPHIRES



“Any Part for any Phonograph”

Guarantee Main Springs are made of the best hardened, tempered, round-edged spring steel obtainable, and must pass a rigid inspection before they are packed in individual dust-proof containers; each box labeled with complete information for your convenience. We will refund money or replace any spring that does not give absolute satisfaction.

INSIST ON GUARANTEE MAIN SPRINGS

GUARANTEE TALKING MACHINE SUPPLY CO.

109 N. TENTH STREET, PHILADELPHIA

Makers of the Guarantee Portable

JOBBERS

MOTORS

TONE ARMS

SOUND BOXES

ADDATONES

3-IN-1 OIL

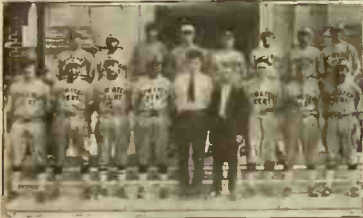
ATTACHMENTS

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 195)

making the rounds of the West and returning by way of New York State, encountered a very optimistic attitude on the part of the dealers towards the Fall outlook and there was no hesitancy in placement of orders for the materials necessary for a fully equipped repair shop and parts department. William Brateman, of the Braiterman & Feodor Co., Baltimore, Md., distributors for the Valley Forge main springs and other Fischer products, visited local headquarters in early September and reported that he had just returned from a tour of the South with similar good reports.

**Another Atwater Kent Winning Product**

The first half of the Northwest Twilight Baseball League has just closed with the Atwater Kent team in the lead, having a record of six-



The Atwater Kent Baseball Team

teen games won and only two lost. In addition, the team has won its first three games in the second half and has topped this by defeating several of the best amateur organizations in and around Philadelphia that are not included in the league. Their total for all games played this season is twenty-four won and two lost, a percentage of .923 against keen competition. It is noteworthy that all games are played either in the evenings or on Saturday afternoons, every member of the team being engaged daily in the manufacture of Atwater Kent radio material. The photograph shows the winning team taken at the entrance to the factory which they so ably represent on the diamond.

**Thermodyne Distribution Grows**

Increasing sales are recorded for the new five-tube Thermodyne radio distributed by the Cheney Sales Corp., 1015 Chestnut street. This new type radio is built with the single dial control, has a two-stage thermionic frequency, detector and two stages of audio frequency and is constructed in a mahogany cabinet, 24 x 17 x 12 1/4 inches, of the table type. President G. Dunbar Shewell, of the company, made a business call at the Boston offices during the month and found very satisfactory advance Fall business in the Hub headquarters.

**Opens Radio Department**

The South Ninth Street Talking Machine Shop, of which Joseph Corolei is now sole proprietor, has added a radio department with the RCA and Fada sets. This firm has been enjoying very prosperous Summer sales of the Victrola and records.

**E. V. Berger in New Post**

Edward V. Berger, for years associated with the Talking Machine Co. as manager of the Germantown and Lehigh avenue store, has joined the J. R. Wilson Co. as manager of the Victrola department of the store 1710 Chestnut street. Before joining the Talking Machine Co. he was on the sales staff of the Strawbridge & Clothier department store. Miss Marian Mills will continue to head the record department and musical instrument section.

**Rushed to Supply Demand**

The holidays and their bustling business were recalled in the mid-Summer months sales of the Philadelphia Victor Distributors, Inc., 835 Arch street. The wholesale quarters were kept on a day and night operation basis getting out the shipments to the dealers. The only handicap was inability to secure some of the models of popular and high-priced types which the Vic-

tor Co. could not supply. The July and August sales were better than any December month in the history and the record sales had doubled. Secretary-Manager Frank B. Reineck spent his vacation days sightseeing in the Canadian resorts along the Niagara Falls border, Toronto and Hamilton, Ont., stopping over in Buffalo long enough to pay respects to the local distributors of C. N. Andrews Co.

**Guarantee Co. Starts Drive**

A Fall ad campaign has been planned by the Guarantee Talking Machine Supply Co., 109 N. Tenth street, for its accessories and parts and the Guarantee main springs. It will cover a circularizing of the industry, in addition to press and trade journal ad campaigns. Sales Manager E. Bauer, who has been going through the Southern States for the year, came back with a well-filled order book and reports of good business everywhere from that section of the country. The sales of the Guarantee portables continue very good despite the closing days of the Summer when the demand is on the wane. William H. Posner, of the firm, made Wildwood the scene of his vacation pleasures, spending several weeks there with his family in the month of August.

**H. A. Weymann & Son Prepare for Fall**

The sales promotion department of H. A. Weymann & Son, Inc., Victor distributor, has issued a number of genuinely helpful communications to its dealers during the past month. One of the letters visualizes for the dealers the intensive activities of the Victor Co., in preparation for a big Fall season with its new line. Dealers are urged that full sales pressure be brought to bear on the sales of styles of Victrolas which are still available. The importance of clearing up the old line in anticipation of the appearance of the new models is stressed and H. A. Weymann & Son are prepared to wholeheartedly co-operate with its many dealers in the accomplishment of this object.

**Jones-Beach Staff Discuss Kolster Policies**

Considerable enthusiasm was manifested by the entire selling staff of Jones-Beach Co., Philadelphia radio distributor, following an interesting meeting which H. H. Southgate, assistant sales manager for Kolster radio, addressed at the Philadelphia offices on the evening of August 14.

C. E. Ludovici, president of the Jones-Beach Co., presided at the meeting and outlined plans formulated for the coming season. Sample

models of the new Kolster radio were shown and after a brief inspection were given a unanimous vote of approval by those present.

Mr. Southgate addressed the meeting and described at length the intentions of the Federal Telegraph Co. and the policies decided upon, laying particular stress upon the merchandising possibilities of Kolster radio and the policy of limiting dealership representation upon the basis of population.

He outlined also, in detail, the tremendous advertising campaign about to be launched, and the numerous plans in preparation for backing up those in the field, all of which promise an assured and stable future for those who align themselves with Kolster radio under the present arrangement.

**Opens Complete Repair Department**

A repair department and other innovations have been made in the talking machine business of the well-known south Philadelphia dealer A. J. Whartnaby, who conducts a Columbia phonograph retail shop at Third street and Snyder avenue and is one of the largest retailers in that section of the city. The repair department in the rear will carry a complete line of the Guarantee parts and accessories.

**Velvaloid Cleaner Popular**

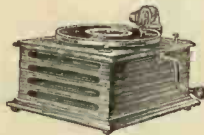
The Velvaloid record cleaner, which was originally produced as an advertising novelty, has securely taken its place in the talking machine field as a staple. This was pointed out by J. Abrahams, president of the Philadelphia Badge Co., makers of the Velvaloid cleaner. In substantiation of this statement Mr. Abrahams referred to the sales volume of Velvaloid record cleaners, which is even ahead of that of last year. It is expected that the Fall and holiday orders for this record cleaner will make this year a banner one.

**To Exhibit at Radio Show**

The Louis Buehn Co., of 1025 Arch street, distributor of radio sets and accessories, will be well represented at the forthcoming radio show to be held in this city. This company has arranged for considerable space and will attractively display the Atwater Kent line, Pooley cabinets and other lines which it distributes.

**T. W. Barnhill in Bermuda**

T. W. Barnhill, president of the Penn Phonograph Co., accompanied by Mrs. Barnhill and (Continued on page 197)



Victrola No. 1-1 Mahogany Finish

**A Victrola for Fifteen Dollars**

*A good machine to feature in the summer time*

Every sale of a Victrola No. 1-1 increases your Victor Record business and furnishes a prospect for a cabinet type Victrola.

*We are prepared to make immediate delivery of this type.*

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

**VICTOR WHOLESALEERS**



**THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 196)**



**If you break down sales resistance 50% of a sale is consummated. GOOD WILL helps to do this.**

**Velvaloid Record Cleaners Create Good Will**

Order for the fall. Every little bit helps. The Cheapest and Best **GOOD WILL** advertising you ever invested in. A trial will prove it. Dealer's ad beautifully imprinted on the Pylalin top as he wants it. The cleaning surface is Pyle Plush in assorted shades.

*Order direct or thru your jobber. A sample for the asking*

**PHILADELPHIA BADGE CO., Manufacturers & Exporters**  
942 Market Street Philadelphia, U. S. A.

3 1/4" in Diameter. Patented, 1922.

daughter, is spending a well-earned vacation amidst the many attractions that are to be found in the Bermudas. He expects to return

**Important Music Master Post for Frank Dorian**

Made Assistant to Walter L. Eckhardt, President of the Music Master Corp.—Wide Scope for His Marked Executive Ability

PHILADELPHIA, PA., September 8.—The Music Master Corp., of this city, has announced the appointment of Frank Dorian to the position of assistant to the president, Walter L. Eckhardt. Mr. Dorian joined the Music Master Corp. January 1, 1923, and was sent to the Pittsburgh headquarters of the corporation, from which office he has been transferred to Philadelphia.

He brought with him a valuable experience gained in more than thirty years of activity in the talking machine industry. For several years he served in an executive capacity with the Columbia Phonograph Co., Inc., where he came in close contact with President Eckhardt during the latter's long association with talking-machine interests, and became thoroughly familiar with the Eckhardt policies which have brought the Music Master Corp. to its present high place in the radio field.

Mr. Dorian needs no introduction to the talking machine industry. He has been prominently connected both here and abroad in its development from its earliest days. He started his work in the commercial phonograph division of the Columbia organization when this company was devoting most of its energies to the development of the commercial gramophone intended

after several weeks well equipped for what is expected to be a banner season for the Penn Phonograph Co.

for the use of court reporters, official stenographers, etc. He rose rapidly with that company through positions of increasing responsibility



Frank Dorian

and importance. Mr. Dorian later established the first European branch in Paris of the Colum-

bia Phonograph Co., and subsequently opened a branch in Berlin. In 1900, when the European headquarters of the company were transferred to London, Mr. Dorian was appointed European general manager, with direct supervision of branches in many other European capitals. He returned to the United States in 1909 to build up the Dietaphone organization and the phenomenal success which that company has since enjoyed stamps him as one of the foremost executives in the industry to-day.

Mr. Dorian, in his position as assistant to President Eckhardt, will enjoy an even wider scope for his unusual executive ability and broad knowledge of basic merchandising principles in the constantly expanding field of Music Master activities.

**Everybody's Co. Introduces "Stick-ite" to the Trade**

**New Honest Quaker Product for Use in Attaching Felts to Talking Machine Turntables**

PHILADELPHIA, PA., September 8.—Everybody's Talking Machine Co., Inc., of this city, which has already made an enviable reputation throughout the trade for its Honest Quaker main springs and talking machine repair material, has announced a new Honest Quaker product. It is called Quaker Stick-ite. It is stated that this new product solves the problem of attaching turntable felts to turntables. It was found that many dealers and repairmen were using ordinary shellac, which was not satisfactory.

Philip Grabuski, president, and Samuel Fingrud, vice-president and treasurer of the Everybody's Co., succeeded in interesting a prominent chemist in this problem and finally, after a considerable investment, succeeded in getting the formula used in the formation of Quaker Stick-ite. Mr. Fingrud, in commenting on the Quaker Stick-ite, stated: "It is a product in which we take extreme pride and one which we are proud to associate with our trade-mark—'Honest Quaker.'"

From early reports it would seem that Quaker Stick-ite has already developed for itself a considerable market and that it will not be long before this will be found in the repair departments and on the shelves of prominent dealers throughout the country.

**Philco Power Socket Units Are Introduced to Trade**

PHILADELPHIA, PA., September 8.—Simplicity of operation is a factor which is expected to play an important part in radio sales during the coming season. This is in marked variance from the original sales points used in the merchandising of radio sets where the hook-up and other technical points were featured.

It was with this point in view that the Philadelphia Storage Battery Co., of this city, recently introduced its new socket power units to take both "A" and "B" current direct from the electric light wires.

One switch on this new power unit controls everything—"A" power, "B" power, even the radio set itself. Snapped "on" it permits a strong uniform flow of both "A" and "B" power and snapped "off" the power is shut off and accordingly the set is silent. This has eliminated recharging and the renewing of worn-out dry cells.

The Philadelphia Storage Battery Co. reports that a decided demand is being received for the three general types of Philco socket powers which are: socket power "B" to replace "B" batteries; socket power "A" to supply filament current at six volts for all sets having standard storage battery or five-volt tubes; and socket power "AB," which is a combination filament current and plate current supply for the Radiola super-heterodyne and other receiving sets employing so-called dry cells or three-volt tubes.

**RADIO**



*All Good—None Better*

**PENN PHONOGRAPH CO.**

*Wholesale Distributor*

913 Arch Street

Philadelphia, Pa.

THE MANUFACTURERS OF THE FINEST LOUD SPEAKERS AND PHONOGRAPHS USE

# MICA DIAPHRAGMS

THEY BRING OUT

*The Purest Tones  
The Subtle Overtones  
The Delicate Shadings*

The Absolute Reproduction of the Voice, Instrument and the Ensemble

Diaphragms made of substitute materials do not attain the same results

**WHY NOT HAVE THE BEST?**

Write for Samples and Prices

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

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

## Australian Factory for Columbia Phonograph Co.

New Plant to Be Devoted to the Manufacture of Phonographs and Records for Trade in the Antipodes—To Record Local Artists

LONDON, ENGLAND, August 19—Formal announcement was made to the British associates of the Columbia Phonograph Co. at a luncheon at the Savoy Hotel here yesterday of the completion of plans for a new phonograph and record factory with most modern equipment to be opened in Sydney, Australia, to take care of the growing demand for Columbia products in the Antipodes.

The matter was considered of such importance that all the leading officials in London of the Australian Commonwealth were present at the luncheon under the chairmanship of the Hon. Sir Arthur Cocks, Agent General for New South Wales. There were also present: Col. R. Eccles Snowden, Agent General for Tasmania; C. B. Rushton, Esq., Secretary for Agent General for West Australia; Hon. J. L. Priece, Agent General for South Australia; Hon. J. Huxham, Agent General for Queensland; Sir George Croydon Marks, chairman Columbia Graphophone Co., Ltd.; Percy Pitt, Esq., Managing Director Covent Garden Opera, and all the representatives of the Australian press in London, including The Adelaide Register, Australian Press Association, Sydney Sun, Melbourne Herald and Melbourne Argus.

The manager of the new factory will be Harry Parker, who has represented the Columbia Co. in Australia for over seventeen years.

The company's Australian factory will not only manufacture phonographs and records from matrices supplied from the Columbia Co.'s repertoire, but will also record Australian artists in their successes locally.

## O. W. Christian Appointed Piano Mgr. of Landay Hall

O. W. Christian, for many years connected with the piano trade in the metropolitan district and until recently manager of the Saul Birns establishment on Fifty-fifth street, has been appointed manager of the piano department of Landay Hall. Mr. Christian, in addition to his wide experience in the merchandising of pianos, is a musician of rare talent, having studied in several of the great European universities. His extensive merchandising experience covers both the retail and wholesale field.

### COTTON FLOCKS

Air floated, all injurious foreign matter eliminated for

Record and Radio Manufacturing

THE PECKHAM MFG. CO. 238 South Street Newark, N. J.

## Speciale and His Orchestra Recording for the Edison

First Record by Carlton Terrace Orchestra Appears in September List and Makes a Most Favorable Impression

One of the latest additions to the growing list of Edison artists is Mike Speciale and His Hotel Carlton Terrace Orchestra, which has taken rank among the more popular organizations supplying dance music in the metropolis.



Mike Speciale and His Hotel Carlton Terrace Orchestra

The first record by Speciale and his orchestra appears in the September Edison list, and both dealers and public have seen fit to comment upon the excellence of the music and particularly upon the infectious rhythm that is apparent therein. It is planned to issue other records by Mike Speciale and His Orchestra at frequent intervals.

## Metropolitan Dealers View the New Victor Product

New York Wholesalers Conduct Private Meeting at Waldorf-Astoria Where John G. Paine, of the Victor Co., Makes Address

At a meeting sponsored by a number of Victor wholesalers in the New York district, held at the Waldorf-Astoria Hotel on Friday, September 11, there was displayed and demonstrated to a number of prominent Victor dealers in the metropolitan district one of the new Victor instruments of the "Orthophonic" type, embodying a number of new principles but not using electrical impulses.

The meeting, a private affair, was addressed by John G. Paine, of the Legal Department of the Victor Co., who outlined something of the other products in preparation by the Victor Co., and of the company's plans.

It is understood that the employees of the various dealers will be given an opportunity to use the new instrument and learn of its details.

The Hunter Music Co., Dayton, O., was recently incorporated

## New DeForest Receivers Demonstrated to Jobbers

New Line Described as Wedding of Science and the Arts—Demonstration Is Culmination of Three-Day Jobbers' Sales Conference

On Wednesday evening, September 9, the De Forest Radio Co. showed and demonstrated for the first time the new De Forest W-6 Broadcast receiver operated by the Weagant circuit, a development of Roy A. Weagant, vice-president

and chief engineer of the company. The demonstration was given for the benefit of De Forest jobbers, who attended a three-day sales conference, and the press, held at the Waldorf-Astoria Hotel, New York City. The demonstration was preceded by a dinner, at which were present the jobbers and their representatives.

H. L. Lamphear, the directing head of the De Forest Radio Co., acted as master of ceremonies, introducing Roy A. Weagant, who described the new circuit as the wedding of the sciences and the arts, the art referring to the music reception through the circuit and to the specially designed cabinet which encloses it, by Elbert McGran Jackson, the painter, sculptor and architect, who also spoke briefly.

Smaller models of De Forest receivers were also displayed in a specially arranged room. Two of the models, the five and six-tube, being encased in the new cabinet designs arranged as an exquisite setting for the De Forest cone-type speaker, the cabinet and mounting being described as the Renaissance type.

The new sets brought forth musical reproduction and the speaking voice with lifelike accuracy and aroused intense enthusiasm among the De Forest jobbers.

The De Forest Radio Co. has licensed the Colonial Radio Co., Long Island City, N. Y., and the Sparks-Wittington Co., of New York, to use the new Weagant circuit.

Mrs. Arthur Hamilton, wife of Arthur Hamilton, formerly connected with the Silas E. Pearsall Co., died recently at Atlantic Highlands, N. J., where she was spending a vacation with her family.

# Better BECAUSE IT'S Practical

## The Greatest Loud Speaker Value Today

Considered only as a piece of furniture or only as a loud-speaker the Console Master Speaker is worth the money. But as a combined cabinet and speaker it is the greatest loud-speaker value today. The loudspeaker is concealed behind the silk covered grill and has a beautiful natural tone of great volume.



**Retail Price \$49.50**

Complete with Loudspeaker  
(Adjustable Unit)

## An Unusual and Exclusive Feature

The Console Master Speaker with a front that may be opened to give convenient and quick access to batteries and speaker. This is our own exclusive origination, and strong patent claims protect it.

In 2-tone mahogany or walnut.

Either way a beautiful piece of furniture.



Size 31½ high, 36 long,  
18 wide

### The Console Master Speaker

with the opening front, showing the exceptionally spacious battery compartment, which will hold an "A" battery, a charger, and 2 dry or wet "B" batteries, besides the built-in loudspeaker.



### The Console Master Speaker

showing the front let down, allowing convenient and quick access to batteries and speaker, using the front as a shelf or tray.

## The Console Master Speaker

for any Radio Set

## THE MOST PRACTICAL CONSOLE SPEAKER

Just a pull of the handle and ALL the batteries, charger, and loud speaker unit are within immediate reach.

ORDER FROM YOUR JOBBER

FULL TRADE DISCOUNTS

## CONSOLE MASTER SPEAKER CO.

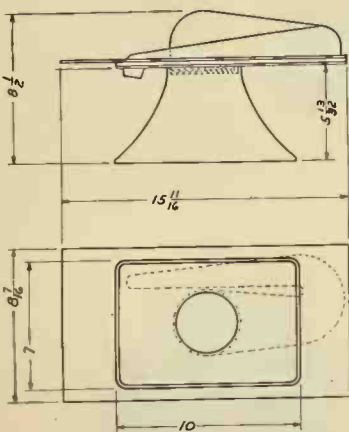
15 East 40th Street, New York



## Miller Amplifying Horns

37 different models

Others in process of development



Made to fit your cabinet.

One by one radio manufacturers are adopting Miller horns as standard equipment, until now Miller is the largest producer of amplifying horns.

Made of composition rubber, which is practically inert, the delivery of tones is faithful and accurate from a Miller horn.

Miller Radio Horns are produced in large volume, and the price, as a result, is competitive.

Send us your specifications and we will be glad to send you a sample for your inspection.

There's a Miller horn to fit your cabinet.

Write for more information.

### The Miller Rubber Company of N. Y.

AKRON

OHIO

## Deliveries of New Pries Receiver Now Being Made

"Pries Straight 8", an Eight-tube Set, Loop Operated, That Is Particularly Built for Distance Ability—Made in Two Models

Deliveries of the new "Pries Straight 8," the latest development of William H. Pries, manufactured by the Pries Radio Corp., New York City, are now being made. This latest Pries conception of a perfected receiving set is an eight-tube product, loop operated, developed with particular attention to its distance-getting ability. In fact, this latter feature will be one of the captions of the Pries Fall advertising, publicity and exploitation campaign.

The new "Pries Straight 8" is housed in two models, a table model with exterior loop operation and a console model enclosing the loop, rotated by a knob, on the panel with built-in loud speaker, compartment for batteries, etc. The cabinet work of both models is of the same design and dimensions that proved so popular in former Pries sets. There is a single tuning control with visible wave length indicator graduated in one meter division and other simplicity panel controls.

The Pries sales policy gives complete dealer protection, standard discounts, and other features of best business practice. The company won particular honor early this year when it withdrew from the market hundreds of Pries sets giving full allowance to its distributors and dealers and assuring protection against loss. Its latest product is being marketed along the same high standard lines with protection governing clauses written in the distributor and dealer contracts.

## Pfanstiehl Distributor Moves to New Quarters

The radio division of the International Clearing House, New York, Eastern distributor of the Pfanstiehl radio receivers, made by the Pfanstiehl Radio Corp., Chicago, recently moved to new and larger quarters at 303 Fifth avenue, New York. This move was made necessary by the increase of business, and E. L. Brown, sales manager, states that orders for the Pfanstiehl product are coming in a most satisfactory fashion. The Pfanstiehl line of receivers, which includes six models with a wide price range, will be on exhibit at the current New York Radio Show and Manager Brown and members of his sales force will be on hand to demonstrate the instruments to visiting dealers.

William C. Zaboskie, formerly connected with the metropolitan office of the Brunswick Co., recently joined the sales staff of the International Clearing House and will cover the Manhattan and northern Jersey territory. John S. Constance, New York State representative, is at present covering the territory in the vicinity of Buffalo and reports exceptionally fine progress in securing high grade representation for the Pfanstiehl line.

## Gilbert-Keator Dinner to Display Kolster Radio

The Gilbert-Keator Corp., 135 Fifth avenue, New York City, the well-known distributing organization, has arranged a dinner at the Hotel Pennsylvania, New York City, on the evening of September 15, at which time a display of Kolster radio sets will be shown. This line was recently taken over for metropolitan distribution by the above organization. Both Charles W. Gilbert and Randall M. Keator, the executive heads of the Gilbert-Keator Corp., and pioneer radio men, are enthusiastic over the possibilities in the Kolster sets.

The Hannibal Music Co., Hannibal, Mo., recently moved to new and larger quarters at 108 South Main street.

**ISLEY'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 for retail at 25 cents each under the trade name of  
**EUREKA NOISELESS TALKING MACHINE LUBRICANT**  
 Write for special propositions to Isley's.  
**ISLEY-DOUBLEDAY & CO., 229-231 Front St., New York**

## Important Additions to Grebe Synchronphase Sets

Wave Length Range Extension Circuits and Other Features Included in 1926 Models Just Introduced by A. H. Grebe & Co., Inc.

A. H. Grebe & Co., Inc., of Richmond Hill, N. Y., have announced several important additional features in the Synchronphase for 1926. The main items comprise wave length range extension circuits which give a complete tuning range of from 550 meters to 150 meters and a tone coloring circuit or "color-tone" for alter-



Synchronphase Period Console

ing the character of the received speech or music. The wave length range has been divided so that the dial scale is first utilized on the range of 240 to 550 meters and then through the action of an automatic switch the same dial is made to function on the lower range down to 150 meters. With the inevitable extension of the broadcasting range below 200 meters it would seem that the Synchronphase is prepared for the future.

The tone color circuit or "color-tone" was devised to suit the individual preference of tone reproduction and bring out the best qualities of the loud speaker. This makes possible the control of tone from the set itself. Other features include the flexible unit control arranged to permit all three dials to be operated together or any of them separately at will. An indirect lighting scheme has been provided which illuminates the master dial and gives visible indication that the set is in operation. A fuse lamp for the protection of the set and "B" batteries against the ill effects of defective vacuum tubes completes the list of improvements incorporated in the 1926 Synchronphase.

Douglas Rigney, general manager of A. H. Grebe & Co., Inc., reports that it has come to the attention of the company that several manufacturers are using the words "Binocular Coil" in referring to their apparatus. Mr. Rigney points out that trade mark rights of the words "Binocular Coil" had been granted A. H. Grebe & Co., Inc., as evidenced by the United States certificate of registration No. 199,325 dated June 9, 1925.

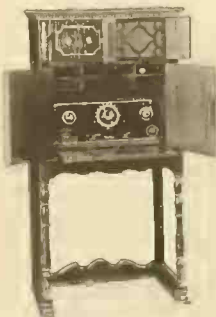
## Incorporation

Mayers Music Shops have recently been granted a charter of incorporation to operate in New York City. W. Mayers, M. E. Lopin and J. S. McSheehy are the incorporators.

# The Greatest Musical Instrument among Radio Receivers

There are ten different Day-Fan Models for 1925-1926. On this page we show only those of special interest to the talking machine trade.

Complete booklet on request.



Dayroyal, 5-Tube, Duplex Circuit, Pre-logged, Single Dial Control, \$300.00

Mahogany Vertical Type Desk Cabinet. Gold Ornaments, Panel Illuminated.

**Y**OU cannot sell a violin on its beauty of case. You cannot sell a radio receiver even on so wonderful an ability as picking sound out of the invisible air.

A radio receiver is only as good as its tone.

Yes, the Day-Fan is wonderfully easy to operate. Yes, the five-tube Day-Fan has single dial control. Yes, the company behind it has been making electrical instruments for more than thirty-six years. Yes, Day-Fan is so exactly made that it has the station numbers right on its dial, and you just turn to them. Yes, all wonderful. All quite necessary in radio. Good points. Essential points.

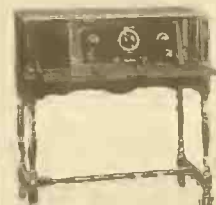
A man comes into your store. "Someone playing one of your pianos?" he says.

You point silently to the Day-Fan. "That sound from a radio?" "That's the receiver for me."

A radio receiver is only as good as its tone. We claim Day-Fan tone is the true musical tone with full overtones, better than any other receiver made, regardless of price. Make the Day-Fan meet this standard. It will.



Daycraft, 5-Tube, Single Dial Control, \$145.00. Leg Pedestal, \$20.00 Extra. Complete with Pedestal, \$165.00



Daygrand, 5-Tube, Single Dial Control, \$195.00

Drop Front Two Tone Mahogany Cabinet with Room for B Batteries

# DAY-FAN RADIO

The Dayton Fan & Motor Co.  
Dayton, Ohio

For More Than 36 Years  
Manufacturers of  
High Grade Electrical Apparatus



Daytonia, 5-Tube, Single Dial Control, \$300.00

Complete with All Batteries and Charger but No Tubes.

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

**"WHO WOULDN'T LOVE YOU"**  
FOX TROT  
Benny Davis and Joe Burke's New Hit

**"YOU GOTTA KNOW HOW"**  
FOX TROT  
A New Comed. Idea by Gus Kahn and Walter Donaldson

**"I'M TIRED OF EVERYTHING BUT YOU"**  
A Great Fox Trot Ballad With a Fascinating Rhythm by ISHAM JONES

**"I WANT YOU ALL FOR ME"**  
A Popular Ballad (FOX TROT)  
CHESTER COHN MARK FISHER NED MILLE

**"The KINKY KIDS PARADE"**  
FOX TROT  
Now! Different! Novel! by GUS KAHN WALTER DONALDSON

**E. W. Guttenberger in Important Columbia Post**

Succeeds Kenneth Mills, Resigned, as Manager—N. B. Smith, Formerly With General Phonograph Corp., New Assistant Manager

The Columbia Phonograph Co., New York, announces the resignation of Kenneth Mills, who for a number of years has managed its New York branch at 121 West Twentieth street. Mr. Mills is leaving New York to locate in Miami, Fla., where he has real estate interests of importance. He leaves the Columbia Phonograph Co. with the best wishes and cordial good feelings of his associates and friends in the executive office and in the New York branch.

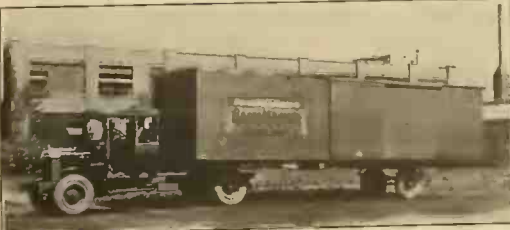
E. W. Guttenberger, who, while a stranger to the New York trade, has had many years' experience in the phonograph business, has been appointed to succeed Mr. Mills as manager of the New York branch. He has met with success in different sections of the country working with the Columbia Co. and with Victor jobbers.

Associated with Mr. Guttenberger will be Norman B. Smith as assistant manager. Mr. Smith is well known to New York dealers, as for some time past he has been connected with the General Phonograph Corp. as manager of its wholesale branch in New York City.

**Purchase Huge Truck to Speed Radio Deliveries**

Radio Master Corp.'s New Truck Has Capacity of Sixty Standard Size Console Phonographs—Solves Rush Season Delivery Problem

A huge automobile truck, probably the largest in use in the talking machine and radio fields, was recently purchased by the Radio Master



Radio Master Corp.'s New Truck

Corp. of America, of Bay City, Mich., to facilitate deliveries during the rush season to Detroit, Toledo and other nearby points. The capacity of the truck is approximately sixty standard size console phonographs or radio cabinets. The purchase of the truck, the size

of which can hardly be estimated from the accompanying photograph, is in line with the company's policy of giving its dealers the utmost in service.

**Jewett Distributing Co. Exhibits New Products**

New Model of Jewett Receiver and Cone Type Loud Speaker on Exhibit at Radio Fair—Appointed Distributor of Stora Batteries

The Jewett Distributing Co., Inc., of New York City, distributor of Jewett products in New York City, Brooklyn, Long Island and northern



Charles W. Noyes

New Jersey, recently announced through Charles W. Noyes, president of the company, its appointment as exclusive distributor in the metropolitan territory for the Cleveland Engineering Laboratories, Cleveland, O., manufacturers of Stora radio batteries.

The Jewett Distributing Co. has advised the dealers in its territory of the display of Jewett products which will be held at the Radio Show now in progress at the 258th Field Artillery Armory, New York. Two new instruments will be featured; one, a Jewett radio receiving set and the other, a speaker of the cone type with a semi-adjustable unit.

Mr. Noyes has undertaken in behalf of his company, an intensive sales and advertising campaign for the purpose of familiarizing dealers with the Jewett products.

**MacKenzie Radio Corp., Zenith Jobber, Incorporated**

New Corporation Purchases Stock and Good Will of W. MacKenzie—Offices and Display Rooms Artistically Equipped—M. W. Craddock Appointed General Manager

The MacKenzie Radio Corp., 35 West Thirty-first street, New York City, was incorporated on September 2 under the laws of the State of New York, and has purchased the stock, good will, fixtures and contracts of W. MacKenzie, formerly located at 534 Sixth avenue and a jobber of Zenith receiving sets and other radio products. The officers of the new company are: R. Corwin Klugh, president; M. E. Schaefer, vice-president; Iryin C. Garverick, secretary and treasurer. The officers constitute the board of directors and own all the stock in the company. M. W. Craddock, formerly associated with the De Forest Radio Co. and well known in the radio industry, has been appointed general manager of the company.

The offices of the company have been equipped in an original and distinctive way and are ready for Radio Show visitors. One of the showrooms is elaborately equipped as a drawing room and has been furnished at a cost of \$10,000. There is only one instrument displayed in this room, a deluxe Zenith set, the purpose of the display being to give dealers an opportunity to visualize the appearance of this handsome instrument in the home of a prosperous citizen. A second showroom will feature the other products distributed by the MacKenzie Radio Corp., including the complete Zenith line and other lines to be announced very shortly.

**D. F. Goldman Reports Big Demand for Company's Line**

David F. Goldman, president of the North American Radio Corp., New York, metropolitan distributor of the Music Master and King radio lines, reports exceptional business in both lines with a good demand for all other products distributed by the North American Radio Corp.

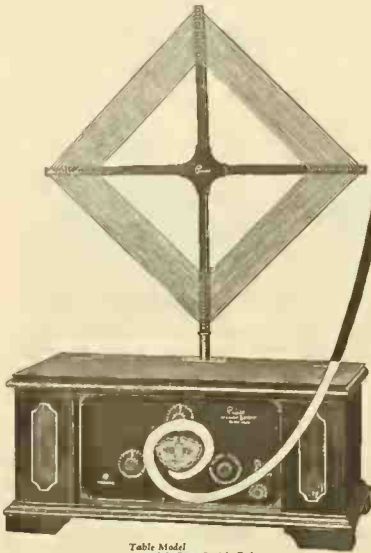
"Burt built" cabinets made by Burt Bros., Inc., Philadelphia, adaptable to any radio set have been added to the line. Four models will shortly be ready.

**Entertains Radio Dealers**

The Sunbeam Radio Corp., New York, manufacturer of Akradyn radio receiving sets, entertained members of the radio industry and representatives of the press at a dinner during the week of the Radio Show. The dinner was held at the Empirc Hotel, Broadway and Sixty-third street, New York. The dinner was followed by entertainment.



**Console Model**  
 of the Pries Straight Eight  
 A handsome two-tone, inlaid, Walnut Cabinet with built-in loud speaker, enclosed loop rotated by a knob on the panel and ample size compartment for all batteries.  
 List Price, including loop and Loud Speaker, but with-  
 out other accessories. \$285



**Table Model**  
 of the Pries Straight Eight  
 A two-tone, inlaid, Mahogany Cabinet with battery compartment on each side. Equipped with patented collapsible all bakelite, low loss loop.  
 List price, complete with loop, but without accessories. \$175



## See how easy it is to tune in distance

ONE tuning control with a visible wave length indicator graduated in one meter divisions

WHEN you demonstrate the Pries Straight Eight, note how the prospects' attention will focus on the visible wavelength indicator. No multiplicity of tuning controls. No meaningless numbered dials. No logs to keep. Turn the indicator to the wavelength of the station you want to hear.

The interest of your prospect in this simple tuning feature will turn to amazement with the outstanding distance performance of the set. Sales are made by the remarkable ease and the great volume with which far distance stations are brought in.

The great distance range and unusual volume and clarity of the Pries Straight Eight is due to the use of a revolutionary principle never before used in radio. No other set even approaches its great radio energy amplification — an amplification of over 4,000,000 before the detector. After its performance you will measure every other set by the new standard the Pries Straight Eight has established.

Our liberal discount, plus full protective features will interest progressive dealers. Write or wire us to arrange for the earliest possible demonstration by our distributor in your territory.

**PRIESS RADIO CORPORATION**  
 693 BROADWAY  NEW YORK, N.Y.

*It's loop operated!*

**Priess**  
 TRADE MARK

**STRAIGHT 8 EIGHT**

### J. B. Price Home From an Extended Trip Abroad

Sales and Advertising Manager of Neufeldt & Kuhnke, Manufacturers of N & K Loud Speakers, Visited Factory and Branches

J. B. Price, sales and advertising manager of the American division of Neufeldt & Kuhnke, manufacturer of N & K loud speaker units, loud speakers and head phones, returned to his desk



J. B. Price

recently after spending several months in Europe. While abroad Mr. Price made his headquarters at the mammoth N & K factories at Kiel, Germany, which are recognized internationally as comprising one of the greatest plants in the world devoted to the manufacture of electrical products. Mr. Price made this trip abroad primarily to ascertain just how the N & K factories were equipped to take care of the requirements of the trade in this country for N & K loud speakers

and phones, and he was delighted to find that the factory had ample facilities to give exceptional service to the requirements of the dealers and jobbers in America. Neufeldt & Kuhnke are displaying at their booth in the Grand Central Palace this week new head phones with many distinctive features and a new loud speaker unit that has been praised enthusiastically by members of the trade who have investigated it under trying conditions.

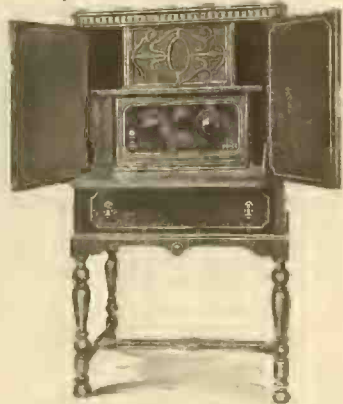
While in Europe Mr. Price visited the N & K branches at Essen, Berlin, Muehen, Hamburg, Bremen and London, and received a cordial welcome from the executives in all of these cities. Upon his return to New York he was delighted to find that the new N & K loud speaker model S, introduced to the trade only a few months ago had been meeting with a hearty welcome from jobbers and dealers everywhere and that the demand for this speaker had far exceeded all expectations.

### Argus Radio Corp. Finds Big Demand for Product

Power Electric Radio Receivers Proving Popular With Trade—Wide Distribution Achieved—Model No. 300 a Big Seller

The Argus Radio Corp., manufacturer of the Power Electric radio, New York City, although comparatively a new company, has achieved a wide distribution for its product in time for the opening of the Fall season. Ira Greene, head of the Argus organization, has made a number of extensive trips throughout the country with excellent results. Particularly gratifying to Mr. Greene is the number of re-orders that have been received for the Power line which, it will be remembered, is a self-contained electric radio set which eliminates batteries and is plugged into the socket of the house wiring circuit. Although the season is still young the de-

mand for Model No. 300 of the Power electric radio has been heavy and it undoubtedly will be very popular during the coming Fall and Winter. In addition to the qualities of the radio set itself, Model No. 300 provides a particularly attractive piece of furniture in the



Argus Power Radio—Model 300 period design and has a built-in loud speaker. Other models are receiving their proportionate share of popularity.

### Edwards Buys an Island

BUFFALO, N. Y., September 8.—Daniel M. Edwards, head of E. W. Edwards & Sons, department store in Buffalo, which has a large Victor and Brunswick department, has purchased Dewey Island, one of the beauty spots in the St. Lawrence River.

## A LINE WORTH SELLING The Pennsylvania Line

Complete in every respect  
Quality — Appearance — Price

Eventually you will want to know more about this "line."  
Write today for our interesting sales proposition.

Type AA Pennsylvania semi-government speaker. Adjustable. List Price ..... \$10.00

Type A, Non-adjustable, List Price..... \$9.00

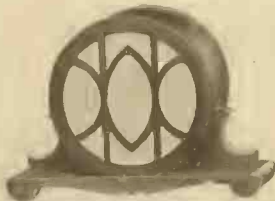
(Height 24", Bell 12")



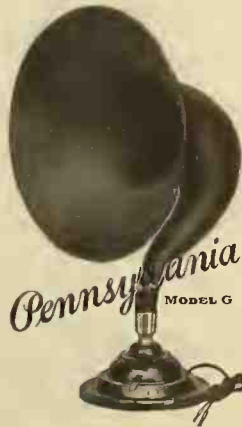
Type B-20 Pennsylvania Normalized Headset. List Price..... \$2.75



Type E-35. List Price..... \$3.50



Pennsylvania Multiple Speaker. Floating wooden sound chamber. With adjustable unit. List Price ..... \$22.50



Type G, with adjustable unit. List Price \$12.50



Pennsylvania De Luxe Speaker. Floating wooden sound chamber. With adjustable unit. List Price ..... \$27.50

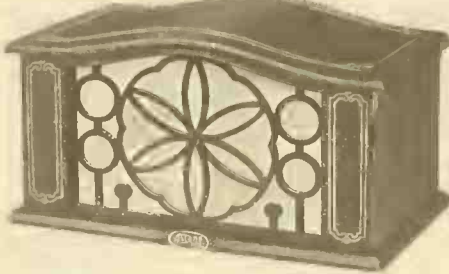


Pennsylvania Multiple Radio Jack Plug. List Price..... \$1.00

## HAMBURG BROS.

460 Seventh Ave. Pittsburgh, Pa.





**CONCERT GRAND MODEL CABINET SPEAKER**  
Covered with rich reproduction of beautiful hand-tooled leather. Overhanging curved top. Dimensions 16½x10½. **\$35**



**STUDIO MODEL CABINET SPEAKER**  
Covered with rich reproduction of beautiful hand-tooled leather. Round edge, flat top design. Dimensions 16½x10x9. **\$25**



**BERG RADIO TABLE MODEL No. 24**  
Curved front, covered with Du Pont Fabrikoid in rich antique reproduction of hand-tooled leather, harmonizing with any receiving set or the furniture of any room. Ample space for batteries, chargers, eliminators, etc. Equipped with 47" Berg Tone Chamber. Dimensions 38½x18x34. Open-back or hinged top, affording quick and easy access to batteries, etc.  
Open-Back Model..... **\$45.00**  
Hinged Top Model..... **\$52.50**



**BERG RADIO TABLE MODEL No. 4**  
Straight front, covered with Du Pont Fabrikoid in rich antique reproduction of hand-tooled leather, harmonizing with any receiving set. Ample space for batteries, chargers, eliminators, etc. Equipped with 47" Berg Tone Chamber. Dimensions 38½x18½x32. Open-back or hinged top, affording quick and easy access to batteries, etc.  
Open-back Model..... **\$35.00**  
Hinged Top Model..... **\$42.50**

NOTE: The above prices on Berg Radio Tables do not include units. Units are supplied at the following list prices:  
Studio Unit..... **\$10.00**  
Console Grand Unit..... **\$16.00**

# Tone Volume Beauty!

**BERG**  
**Artone**  
CABINET  
SPEAKER

## and RADIO TABLES

Berg Artone Cabinet Speakers are musical instruments of superb tone, wonderful volume, and entrancing beauty. They combine all these qualities, to a high degree, and meet the requirements of the most discriminating radio buyer. Berg Radio Tables combine complete utility with beauty in appearance. They harmonize with the furniture of any home.

### 10 DAY FREE TRY-OUT OFFER

Order sample Artone Cabinet Speakers or Berg Radio Tables, at the list prices quoted, less 40 per cent. Try them out; display and demonstrate them. If, after 10 days, you do not feel that they will sell, return them to us collect and your money will be refunded.

### DISTRIBUTORS

Write for our interesting, exclusive territory proposition.



This is the Artone amplifying horn or tone chamber with which all Berg Cabinet Speakers and Radio Tables are equipped. It is 42 inches long, almost twice that of other speakers, and is constructed of a special non-metallic, non-vibrating composition scientifically moulded under great pressure. This prevents any reduction in sound volume and eliminates all interfering noises due to metallic contacts and tone chamber vibrations.

**BERG A. T. & S. COMPANY, Inc.**  
"Designers and Makers of Fine Cases for 30 Years"  
LONG ISLAND CITY . . . . . NEW YORK  
(New York City Showrooms, 233 Fifth Avenue)

# IN THE MUSICAL MERCHANDISE FIELD

## Concerted Effort Increased Sales of J. R. Reed Co. to the \$20,000 Mark

The Methods by Which Prominent Austin, Tex., Retailer Increased His Sales of Band Instruments Outlined by John S. Caldwell, Manager—Tie-ups With Musicians Medium of Sales

If you have ever taken the trouble to make note of the various things which lead up to the conducting of a successful business, you will no doubt agree that that firm which is continually striving to do the unusual in the way of creating more sales and rendering better service to their customers is the firm which is always in the lead in sales. It matters not where a store is located, if the management has the ability to give the something a little better or in a little different way from which they have been accustomed to receiving it, that firm can be put down as a successful business organization.

A short time ago the J. R. Reed Music Co., of Austin, Texas, made a change in the line of musical instruments which they had been carrying. Whether it was on account of the quality of the instruments, the service between the manufacturer and their firm, or because they could not become enthused over the line is not known and is not essential in this article. The fact remains, however, that as soon as they had made the change they began to put new life into their sales force; they began to give a touch of difference and distinctiveness to their store; and they added those little features which are essential in order to give a musical store the right atmosphere to draw the trade.

During the time since they made the change up to the present writing, their sales in musical instruments, not counting pianos and phonographs but merely orchestra and band instruments, have increased about \$20,000. Inasmuch as the period is only about nine months since the change, it can be readily seen that they have enjoyed an unusual success.

"We got after the trade in the right manner," John S. Caldwell, manager of the company, stated in an interview recently. "We got started right and when we had made a good start we kept it up. Here's how we did it:

"We got the right man from the first and sold him some of our new instruments—which, by the way, is a standard line. This man held an influential position among the musical circles in Austin. He was the first to bring the new kind of jazz music to Austin and he is looked up to by the majority of musicians as a person of authority and knowledge.

"We got this man in our store and asked his opinion on the instruments. We did not try to sell him anything, but merely told him that being in his position we felt that his opinion would be of great value to us.

"Naturally, he was quite pleased about it and before we had finished with him we had sold him some of the 'Gold' instruments. This gave us a start, for with this one man taking the lead in buying we were able to bring the others in in pretty good shape.

"We did not, however, take advantage of the musicians in this way to sell them a lot of instruments that we could not guarantee; nor did we go after them on a strictly cold-blooded commercial proposition. Instead, we made our store the headquarters for all the orchestras in the city. The young men and the young ladies from the State university began to use our store as a meeting place, and we had little social events and other affairs which would keep them coming to our store and keep the name of 'Red' ever present in their minds whenever

anything in the music line was desired.

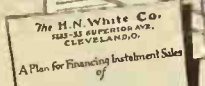
"But further than this we began to give them little publicity boosts. We had photographs made of some of the leading musicians who had bought their instruments from us at our expense and hung the photos along the walls of our store. It gave rather a stud'n effect and a

much more personal and musical atmosphere. Then whenever any of our customers who were amateurs or professionals gave a little concert or appeared in public at any time, we saw to it that a little piece appeared in the local papers mentioning the fact.

"All of these little things are big helps. People have a natural liking for a little praise now and then and if you go about it in the right manner you'll make more than mere customers out of them, for you'll have them working for you stronger than the best salesman you could hire, no matter what you pay them.

(Continued on page 207)

# A Plan for Financing Payment Sales of KING Band Instruments



HAVEN'T you sometimes said "We don't handle band instruments" when some customer inquired about a saxophone, etc., just because of the difficulties in selling on time payments?

With the new plan for financing payment sales which we can now offer to "King" dealers, this obstacle is removed. You can have a small-goods band instrument department without tying up any capital; and what is most attractive, dispose of your leases without sacrificing a cent of profit. The difference between our published cash and payment prices will cover the cost of financing so you receive the full list price.

This financing plan is clearly explained in a folder now ready for distribution. There is no red tape or complicated accounting connected with it, and the plan is available to every dealer selling "King" Instruments. If this plan will be of service to you we'll gladly send one of the folders upon receipt of your request.

If you are interested in this plan and in the exclusive agency for "King" Instruments clip out and mail the coupon below.

**THE H. N. WHITE CO.**  
5215-67 Superior Ave. Cleveland, Ohio  
Manufacturers of  
"KING" BAND INSTRUMENTS

THE H. N. WHITE CO., 5216-67 Superior Ave., Cleveland, O.  
Gentlemen: Kindly send the booklet checked:  
 Plan of Financing Payment Sales.  
 Exclusive Agency for King Instruments.  
We (do) (do not) handle band instruments.  
Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

SEND COUPON FOR BOOKLETS!

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 206)

# HOHNER Harmonicas and Accordions

*THE WORLD'S BEST*



Hohner dealer helps are aiding dealers everywhere to increase their profits. Do you know about them?

Write us for our "Big Business Builders"

**M. HOHNER** 114-116 East 16th Street  
New York City

HOHNER PRODUCTS AWARDED FIRST PRIZE AT THE PANAMA-PACIFIC INTERNATIONAL EXPOSITION SAN FRANCISCO 1915



### Concerted Effort Boosts Sales of J. R. Reed Co.

(Continued from page 206)

"By placing the photos of all the musicians of any prominence along our walls, it soon became noised around that Reed's was the only good place for music. It also brought out a little courtesy which was due to those who had purchased their instruments from us and had earned such good will and prestige through using them that it was only right that they should enjoy all the help and publicity we could give them.

"In regards to orchestras and bands, we took one at a time and did not give up until we had completely equipped the whole organization. We kept a sharp outlook for an orchestra which was considering the purchase of new instruments or a new organization and went after their business. By taking one at a time and working hard to get them a hundred per cent, we soon began to make some headway.

"We do not have a booking office in connection with our store, but we do endeavor to fill engagements for those with whom we are acquainted. In this way we are quite often able to furnish entertainment for a party or dance

as well as find paying engagements for them. "I think the greatest thing that a music dealer can do to stimulate his trade is to give such courteous treatment to the trade that comes into his store that they will do his advertising and selling for him. The trouble with a great many merchants is that it is too easy to get into a rut. I know from experience that unless you get out and try to do so much all the time to increase your sales or better your business you'll soon be sitting back and waiting for your trade to come to you."

#### Prominent Position

The J. R. Reed Music Co. holds a prominent position in the city where it is located both commercially and personally. As you enter the store you are at once attracted by its atmosphere of difference. You see people standing in groups chatting with each other and appearing as though they belonged there. It is almost astonishing when you learn that they are not a part of the personnel of the store but merely customers who have dropped in to meet some of their friends there.

Another thing that this firm does that makes a favorable impression on their trade is the way in which they seek the advice of their patrons whenever they get in a new line of musical instruments or have a new shipment arrive.

In each instance when one or the other of these events occur, the firm sends out notices to its various patrons and friends and invites them to come in and hear the new instruments and try them out.

The same care which has been used in building up a good will and prestige among the patrons has been used in creating an efficient sales force. To begin with, the store has been made a congenial place in which to work. It is cool and comfortable on the hottest days, and it has an excellent lighting system which gives an added attractiveness to both the interior and merchandise.

Under such conditions there is no reason why a sales person should not be able to turn out profit-giving service; and that is just what they are doing. They are ably assisted at all times through the efforts of Mr. Caldwell and are further aided through the attractive windows which are kept clean and the displays are changed often enough to keep up an added interest for all who pass the store.

With such incentive it is not surprising that they have done well with their sales. They have not only built up a large volume of business, but they have created a consistent volume as well. They have gone at it in the right manner when they give first consideration to their patrons, and the patrons are showing their appreciation through generous buying. It is through such methods that successful business institutions are created.

## Who Is Making The Dealer Profit in Drums?

The **Ludwig** Dealer

You are primarily interested in profits. Not a "paper" profit nor profits that you think you may get but actual dollars that swell the cash box totals.

If you want such profits to be yours. If you want the continued patronage of the professional player. If you want the new business of the drum performer in the home, the school and the playground, then we ask you to investigate the profit performance of the Ludwig line.

Send for full details and prices now.

### LUDWIG & LUDWIG

World's Foremost and Largest Makers of Drums and Drum Accessories

1611 NO. LINCOLN STREET

CHICAGO, ILL.



### Landau's Music Store to Hold Harmonica Contest

HAZLETON, PA., September 10.—Enough applications have already been received at Landau's Music & Jewelry Store to make the harmonica contest, which it is conducting, an assured success. This contest is open to everyone in this city and vicinity, and the only condition of entering is that the applicant purchase a Hohner harmonica at the Landau establishment, upon which purchase he will be presented with a copy of "How to Play the Harmonica."

The first elimination contest will be held at the Landau store on September 16, and the finals will be held at the Feeley Theatre. An expert harmonica player will be one of the committee of judges to select the "champion harmonica player" of this vicinity. Valuable prizes to the three best players will be awarded by the Landau establishment and the Feeley Theatre will also present a season pass to the winner of the contest.

Eight orchestras representing different playgrounds of Johnstown, Pa., are to compete for prizes being offered by Steele & Harris, music dealers of that city.

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 207)

## Silver Bell News Contains Interesting Information

House Organ of Bacon Banjo Co. Gives New Price List of Banjos and Contains Complete Descriptions of the New Models

Another issue of Silver Bell News, the house organ of the Bacon Banjo Co., Inc., Groton, Conn., has just been issued. This number compares with previous issues of this publication in attractiveness, and is replete with the photographs and endorsements of prominent banjoists and banjo organizations throughout the country. Included in the latest issue of Silver Bell News is the new price list of Bacon banjos, effective September 1, 1925. This price list gives the details of a number of new styles and changes for the coming season.

The Bacon Banjo Co. reports having received some splendid orders within the past few weeks.

Among them Sherman, Clay & Co., of San Francisco, ordered a large number of Bacon banjos, many of them the Silver Bell model, gold or silver plated and engraved.

David L. Day recently spent three days with the Canadian agent, George A. Peate, of Montreal. Mr. Day found prospects in that country most encouraging for Bacon banjos. He found Montreal itself a 100 per cent Bacon banjo professional and orchestra city and stated it was quite a pleasure to have the opportunity of looking over four orchestras which had Bacon style No. 6 Ne Plus Ultra banjos.

Frederick J. Bacon left the first of the month for his annual Fall trip. On Tuesday, September 8, Mr. Bacon broadcast his playing from radio broadcasting station KDKA, Pittsburgh, and duplicated his program in St. Louis a week later.

The Bacon Banjo Co. is now using a particularly attractive four-page letterhead in colors. The first page is used for general cor-

respondence, the center spread and last page are attractively printed in colors and show various styles of Bacon banjos, appropriately illustrated with scenes depicting their use at the camp, in the ballroom and club room.

## Popularity of Vegaphone Banjo Steadily Growing

Prominent Orchestra Artists and Soloists Using Bright Banjos—"Soloist" Banjo Makes Bow—Bright Outlook for the Fall

Boston, Mass., September 8.—The popularity of the Vegaphone banjo among artist performers is steadily growing. The Vega Co., of this city, manufacturer of this well-known banjo, reports a number of artists recently purchasing the Vegaphone. Among them is Bob Pitman, who plays with Warner's Seven Aces; Morey Alswing, stellar performer with Dell Lampes Orchestra; R. Grimshaw, of Jack Hylton's Orchestra, London; Joseph Petracca, with Biese's Orchestra, of Cleveland; Pete Fitzgerald, with Paul Specht's Orchestra; R. Holman Hick, banjo performer of the Keith's Circuit, and Jac Pit, of Rotterdam, Holland.

The Vega Co. has also introduced a new banjo termed the "Soloist," which, it is announced, has been made especially for professionals who are not ready to buy expensive instruments.

The Little Wonder Student outfit, which the Vega Co. announced a short time ago, has aroused great interest and heavy orders have been received for it. This outfit offers a combination of particular interest to the beginner and it would seem that many of the buying public are availing themselves of this opportunity.

## Hausner Music Co. Holds Leedy Drum Exhibitions

MINNEAPOLIS AND ST. PAUL, MINN., September 9.—One of the best-known music establishments in this territory is the Hausner Music Co., which operates two stores and which does an exceptionally large musical merchandise business. The Hausner establishments enjoy about 90 per cent of the professional drum business in these cities and also secure a large percentage of the non-professional trade. The secret of this success is that the drummers receive proper treatment, the instruments which they need are always in stock and the salesmen have an understanding of the needs of their clientele.

Gus A. Hausner, founder of the business, is a professional musician and all of the staff of the two establishments are well known as musicians throughout the sections they serve. The Leedy line of drums is carried and recently drum shows were held in both stores, which hundreds of drummers attended, and which resulted in wide interest in Leedy drums.

## C. Bruno & Son Introduce the "Bon Ton" Ukulele

C. Bruno & Son, Inc., importers and wholesalers of musical merchandise, have introduced a novel ukulele which through its variety in color distinguishes it from other ukuleles on the market. The new product is known as the "Bon Ton" and has a maple top back and neck of a natural finish with the sides finished in brilliant blue color. The edges and sound hole are bound with red celluloid and patent pegs. It is expected that the general attractiveness of this instrument will generate a ready market.

Denton, Cottier & Daniels, Buffalo, N. Y., have recently featured Buescher band instruments in their window displays with remarkable success.



# A "Little Wonder" Outfit

Here is a new outfit that has particular appeal to the student. It comprises the well-known "Little Wonder Model" tenor banjo equipped with gear pegs, tension tailpiece and Magnatone resonator, complete with keratol case.

The student desires such an outfit that is up-to-date in every detail. You can benefit by the sales of this complete outfit with the assurance that you are offering an exceptional value for superior tone, construction and appearance.

Retail \$80.00 with case (List \$100.00)

Write for complete information and dealer proposition

## The VEGA Co.

155 Columbus Ave.

Boston, Mass.

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 208)

### Special Made Ludwig Drum Sold Prominent Movie Star

Instrument Sold by Southern California Music Co. for \$650 Cash—Presented by Actor to Son, Bill Hart, Jr., as Birthday Gift

LOS ANGELES, CAL., September 4—The Southern California Music Co. reports the sale of a specially made drum to William S. Hart, prominent moving picture actor, and the price re-



Special Ludwig Drum

ceived for the instrument and the instrument itself make the sale one worth receiving special mention. The drum, it is claimed, is the finest and highest grade ever made or sold. It was made especially for Mr. Hart by Ludwig & Ludwig, Chicago, makers of the famous Ludwig drums, and sold to Mr. Hart by the Southern California Music Co., for \$650 cash.

The instrument is a special 4x14-inch gold snare drum with deposit gold plating in satin finish, all hoops, lugs and trimmings burnished gold; raised swastika design on shell as per photograph, burnished and made of solid sterling silver, with a raised heart design of silver, with engraving as follows: "Bill Hart, Jr., from his dad, on his third birthday, September 6, 1925"; with the finest selected white calf head, special gold-plated wire snares, special drum stand, gold-plated and polished, special gold mounted rosewood snare drum sticks, with gold tips, also one pair of special snakewood sticks selected by Mr. Ludwig personally, gold trimmed.

The instrument was delivered to Mr. Hart's three-year-old son, Bill Hart, Jr., on September 6, and is a birthday present from his father.

### H. N. White Co. Sales Mgr. Makes Optimistic Report

A recent visitor to The World sanctum was L. L. Fox, who has recently been appointed sales manager of the H. N. White Co., manufacturer of King band instruments, Cleveland, O. He spoke optimistically regarding the upper trend of sales in band instruments throughout the United States. On this subject he is unquestionably an authority, as he has made two trips across the country this year, visiting music dealers. Mr. Fox spent his week in New York with William Fort, head of the King-Slater Co., distributor for the King band instruments for the metropolis.

### Discuss Increase of Duty on Wood-wind Instruments

The wood-wind instrument manufacturing industry, which until a few years ago was comparatively insignificant, has grown to such pro-

portions that some members of the trade feel that the import duty on these instruments should be increased and that a high tariff would give the American manufacturers an opportunity of supplanting Europe as the wood-wind center of the world.

On the other hand many in the trade believe that it would be a mistake to increase the duty on these instruments, for it would tend to increase prices to the consumer. Their contention is that this would deflect public interest from these instruments just at a time when they are gradually becoming very popular and that it would be a blow to the development of musical interest in America.

The attempt to bring about the increased tariff is made under the "flexibility" clause in the present tariff act by which the President is empowered to lower or raise the existing rate upon the recommendation of the tariff commission. It is pointed out, however, that the President is limited in any increase in tariff rate to a maximum increase of 50 per cent over the present rate which would set a limit of 60 per cent on wood-winds. It is reported in official circles that the President has no desire to meddle with the tariff at this time, so that the wood-wind change seems to offer little more than an interesting discussion.

### Music in Dallas Schools

DALLAS, TEX., September 4—Co-operation by music dealers with the school authorities of this city has had the effect of greatly stimulating the interest of the pupils in good music and has also had the effect of increasing the dealers' sales. Even the children of the kindergartens receive music instruction under the supervision of Sadie L. Williams, supervisor of music in the elementary schools.

### Saxophone Shoppe Moves

BIRMINGHAM, ALA., September 8—The Saxophone Shoppe, general music shop specializing in musical merchandise and band instruments and equipping orchestras, recently moved to a new location at 204 Twentieth street. The move was made necessary by the rapid growth of the business, which called for considerably larger floor space.

**Send for these Catalogues**

No. 56 Entirely devoted to Weymann Banjos

No. 57 Other Weymann string instruments

Address Dept. W

**H. A. WEYMAN & SON, Inc.**  
1108 Chestnut Street Philadelphia, Pa.

### Vegaphone Patent Granted

BOSTON, MASS., September 7—A patent on the Vegaphone construction of banjos was recently approved and awarded to Carl Nelson, head of the Vega Co., manufacturer of Vegaphone banjos, by the patent office at Washington. The Vegaphone is made in four models and is one of the most popular high-grade banjos on the market.

### Shows Skill as Golfer

William J. Haussler, general manager of M. Hohner, manufacturer of Hohner harmonicas and accordions, recently played in the golf tournament at the Quaker Ridge Golf Club, Mamaroneck, N. Y., and finished in a tie for third out of 225 entrants.

# 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 209)

## Every Dealer

WILL WANT A COPY OF THE

New *Leedy* Catalog  
"N" (1925)



NINETY-SIX PAGES—316 ILLUSTRATIONS AND FIFTY PHOTOGRAPHS  
—THIRTY-THREE NEW INSTRUMENTS

ALL ABOUT THE NEW *Leedy*  
PROFESSIONAL FLOATING  
HEAD SNARE DRUM

Send a postal for yours to-day—Mailed free

*Leedy* Mfg. Co.  
INDIANAPOLIS, INDIANA

### Prominent Orchestra on Coast Boosts Buescher Sales

SAN FRANCISCO, CAL., September 4.—The presence of Waring's Pennsylvanians and Abe Lynnm's Orchestra, both Buescher equipped aggregations, at two of the local theatres here, has had the effect of stimulating the sale of these instruments. The H. C. Hanson Music House, distributor of Buescher instruments in northern California, is benefiting from the publicity, and Karlen Gages, sales manager, states: "These orchestras are very popular here and we are looking for some added business as a result of their visits. We get some fine co-operation from the Buescher factory in connection with the visits from traveling orchestras and frequently are able to put out advance information to good advantage. Of late we have had a grand run on the new model Buescher saxophone, having sold a lot from the original sample. Stocks are coming in and we are filling these advance orders as well as booking many new ones."

### New Type of Pick Is Announced by Bacon Co.

GROTON, CONN., September 3.—The Bacon Banjo Co., of this city, maker of the B & D and Silver Bell banjos, has now placed on the market a new product. It is known as the B & D Felt Grip Picks. The new product is packed in 1000 lots, in a neat and attractive counter display card. Although constituting only a small part of the company's business, it is expected the cumulative sales of this new addition to the line will be substantial.

Chris Sorenson, of Eumeclaw, Wyo., has remodeled his store on Cole street recently for the purpose of opening a music store with a full line of musical instruments.

### Distributing New Method of Harmonica Instructions

C. Bruno & Son, Inc., Wholesaling New Volume Which Has Been Endorsed by M. Hohner, Inc., Harmonica Manufacturer

C. Bruno & Son, Inc., importers and wholesalers of musical merchandise, New York City, are distributing a new published method of harmonica instructions. This method is published by the Klassy Music Co., of New York City, and is endorsed by M. Hohner, Inc., of New York, manufacturer of the well-known Holmer brand of harmonicas. In addition to some twenty selected songs with words this book contains a complete advanced method of harmonica instructions. Much care has evidently been exercised in this compilation and arrangement and it also contains piano accompaniment for each song.

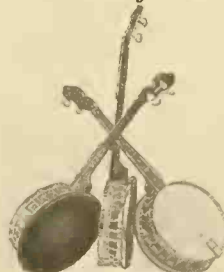
The popularity of the harmonica is sweeping the country due to the extensive sales campaigns employed by M. Hohner, Inc., during the past few years. These campaigns have included in addition to the regular forms of advertising in newspapers and magazines, billboards, harmonica contests, vaudeville engagements and broadcasting. Hohner dealers have reported tremendous sales in response to the demand that was created. With such strong interest in harmonicas as has been manifested during the past it would seem that there would be a decided market for this new book on harmonica instructions.

### Big Bacon Banjo Order

GROTON, CONN., September 9.—On his return from his vacation, David L. Day, general manager of the Bacon Banjo Co., was pleasantly greeted with an order for 130 banjos, a goodly proportion of them for Silver Bells in gold and silver finishes. Sherman, Clay & Co., San Francisco, distributors of Bacon banjos on the Coast, were the senders of the order.

Mr. Day on his vacation spent several days in Montreal visiting George Pente, Canadian Bacon distributor, and also visited with Montana, the cowboy banjoist at Meredith, N. H. Mr. Day reports that orders are flowing in steadily and his organization has all it can do to keep up with the demand.

## "Silver Bell" Banjos



Send for illustrated book of Prominent Orchestras and Professional Players

The Bacon Banjo Co., Inc.  
GROTON CONN.

### Kansas City Dealers Encourage Music in Schools

Boosting Musical Activities in High Schools a Forward Step to Increased Sales

KANSAS CITY, Mo., September 8.—The encouragement of musical activities among the pupils of high schools is one of the most forward steps which any music dealer can take to build up a trade that will result in immediate sales but will also build for the future. In this city it is estimated that there are 45,000 children enrolled in the music classes of the city schools. While the piano and violin are the most popular, there are students of the banjo, flute, trombone, and other string and wind instruments. In the high schools of the city there are sixteen orchestras and four bands. Beginners purchase the cheaper instruments to practice on and as they learn they purchase the higher priced instruments. It can be seen at a glance that the school trade is far from a negligible one and dealers who can in any way co-operate will profit in many ways.

## You Can Make 126% Profit!

This beautiful display brings music players to your store—boosts your sales and makes an excellent attention-getting case. The size is 8x15x3½ inches.

An automatic sales producer that will be a real asset to your string business. The name, kind and price of the strings are clearly marked. No knowledge of music strings is necessary to sell from this display case.

Filled with Armour's quality music strings, you will have no difficulty making this proposition pay.

These Goods Retail at.....\$35.80  
COST TO RETAILER..... 15.80

YOUR PROFIT.....\$20.00  
Bigger Profits on Refills



ORDER ONE OF THESE MONEY MAKERS TODAY!

**ARMOUR AND COMPANY**

Music String Dept., Sec. W 9

CHICAGO

# GLEANINGS from the WORLD of MUSIC

## Meeting Syndicate Store Competition by the Talking Machine Merchant

Hundreds of the Latter Throughout the Country Have Successfully Met the Syndicate Music Department in Competition—Varying the Numbers That Are Used for Current Displays

Recently it was pointed out that the gross sales of popular music by syndicate stores reached only 20 per cent of the volume. Often the gross totals are less and this is particularly true of show music. Many members of the trade were under the impression that the syndicate store popular music business was very much greater.

Of course, the volume of business by syndicates fluctuates in different territories. A dealer whose establishment is adjacent to a syndicate store might justifiably feel that the percentage of gross sales by syndicates in his locality was much greater. With this in mind, but which only covers specific instances, what is the best method of obtaining the larger share of popular sales by the competitive legitimate dealer?

It can be done and is being done by dealers in hundreds of towns throughout the United States. Some dealers meet the syndicate on price and, in addition, place their popular music counters in a more accessible part of the store. Thus they render a service which the syndicate store does not intend to give, syndicate music departments being in the back of the establishment on a balcony or a basement using popular music for the purpose of attracting consumers to remote portions of the establishment. Therefore, the dealer who places his popular music where it is readily available and where quick sales can be made in a short time will attract considerable additional clientele.

Another important method of meeting syndicate store competition has been carried out in fewer instances but with good success. Particularly is this healthy where the merchant does not care to meet the prices arbitrarily set by the syndicate competitor. That is to feature in window display a different song title or titles than are appearing in the window showing of the syndicate store during the same period. With a healthy and popular catalog to select from, there is no need on every occasion of all the merchants including the syndicate's featuring. If the syndicate store happens to be featuring a novelty fox-trot the dealer can reasonably and with profit feature a good ballad and vice versa. Window displays in dealers' stores the same as in syndicates are changed from week to week and to make a display of an entirely different song from your

competitor during any given week would not radically affect the legitimate dealer's volume on any particular issue.

Of course, through long experience, and especially under present-day conditions, the dealer has been taught that popular sales must be made while the popularity of the number is at its height—when it is exceptionally active in order to produce volume. A week's difference, however, in presenting a particular popular issue in window display or in making it a feature of the popular counter activities can be made without risk.

An instance was given some time ago by a traveling representative of a popular house in visiting a city where the dealers complained not only of competition but the tactics of the local syndicate stores. Making an analysis of the situation in order to offer something constructive, and if possible aid the legitimate dealers, the traveling representative made a tour of the city. On this he found that in almost every instance the syndicate stores and the legitimate dealer were displaying the same three numbers. The consumers looking for the latest popular prints naturally would be impressed with the feeling that those three numbers were all anybody had to offer and they might just as well buy them from the syndicate store as from the dealer. Now as a matter of fact there are always six or eight good numbers. The records show that from week to week three or four numbers are fighting for first place in the volume sales reports which are available to interested parties. These include all publishers' popular publications. These three or four numbers, for example, are closely followed by other offerings, some of which are just arriving at their greatest popularity. Selecting one of these for a feature display not only helps the number along and brings in the added sales for which the display is made, but also stamps the merchant as one who has a flair for selecting hits.

However it is done there is no need for any dealer to follow in the footsteps of the syndicate store. Rather his business should be operated on lines totally different. He certainly does not need to feature the same popular issue the other fellow does at the same specific time. A week earlier or a week later for a display on a particular number should not alter his volume

to any extent. In fact, either one of his displays might average up better because popular songs are temperamental and they rise and fall, in their bids for popularity, from week to week.

## "I Miss My Swiss" Proving a Substantial Success

Number from Paris "Chauve Souris," Published by Feist, Recorded for Leading Companies

Probably one of the biggest successes Leo Feist, Inc., has published in years is the song, "I Miss My Swiss" (My Swiss Miss; Misses Me). The number, although an American composition, attained its first popularity through the fact that it was the feature number in the Paris edition of "Chauve Souris" where it produced most favorable comment from French critics.

The number at its present rate of popularity will shortly reach its height and during the months of September and October there is no question of its being one of the biggest sellers of the Fall season.

Billy Jones and Ernest Hare, radio and record artists, who are more familiar to music purchasers as "The Happiness Boys," have made an unusual record of "I Miss My Swiss" for the Brunswick, Victor, Columbia and several other records. The record is a treat and brings out some unusual possibilities in "I Miss My Swiss." The fact that so many of the record companies have taken the Jones and Hare rendition demonstrates that these two well known entertainers are heard at their best in "I Miss My Swiss."

## Irving Berlin, Inc., Now Has Lengthy Active Catalog

Irving Berlin, Inc., has probably one of the most lengthy active catalogs of popular prints in its history. It is being exploited most intensively with the result that Berlin publications are having a healthy sale everywhere.

Some of its outstanding numbers are: "Yes Sir! That's My Baby," "Oh How I Miss You Tonight," "Ukulele Lady," "When You and I Were Seventeen," "Yearning," "Silver Head," "Sonya," "Cecelia," "On a Night Like This," "Say Arabella," "Alone At Last" and "One Smile." In addition an active campaign is in progress on Irving Berlin's newest offering "Remember."

Leon Flatow, formerly on the professional staff of Jerome Reuick, is now in vaudeville

**Three New Song Hits!!!**

**WHEN I THINK OF YOU**

A New One by Harry Owens and Vincent Rose  
Writers of "Linger Awhile"

**LET ME LINGER LONGER IN YOUR ARMS**

A fascinating Fox Trot by Cliff Friend and Abel Baer  
Writers of "JUNE NIGHT"

**PAL OF MY CRADLE DAYS**

Marshall Montgomery and Al Piantadosi's Great "Mother" Ballad!

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

## FIVE RECORD RECORD BREAKERS



SOME OTHER  
BIRD WHISTLED  
A TUNE



SPEECH



MY SHIRTIE  
TURNED ME  
DOWN



I WANT  
SOMEONE TO  
LULLABY ME



FEELIN'  
KIND O' BLUE

ABOVE SONGS FEATURED BY ORCHESTRA AND VAUDEVILLE ACTS FROM COAST TO COAST  
IRVING BERLIN INC., 1607 BROADWAY, NEW YORK

## Walter Douglas Is Given the General Direction of Waterson, Berlin & Snyder

Frank Clark, Formerly of Chicago Office, to Be General Professional Manager—Addy Britt to Be in Charge of Orchestra Department—Joe Hiller to Direct Mid-West

Henry Waterson, Sr., head of Waterson, Berlin & Snyder, the well-known popular music publishing company, who is also the founder of the Cameo Record Corp., David

which time he has also been associated in the exploitation of a number of enterprises in which Mr. Waterson is interested.

In conjunction with the above arrangement, Waterson, Berlin & Snyder also announce, as



Henry Waterson, Sr.



Walter Douglas

Grilms, Inc., and other successful concerns, recently turned over the direction of his popular publishing business to Walter Douglas. Mr. Douglas has been general sales manager for the Waterson Co. for the past eight years, in

professional manager of the company, Frank Clark, who for a number of years, has been in charge of the Chicago office and the mid-West territory. Addy Britt has taken entire charge of the orchestra department. Mr. Britt has a

wide acquaintance in orchestra circles in all parts of the country. He has appeared as a radio artist in a great number of broadcasting stations, having made several tours of the country in past seasons for that purpose. Joe Hiller, who has been in charge of the New York professional offices of the Waterson organization, will now confine his activities to the territory east of Chicago and west of Philadelphia, including Waterson, Berlin & Snyder branches.

### "Ogo-Pogo" a Hit

"Ogo-Pogo" the funny fox-trot and song which was an original English success, is fast repeating its performance in this country. The Sam Fox Publishing Co., which has issued the number, is hearing from orchestra leaders from different sections of the country in which the number is favorably commented upon.

The first record release of "Ogo-Pogo" was made for the Victor Co., by Paul Whiteman, released the middle of last month. Since that time the popularity of this novelty has increased at a rapid rate and indicates that this unusual offering will be one of the big numbers of the Fall season.

### A Genuine Popular Hit

"Yes Sir! That's My Baby" has proved one of the most popular numbers of the present season. It is a lively dance air and assures crowded dance floors. As a song it has also proved successful in solo, duet and in quartet form. The number is published by Irving Berlin, Inc.

B. C. Hillman, New York, was recently incorporated at Albany to publish music, with a capital stock of \$5,000. The incorporators include F. W. Proctor, L. H. Bradshaw and B. C. Hillman.

# 15-POSITIVE SONG HITS-15

The Greatest Catalog Ever Recorded

COLLEGIATE

If You Knew Susie  
Like I Know Susie

The Prisoner's  
Song

AH! HA!

Who Takes Care of  
the Caretaker's  
Daughter, Etc.

Oh! Boy, What a  
Girl

If You Hadn't  
Gone Away

If I Can't Have  
You

SEMINOLA

Breezin' Along

Want a Little  
Lovin'

Save Your Sorrow  
(For To-morrow)

Pretty Puppy

Ev'ry Sunday  
Afternoon

'Way Down South in  
Chicago (By the Old  
Pacific Shore)

Published By

Shapiro Bernstein & Co., Inc., Broadway and 47th St., New York



**"When the One You Love, Loves You"**

*The New Waltz Ballad So Successfully Sung by Vaudeville's Leading Artists*

Written by Paul Whiteman  
Cliff Friend & Abel Baer

*The Waltz In The Air Heard Everywhere!*

**MIDNIGHT WALTZ**

Lyric by Gus Kahn  
Music by Walter Donaldson

**"BECAUSE OF YOU"**

*A Sentimental Ballad With A Wonderful Fox-Trot Rhythm!*

Lyric by Walter Hirsch  
Music by Ted Fritto

**"You can't go wrong with any 'FEIST' song"**

**Exceptional August Trade Presages Active Fall**

Hits Selling in Large Quantities and Reflect to Advantage of Other Prints—Every Reason for Optimism Over the Outlook

The leading music jobbers report the most exceptional August business for some seasons. Not only are the hits selling but they are moving in quantities. A jobber shipping department is at present as active as during the height of the Fall season.

The great bulk of this activity is confined to a half dozen catalogs, although such sales are naturally reflected in the movement of much other goods. The same sort of activity applies to popular records which have passed through a Summer season (July and August) with unexpected activity. This is so true that those interested are doing much talk about the comeback of the talking machine. Whether this latter conclusion is true or not, there has certainly been a business revival.

One popular publisher who has just issued a well-known dance folio has also added to the season's activities. The advance orders on this particular issue, which seems eagerly awaited, were the largest in the firm's history. Since its release its shipping department has been pressed to get out the material on time.

The present activity certainly would indicate an unusual Fall. Movement of goods in large quantities in August certainly establishes a precedent. It demonstrates that meritorious numbers, widely exploited, will bring music purchasers into the store. Such August business should smother for all time any mention of "what's wrong with the music business."

Seemingly there is nothing ever radically wrong with it except that occasionally we have a period in which none of the current issues are powerful enough to influence a large gathering of music purchasers in warehouses.

**Mehner Wins First Prize in Swift Contest**

Pennsylvania Composer's Setting of Milton's "Blest Fair of Sirens" Winning Work in the Firm's Annual Contest

CHICAGO, ILL., September 5.—Gustav Mehner, of Grove City, Penn., won the fifth annual competition in music composition offered by the Swift & Co. Male Chorus.

Mr. Mehner's composition sets to music the poem, "Blest Fair of Sirens," by John Milton. He has had honorable mention in previous competitions of the Swift chorus, but this is the first time he has taken a prize. The chorus offers annually \$100 for the best musical setting of a poem and composers from all over the United States enter the contests each year. It is announced that the chorus is arranging to have Mr. Mehner's composition published.

**American Composers to Encourage Orchestral Music**

New Firm, Headed by Henry Waterson as President, to Devote Its Energies to the Development of Orchestral Music

The announcement is made of the formation of a new music publishing company which is to be known as American Composers, Inc. The offices are at 45 West Forty-fifth street, New York. Henry Waterson, who is president of Henry Waterson, Inc., is also president of the new company, and associated with him are: Harry Sigmund as general manager, and Samuel Chotzinoff, who is well known as a pianist and writer on musical subjects, as editor.

"The specific field that American Composers, Inc., has been organized to develop," said Mr. Waterson, "is that of new orchestral music that can win a place beside the best that is now being imported from Europe. We expect to devote our entire energies to this field and establish for the American composer of that sort of music an adequate publishing outlet. We know that there is considerable talent in this country and we mean to bring forward music which is worthy of preservation. The idea behind American Composers, Inc., is not of nationalistic pride. We are not overlooking the importance of musical production in other countries, but we do want to encourage the American composer by awarding him the same recognition that is given the foreign composer of equal merit."

**Opens New Department**

OLEAN, N. Y., September 8.—A new music department was recently opened in the Capitol store here, operated by outside management. At the opening all the latest musical hits were introduced to the local public by home talent. Lloyd Milliken and Vincent Moran, widely known musicians having played with orchestras for several years, and Billy Powers, the juvenile singer, who has appeared in public concerts, were among those on the program. Mr. Milliken rendered piano selections and Mr. Moran accompanied on the banjo.

**Kahn Writing Comedy**

The score for a musical comedy, tentatively titled "Miss Moonbeam," is being written by Roger Wolfe Kahn, millionaire leader of the Hotel Biltmore orchestra. A duo of well-known librettists, whose names will be announced later, are collaborating with young Kahn in the writing of the musical. Kahn, incidentally, has placed one of his compositions, a song entitled "Nobody Loves Me."

Jack Mills recently left on a trip throughout the Middle West to visit branch offices in distant cities.

**Popular Song Title Used for Umbrella Store Ad**

Block Bros., Umbrella Dealers of Seattle, Wash., Make Timely Use of Feist Song Hit, "Let It Rain, Let It Pour," to Boost Umbrella Sales

The accompanying reproduction of a window display in which the song "Let It Rain, Let It Pour" appears is not that of a music store as one would think. It is the show window of the most enterprising umbrella store of Block Bros.



Advertising Umbrellas

Seattle, Wash. They obtained copies of the Leo Feist, Inc., song "Let It Rain, Let It Pour" from Sherman, Clay & Co., the well-known music dealers of Pacific Coast cities.

The display is one of the most unique that has come to our attention in some time. It demonstrates how easily and appropriately various commercial lines can use popular song titles to further their own merchandise.

This Block Bros. display attracted wide attention and hundreds of passers-by became interested and frequently made purchases. Doubtless when the news gets around to other umbrella merchants that this method of calling attention to their merchandise has proved a sales winner we shall hear of other stunts of a similar character.

**Sousa Marches in Paris**

PARIS, September 4.—The Associated Press says John Philip Sousa's stirring marches of Spanish-American War days are enjoying an unusual revival in the dancing resorts of the Montmartre and the newly opened pleasure haunts in the Latin quarters and Montparnasse. It is not the visiting Americans who demand encores of such old favorites as "The Stars and Stripes Forever" and "National Emblem," but the native French and Europeans attracted to Paris by the exposition. The revival has amply proved that the old works of the band master are just as good for the modern one-step as they were for the two-step of earlier days. Furthermore they provide a welcome change from overdone jazz, languorous tangos and "the Java"

## Brunswick Recording of Grey Number by Chamlee

"Give Me One Rose to Remember," a Witmark Number, Makes Fine Record in Company's Catalog—Satisfactory Sales Recorded

The recent release on Brunswick records of "Give Me One Rose to Remember," sung by the famous Metropolitan tenor, Mario Chamlee, is another evidence of the success that is being achieved by that now popular ballad, published by M. Witmark & Sons. Mr. Chamlee's rendition of the number is unusually fine, his clear tenor bringing out all of the sentiment of lyric and melody. The accompaniment by the orchestra is also well done, and adds to, as is not

always the case, the beauty of the record as a whole. J. Will Callahan and Frank H. Grey, writers of the song, are both enthusiastic over this and other record releases of "Give Me One Rose to Remember," as well as the popularity the song has achieved with vaudeville and concert artists.

## Marks Numbers Popular

The Edward B. Marks Music Co. songs "Sentimental Me" and "April Fool," which are the musical features in "Garrick Gaieties," the Theatre Guild show now playing New York, are considered among the outstanding songs from the season's musical shows. The Marks firm is exploiting these numbers on a wide scale, with great effectiveness.

## "Flapper Wife" Still Being Widely Exploited

Story on Which Number Is Based to Appear in Book Form and Also to Be Made Into Moving Pictures—Demand Continues

"The Flapper Wife," the song issued in conjunction with the serial story of the same name which ran in hundreds of newspapers, continues to be an active seller. Many newspapers



throughout the country are still running the story. It is now in preparation for issuance in book form and in its new dress will be widely advertised. Later it is to be made into a photoplay. All of this will keep it alive for many months.

Herewith are shown Max Kortlander and Victor Arden, the Q R S executive and pianist. Mr. Arden is seated at the Steinway grand and Mr. Kortlander, holding a piano copy of "The Flapper Wife," is giving his idea of how this song should appear on the popular Q R S rolls. The Q R S Music Co. made a feature of "The Flapper Wife," as did all of the other leading roll and talking machine record companies.

## Brings Three Suits Against Copyright Law Violators

Milwaukee Attorney Starts Actions in Interests of Music Publishers Against Dance Halls

MILWAUKEE, Wis., September 8.—That many entertainers in cafes, dance halls and broadcasting stations of Wisconsin are unaware of the provisions of the copyright law which demands payment of royalties to publishers for use of copyrighted music, is the belief expressed by Attorney Leo Heilbron, who has filed three copyright infringement suits in the Federal court here. Attorney Heilbron states that approximately 200 purveyors of music in the State are now paying royalties, but that further suits against those who are violating the law will probably be started if the present ones are successful.

Leo Feist, Inc., is plaintiff in two of the suits charging the Goodrich Transit Co., and Ross F. Wright, proprietor of the Grasshopper dance pavilion, at Sturgeon Bay, Wis., with unwarranted use of "Honest and Truly," by Fred Rose. Irving Berlin, Inc., is plaintiff in the third suit against E. Conzelmann, proprietor of the Terrace Gardens, at Appleton, for unwarranted use of Irving Berlin's "All Alone."

## Record of "Footloose" Released by Victor Co.

The Victor Talking Machine Co. released on August 14, the record No. 19720, bearing on one side the Sam Fox Publishing Co. number, "Footloose," which is being exploited in connection with the serial story under that name at present appearing in newspapers throughout the country. It is believed that the music of "Footloose" will duplicate the great success that attended the song: "The Flapper Wife."

**PAUL  
WHITEMAN**  
and  
**His Orchestra**  
Presents

*Three Remarkable Numbers on  
Victor Records... These  
Extraordinary Melodies Combined  
with Whiteman Orchestrations  
are a Revelation in Modern  
Dance Music...*

**The  
OGO-POGO**

*- A Sunny Fox Trot Song -  
This Foreign Novelty is the Beginning  
of All Europe. Sure to be the Outstanding  
Success of the Fall and Winter Seasons...*

**FOOTLOOSE**

*- The Original Footloose Strut -  
A Fox Trot Published in Conjunction  
with the Sensational Newspaper Story  
of the same Title. The Greatest Explosive  
Drive of the Century Back of this  
Hit Song...*

**Indian Dawn**

*- The Indian Love Song Classic -  
A Fox Trot Version of the Biggest  
Standard Song Success of the Year...  
A Decided Hit with the best  
Orchestras and Concert Singers...*

These Record  
Releases will create  
a Greater Sheet  
Music Sale.  
Order a Liberal  
Supply, Feature  
them in a Big  
Display!

ALL VICTOR RECORDS  
ALL WHITEMAN RECORDINGS  
ALL RELEASED AUG. 14-TH  
ALL SAM FOX PUBLICATIONS

**Sam Fox Pub. Co.**  
CLEVELAND NEW YORK



— *this is the slogan adopted by*

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### Founded February 19, 1925

To stimulate consumer demand for the phonograph by bringing to the public a true appreciation of its value as an instrument of entertainment and education.

To formulate a plan of co-operative national advertising.

To foster the interests of its members by the establishment of trade standards.

To establish and maintain uniformity and certainty in the customs and commercial usages of the industry.

To promote a more enlarged and friendly intercourse among those engaged in the industry.

### To the Dealer:

Do you think the classifications on your freight shipments are right when compared with similar commodities? Join with us in trying to get your rights.

Have you in the use of tone arms and radio loud speakers had difficulty in getting the parts to intermember? Write your manufacturers to make this part to fit 706/1000 diameter. Let this be the standard. Use no other.

What can this Association do for you?

Are you in favor of our suggestion for a slogan and advertising?

Let us all co-operate in the interest of the PHONOGRAPH.

Write our Secretary today.

### Our Members:

Do you know them? Over 50% of the total number of Manufacturers of Phonographs, making 1,000 machines per day, **not including portables**, are members.

These factories are complete in their equipment. Employees experienced by long training build the products.

Their merchandise is up-to-date in design as well as quality.

Ask our Secretary for a list.

All manufacturers are cordially invited to attend the meeting to be held on Tuesday, September 22nd. A dinner at 6.00 P. M. in the Furniture Club of America's Rooms on the 17th floor of the American Furniture Mart Building, 666 Lake Shore Drive, Chicago.

Address all correspondence to the Secretary, HENRY A. OTIS, 500 Diversey Parkway, Chicago, Illinois, Telephone Lakeview 7680.

Manufacturers of Phonographs, Portables, Phonograph Cabinets, Motors, Tone Arms and Records are eligible.





# EUROPEAN HEADQUARTERS

2 GRESHAM BLDG., BASINGHALL ST., E.C. LONDON



## British Factors Optimistic as the Trade Becomes More Active After Vacations

Re-imposition of McKenna Duties and Large Importations of Machines and Accessories Fail to Dampen Spirits of Trade—Manufacturers' Operations Increase—News of the Month

LONDON, ENGLAND, September 3.—Despite the reimposition of the so-called McKenna Duties on July 1, last, and the rapid inflow of imported gramophones and accessories in the two months preceding the reimposition, the most optimistic reports reach me from all sections of the industry. To be sure, manufacturing circles were quiet for a week or two at the beginning of last month, owing to the factories being closed for the Summer vacation. Considerable activity has been manifest since, however, and some factories are already working considerable overtime.

It is significant as to how the "portable" habit has been fostered here that on visits to three different seaside resorts recently I saw no less than two sand parties, in each place regaling themselves with music by the aid of the ubiquitous portable. Significant, too, that in the programs of each party both "popular" and classical music was featured. A few years ago the Summer season spelled a considerable quietness in the gramophone trade, but these last two years have seen a remarkable change. The increasing activity of the big companies, emulated by a large number of the smaller houses, in catering for the increasing recognition by the general public of music, undoubtedly

is very much stimulated by the broadcasting programs, will tend to negative any harmful effect of the inflated importations during the two months prior to the reimposition of the duties. The demand is ever growing and the British manufactured instruments and records are unlikely seriously to suffer by reason of the two months' warning given by the Chancellor of the Exchequer to foreign exporters.

### Gramophone Exhibits at Wembley

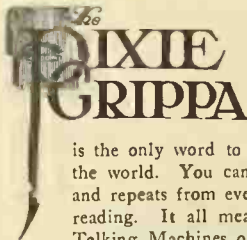
The gramophone and record section of the music industries is far better represented at the British Empire Exhibition than all the rest of the music trade put together, but even this section is not so amply representative as might be expected and as would be really consonant with the growth of the industry in recent years. As is perhaps natural, the exhibit of the Gramophone Co., Ltd., dominates the gramophone section, and, indeed, that of the whole music section, again held in the Palace of Industry. Manufacturers of portable machines are well represented in the Pixie Grippa portables, shown on the Perophone Co.'s stand, and the Peter Pan range, exhibited by the Peter Pan Gramophone Co., Ltd. Good business, I understand, is being done by the British Homophone Co., with the Homochord records; these

are being demonstrated on the Stereo models, made by the Sterno Mfg. Co. The Homochord record is rapidly increasing in popularity here, the pianoforte recordings being particularly fine and gaining for the company considerable attention. Britton & Co., newcomers to the trade, are introducing a "Rapid Record Reviver," a liquid which imparts a thin glaze to the surface of the record, enabling the needle to travel lightly over scratches, etc. Norman R. C. Wright is showing a fine range of "Albion" models, and, finally, the Linguaphone Institute is giving special demonstrations of its language records.

### An Infringement of Copyright Action

The issuing of "popular" songs on Gramophone records is not always to be regarded as a help to the sale of the songs in sheet music form, and record importers and the factors of imported records in this country have particularly to be careful to see that such records do not infringe the existing copyrights held by the song publishers. This was exemplified here recently when a motion was heard before Justice Roche, in the King's Bench Division for judgment in default of defense in the action of Francis, Day & Hunter (the well-known publishers), versus Lewis Citrin and the Gramophone record accessories. Infringement of copyright was alleged in the four "popular" songs "O Katharina," "Haunting Melody," "Follow the Swallow," and "Let it Rain—Let it Pour." All four were American-made records, which were brought to this country and offered for sale. An injunction was granted

(Continued on page 218)



# SENSATIONAL

is the only word to apply when talking of the success of the Pixie Grippa all over the world. You can't get away from facts. Our Mail week by week adds fresh orders and repeats from every quarter of the Globe. Our Testimonial Dossier is wonderful reading. It all means that Pixie Grippas get right ahead of all other small Portable Talking Machines on sheer merit for *really powerful Tone Quality*. Downright Fool-proof design and unbeatable workmanship. It's a big Gramophone in a small box. Not an "assembled" contraption. Every part our own exclusive manufacture.

World's patent and registrations pending. Plays all 12 inch records.

Made to suit every known Market.

### SHIPPING PRICES:

(Minimum order 4 machines. Packed free our Factory.) Available where territory not already closed. Canada and Australia excepted.

In fine Leatherette Case, Weatherproof.....	\$8.00	gold
" " Solid Oak Case, Weatherproof.....	8.75	"
" " English Cowhide Case, Weatherproof.....	10.50	"
" " Teak Case, Insect proof.....	11.25	"
" " Andaman Padouk Case, Insect proof.....	12.75	"

Sole Licensees and Manufacturers

PEROPHONE, Ltd., 76-78 City Road

Cables Perowood

LONDON, ENGLAND

Bentleys Code



Weight, 6½ lbs.  
Measurement, 10½ x 4½ x 7½

## FROM OUR EUROPEAN HEADQUARTERS—(Continued from page 217)

restraining defendants from selling or distributing any of the records, and an enquiry was ordered as to damages, and delivery up of all records in question.

**Chappell & Co. Issue Warning**

Bearing directly on the question raised by the above action, Chappell & Co. recently issued an important warning to the trade against the importation of gramophone records and player-piano rolls (manufactured abroad) contrary to the provisions and regulations of the Copyright Act of 1911, which provides that importation of copyright works in any form is not permissible without the written consent of the owners of the copyrights. Even when permission has been obtained, every record or roll must bear the royalty stamp supplied by the owners of the copyrights. Chappell & Co. state that they have information of a number of infringing records and rolls of American and other makes being sold in England and the Colonies, and that, after this warning, they intend to take action against any subsequent offenders.

**Camraphone Co. in Trouble**

Following an extraordinary meeting of the directors of the Camraphone Co., called for July 30, when a resolution was passed that the company should call a meeting of its creditors, it was not able to carry on, the creditors met on August 20, when the statement of affairs disclosed a bad position. The assets of the company were given as, Sundry debtors (estimated to produce 70 to 80 per cent), £1,772; bills (bad), £2,118; C. Pollak (ledger account), £1,008, and guarantee £1,170, making a total for Pollak of £2,180; Simon Lee, £60; Mayer, £55; cash at bank, 2s. 3d.; stock, £1,817. There was also stock at docks of £1,029, but on which there is a lien, instruments out on sale or return, £279; a total for stock of £3,676. There are 89 creditors, the total deficiency being estimated at about £4,197. Nothing was known of the whereabouts of Mr. Pollak, the last news of him being from Vienna. A liquidator was appointed with a committee of inspection, composed of the three largest creditors.

**"His Master's Voice," Columbia Price Cut**

The Gramophone Co. has in the last few weeks announced reductions in the prices of all its pleated diaphragm models. The highest priced instrument in this class, model 510 (electric) in mahogany, now costs £70 as against £75, while the lowest priced model can now be obtained for £17 10s.

The Columbia Graphophone Co. announces that increased production results in its being able to effect important reductions in the Columbia Gramofona from August 1, the lowest priced Columbia model being now £4 15s. Small table grands are reduced from 48 10s (oak) to £7 10s; and £10 (mahogany) to £8 10s. The popular No. 23a (table grand) is reduced to £14, 10s, while the biggest selling cabinet model

(No. 25a) is now available at 17 guineas, in mahogany £22 10s. Similarly the £32 10s Console model is now reduced to 26 guineas.

The Columbia Co. also announces that the great increase in sales of its "Celebrity" records has enabled it to effect an important reduction in the prices of its light Blue Label series. The 12-inch records, commencing with the August issues, were reduced from 7s. 6d. to 6s. 6d., and the 10-inch records from 5s. to 4s. 6d. This series includes the orchestral masterpieces conducted by Sir Henry J. Wood, Sir Hamilton Harty, Gustav Holst, Weingartner, Bruno Walter, etc., as well as a large number of chamber music works, etc., so that in the case of complete works (in albums) of this character the difference in prices will give keen satisfaction; thus Holst's "Planets" series, in album, will now cost 45s. 6d., as against 52s. 6d., while "Engina Variations" (Elgar) in art album formerly 30s. is now 26s., and the "New World Symphony" (Dvorak) album (37s. 6d.) now costs but 32s. 6d.

**A Gramophone Congress**

In July, last, was held in the Central Hall, Westminster, the first Gramophone Congress to be held in this country, and which was organized by Compton Mackenzie, the novelist and editor of "The Gramophone," a paper catering to the general public. During the day the hall was occupied by a number of prominent gramophone and music firms, and was in the nature of a one-day exhibition or trade show. The public was addressed periodically by prominent musicians. The Congress was opened by Sir Richard Terry, who made the significant remark that "the accusation that the gramophone was mechanical and soulless was absurd. What was the piano or the fiddle—or, for that matter, the oboe—but an instrument for producing sound? The difference between one musical instrument and another was not one of principle but one of degree, and, that being so, it was only a question of time when the gramophone would be universally recognized as a source of purest joy."

The following firms exhibited: Keith, Prose & Co., showing models of H. M. V., Columbia, Sonora, and Decca machines; The Gramophone Exchange, of New Oxford street, showing the Vocarola and a numerous collection of gramophone and record accessories and small goods with which they have made their emporium famous; The Orchestral Gramophone Co., showing a full range of Orchestral models, including a new £10 model, which later in the day obtained a first place in tests before the public; the Vocalion Gramophone Co., who were specially featuring a new Chinese Emperor model; the Parlophone Co. displayed a full selection of their Parlophone records, including the wonderful series of the nine Beethoven Symphonies; Alfred Imhof had on view the Polydor records (for which I understand they are the sole agents);

E. M. Ginn displayed a full range of E. M. G. models, which have secured a tremendous lot of attention from gramophone lovers; the Peter Pan Gramophone Co., Ltd., was there with a full range of its famous Peter Pan models; Graies & Stavridi, with a representative range of Apollo models; Boumpfry, Arundel & Co., with a range of "Sesame" record cabinets; Grimes & Co., with a new model, the "Dousona," which has a wooden tonarm, and of which I shall have more to say in my next report, the company not yet being ready to supply the trade; the Duophone models with the double sound-box were exhibited on a stand specially taken by Messrs. Marshall & Snelgrove, who are acting as exclusive agents for the Duophone Syndicate, Ltd., in a certain West End section of this city; and the Perophone Co., Ltd., who were showing all the latest models and styles of the famous Pixie Grippa. The exhibition was well attended, and the majority of exhibitors expressed themselves to me as being well satisfied with the orders taken. The organizer hopes to follow on next year with another congress and to make it an annual event.

**Competitive Gramophone Tests**

In the evening tests were conducted in the adjacent Caxton Hall, when the audience were given voting cards and asked to register their decision as to the machines giving the best value for money at the moment on the market. Eleven competitors entered; the machines, in order of price, were as follows:

1. Vocarola, large Sheraton design, Concert Model B, 58 guineas. (The Gramophone Exchange.)
2. Yare Music, "Princess Mary" Model, 30 guineas. (Repeating Gramophone, Ltd.)
3. E. M. G. Model B, £25. (E. M. Ginn.)
4. Duophone, Empire Model, £24. (The Duophone Syndicate, Ltd.)
5. Apollo Super IV., £20. (Graies & Stavridi.)
6. Orchestral Junior, £10. (Orchestral Gramophone Co.)
7. Dousona horn machine, 9 guineas. (T. Grimes & Co.)
8. Mead, Model 505, light table model with external horn, 7 guineas. (Mead Cycle Co., Inc.)
9. Fulltone Model No. 2, £4.16. 6d. (Cabinet Gramophone Co.)
10. Peter Pan de Luxe, 3 guineas. (Peter Pan Gramophone Co.)
11. Pixie Grippa Portable, Model A, £2.15. (Perophone Co., Ltd.)

The machines were subjected to two tests, first being allowed to play a vocal and instrumental record of the owner's choice and secondly, records of the organizer's choice. The results of voting in both tests added together were as follows: 1. Orchestral; 2. Dousona; 3. E. M. G.; 4. Pixie Grippa. A gold, silver and bronze medal, specially struck for the occasion, was awarded to the first, second and third respectively.

**Edison Bell's New Branch**

Owing to expiry of lease the Edison Bell West End Depot at 43 Cranborne street has been closed and Messrs. J. E. Hough, Ltd., have opened a new central London branch at Bangalore House, 1, Newton street, High Holborn,

**POINTS ABOUT SPRINGS No. 3**

Before it leaves the factory every "Vulcan" Mainspring is placed under a far greater strain than is possible in an ordinary gramophone, and any inequalities in the temper are readily detected. Each spring is wound tight, and if any part of it is too high in temper, it will break under the strain. If there are places in the steel where the temper is too low, they will be seen in the body of the spring, where small kinks will show between the coils. In either case, the spring will be rejected.

**USE VULCAN MAINSPRINGS****"BEST IN THE LONG RUN"**

FROM OUR EUROPEAN HEADQUARTERS—(Continued from page 218)

W. C. 2. These premises will comprise artists' rehearsal rooms, offices for the musical director, as well as showrooms for the benefit of provincial and Colonial traders. A full range of Discaphones, Edison Bell and Winner records and gramophone accessories, as well as wireless products made by this firm, will be on view in the new showrooms.

**Gift for Mr. Manson**

Previous to the departure of William Manson for Australia, to take up his new and important work as manager of the Gramophone Co.'s recently inaugurated Australian branch, referred to in these columns last month, his former staff presented him with a silver tea tray and a handsomely illuminated album containing their signatures.

**Mr. Manson's Successor**

In welcoming Albert T. Laek to the management of the English branch of the Gramophone Co., the trade here greet no stranger. Already is he well known to most in his capacity as general sales manager, and he assumes control of the English branch in addition to his sales activities. His experience with "His Master's Voice" Co. is international, having traveled for it in many countries, thus acquiring an exhaustive knowledge of the problems and conditions existing in all branches of the talking machine industry.

**Introducing the Duophone Records**

In inaugurating its new records the Duophone Syndicate, Ltd., now located at 18 Saville Row, W. I., is formulating a list of standard works from which to choose the most popular titles for recording, to form the basis of its new Duophone record catalog, and to assist in this is organizing a competition amongst the staffs of recognized gramophone dealers in Great Britain and the public, to decide which fifty titles are considered to be the most suitable for this purpose. Prizes are being awarded.

**Brief Paragraphs of Interest**

The Autumn Leipzig Messe is being held from

August 30 to September 9. It is anticipated that the English attendance this year will fall short of that in recent years.

Registration of new companies during the first six months of this year shows an increase compared with the corresponding period of 1924. The number of new music trade companies registered was twenty-five, with an aggregate capital of £384,300.

The Music Trades' Association of Great Britain has arranged a conference of music dealers, to be held at the British Empire Exhibition, Wembley, on September 23. Among other items on the program is a lecture by the Secretary of the Associated Booksellers of Great Britain and

Ireland; also a general discussion on important trade matters, Professional Discount, etc.

The latest talking machine firm to secure the advantages of incorporation under the Companies' Act is the British Polyphon Co., Ltd., and which was registered on August 12 to take over the business hitherto carried on by Robert Willis at 2-3 Newman street. The nominal capital is £50,000 in 30,000 "A" shares and 20,000 "B" shares of £1. The firm will carry on as before, under the same direction and management, with no change of staff or policy. Mr. Willis's two sons, Robert Gordon Willis and Charles Reginald Willis, are appointed directors of the company.

**Preparing Plans for 1925 Census of Manufactures**

**Inquiry Forms Will Shortly Be Sent to Members of Various Industries—Information Expected to Be Available in November**

WASHINGTON, D. C., September 8.—Schedules for the 1925 census of manufactures, to be taken as of December 31, next, are now being prepared by officials of the Census Bureau for submission to the industries affected, with a request for such changes as are believed desirable.

The 1925 census will cover every manufacturing establishment in the country with an annual production valued at \$5,000 or over, and will show the changes in employment, production, values and other factors that have occurred since the last census, which covered the year 1923. Originally taken every five years, it was recognized following the war that industrial activity in the United States showed important changes in much shorter periods, and beginning with 1919, an industrial census has been taken every two years.

It is the policy of the Census Bureau to sub-

mit to the various industries for approval the schedules covering the products which they manufacture, in order that the census reports may show the data in which manufacturers are chiefly interested. A large number of industries, through their various organizations, have thus been brought into active co-operation with the Government's statistical service, their assistance resulting in the publication of statistics which are far more valuable than any of those formerly issued.

It is anticipated that the schedules will be completed and in the hands of the Government printer by October, and their distribution will begin probably late in November. Manufacturers will be requested to complete and return schedules with as little delay as possible, in order that the statistics may be analyzed, coordinated and published at an early date.

**Luebtow Music Co. Chartered**

MILWAUKEE, WIS., September 5.—Papers of incorporation have been filed recently by the Luebtow Music Co., of this city, of which Emil Luebtow, Olga Luebtow and Lillian A. Luebtow are the proprietors. The concern has an authorized capital of \$75,000.

**APOLLO the last word in PORTABLES**

FIRST IN DESIGN AND IN VOLUME AND CLARITY OF TONE



No. 9. Oak. 15 1/2" x 10 1/2" x 3 1/2".



No. 1. Leather Cloth, Single Spring. 18" x 10 1/2" x 8 1/2"  
No. 10. Teak. Brava Sounds. Double Spring. Fully patented in U. S. A.  
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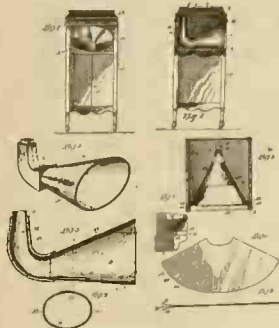
Bentley's & Marconi's.

# LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., September 8.—Talking Machine, John Ehrenpreis, Dubuque, Ia., assignor to the Brunswick-Balke-Collender Co., Chicago, Ill. Patent No. 1,530,311.

This invention relates to talking machines embodying a novel sound amplifier.

The primary object of the invention is the provision in a talking machine of a cabinet type,



of an amplifier, the cross-sectional outline of which is rounded, whereby the sound waves are permitted to expand spherically without interference by plane surfaces and sharp corners and which is sufficiently compact to be mounted in the space usually allotted to the amplifier in a modern talking machine cabinet.

A further object is the provision in a cabinet talking machine of means for limiting the amplitude of the vibrations set up in the walls of the amplifier, whereby the tone quality is preserved and the sounds issuing from the amplifier are rendered more natural. A further object resides in the provision of a wood amplifier of novel construction and resonating properties.

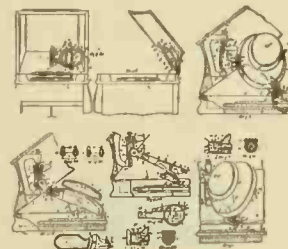
Figure 1 is a front elevation of a talking machine according to the invention with a portion of the grill removed. Fig. 2 is a side elevation, partially in section, of the talking machine. Fig. 3 is a detail in perspective of the amplifier. Fig. 4 is a longitudinal section through the amplifier. Fig. 5 is a transverse section on the line 5-5 of Fig. 4. Fig. 6 is a horizontal section through the talking machine cabinet. Fig. 7 is a detail in section, illustrating the support for the mouth of the amplifier. Fig. 8 is a plan view of a blank from which the bell portion of the amplifier is formed, and Fig. 9 is an edge view of the blank, the layers of veneer being separated at one end for the purposes of illustration.

Phonograph Machine. Gaston Strobino, Paterson, N. J. Patent No. 1,539,524.

This invention relates to phonograph and the like machines and particularly to the transmitters thereof. The principal objects of the invention are to construct a transmitter that will more faithfully reproduce sounds than those now commonly used and at the same time reproduce them in ample volume; to provide a transmitter that may be used with equally good results on either lateral—or vertical—cut records; to provide a transmitter which will be adapted to coact to good advantage with the hollow cover of an ordinary phonograph ma-

chine cabinet in amplifying the sounds and which, where said cover is hinged and so is movable from the upright or open position to the horizontal or closed position, may be articulated into and held in housed relation to the cover preliminarily to moving the cover to closed position; and to provide an improved point-device or needle for phonograph transmitters.

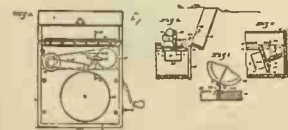
In the drawings, Figures 1 and 2 are a front and a side elevation of a phonograph machine embodying the invention, the transmitter appearing in folded or inoperative position; Figs. 3 and 4 are side and front elevations of the transmitter in position to co-operate with a lateral-cut record, parts of the transmitter supporting means appearing in section in Fig. 3; Fig. 5 is a view in side elevation of the transmitter in one of the positions in which it will co-operate with a vertical-cut record, parts of the supporting means appearing in section; Fig. 6 is a top plan view of the member 1 shown in Figs. 1 to 5; Figs. 7 and 8 are respectively a longitudinal section and a transverse section on line 8-8, Fig. 7, and Figs. 9 and 10 are respectively a longitudinal section and a transverse section on line 10-10, Fig. 9, of a certain joint, the parts of a joint in Figs. 7 and 8 on the one hand and Figs. 9 and 10 on the other, being in different relative positions; Figs. 11 and 12 show in section and side elevation the improved point-device or needle in two different forms; Fig. 13 is a side eleva-



tion of a modified form of transmitter in position to co-operate with a vertical-cut record, the supporting means appearing partly in side elevation and partly in section; and Fig. 14 is an underneath plan view of the transmitter shown in Fig. 13.

Portable Phonograph. Saul Davidson, New York, N. Y. Patent No. 1,538,690.

This invention has relation to talking ma-



chines and has particular reference to an improvement in portable phonographs.

One of the main obstacles to the production of a compact portable phonograph is due to the projection of the tone arm above the turntable which necessitates a high enough cover to compensate for the housing of the same. In some instances this has been overcome to some extent by making the tone arm detachable from the amplifying chamber for storage in a separate compartment or in the amplifying chamber.

It is, therefore, the principal object of the present invention to provide a tone arm which is automatically lowered to an out-of-the-way

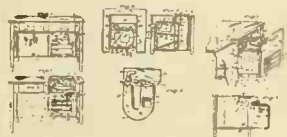
position upon closure of the cover whereby the tone arm will be disposed below the plane of the turntable and whereby upon opening of the cover the tone arm will be automatically raised to a proper relation to the turntable.

Figure 1 is a plan view of a portable phonograph constructed in accordance with the invention and illustrating the cover in opened position and the tone arm in a position to co-operate with the turntable. Fig. 2 is a fragmentary sectional view thereof taken approximately on the line 2-2 of Fig. 1. Fig. 3 is a similar view with the cover in closed position and the tone arm and amplifier in lowered position. Fig. 4 is a fragmentary detail sectional view taken on the line 4-4 of Fig. 1.

Phonograph. Henry Bartel, Milwaukee, Wis. Patent No. 1,541,022.

This invention relates to phonographs and is particularly directed to phonographs of the cabinet type in which the machine is housed within a table or cabinet.

Objects of this invention are to provide a phonograph which is so combined with a table, for example a library table, that the table may be used for its ordinary purposes either while the phonograph is playing or at other times; to provide a phonograph so combined with a library table that the parts are readily accessible



either for operating the machine, for repairing the parts or for assembly; to provide a phonograph of improved appearance; and to provide a combined table and phonograph of great compactness by first having the phonograph telescopically mounted with reference to the table or otherwise movably mounted so that it may disappear within the table, and second, by securing the requisite length of horn or sounding chamber by extending the horn first in one plane by making an elongated loop, and then in a second plane at right angles to the first.

Embodiments of the invention are shown in the accompanying drawings in which Fig. 1 is a perspective view of a combined library table and phonograph, showing the table in closed position. Fig. 2 is a similar view with a portion of the table open, showing the parts of the phonograph mechanism. Fig. 3 is a plan view of a portion of the table showing one form of the invention. Fig. 4 is a section on the line 4-4 of Fig. 3. Fig. 5 is a detail of the removable panel and horn portion. Fig. 6 shows a modified form of construction, and Fig. 7 shows a further form.

Miss Stella Miller was recently appointed manager of the record department of the Wunderlich Piano Co., Kansas City, Mo.

## Herald-B

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Summer Nights ..... Robert Billings  
 Augur-Fox-trot ..... Carl Ober  
 Let Me Linger Longer in Your Arms-Fox-trot ..... Robert Billings  
 Dreaming of Tomorrow-Fox-trot ..... Robert Billings  
 Remember (You Forget) Me-Waltz ..... Carl Ober  
 Garland of Old Fashioned Roses-Waltz ..... Robert Billings  
 When You Care for Me-Waltz ..... Robert Billings  
 A Kiss in the Moonlight (from "Vanities")-Fox-trot ..... Robert Billings  
 The Kinky Kids Parade-Fox-trot ..... Jack Pierce  
 I'm Nice Deep in Daisies (And Head Over Heels in Love)-Fox-trot ..... Lee Sims  
 If You Were the Only Girl-Fox-trot ..... Robert Billings  
 Oh! Boy, What a Girl-Fox-trot ..... Carl Ober  
 Sentimental Me (from "Gaieties")-Fox-trot ..... Jack Pierce  
 Lonesome ..... Robert Billings  
 Melancholy Love-Fox-trot ..... Robert Billings  
 Sneaking Beauty's Wedding-Fox-trot ..... Jack Pierce  
 Foot Loose-Fox-trot ..... Carl Ober  
 Normandy-Fox-trot ..... Robert Billings  
 Alamo-Fox-trot ..... Robert Billings  
 Save Your Sorrows (Put Tomorrow)-Fox-trot ..... Lee Sims  
 Brown Eyes-Why Are You Blue?-Fox-trot ..... Lee Sims  
 You Gotta Know (from "Vanities")-Fox-trot ..... Lee Sims

REGULAR ROLLS—MUSIC ONLY

Air Mail-March ..... W. Wirt Park  
 FOREIGN WORD ROLLS  
 Grój Mam-Waltz (Wine, Daisies)-Polish ..... W. Wirt Park  
 Aragus Tropical-Duettino (for G. Garus) ..... W. Wirt Park  
 La Provinciana-Tango (Romero-Jones)-Spanish ..... W. Wirt Park  
 Una Noiz-Tango Canzon (Viergo-Jones)-Spanish ..... W. Wirt Park  
 International-Lituanian ..... W. Wirt Park  
 "Aut Barkadzi" (Dziwinka Marsielce)-Lituanian ..... W. Wirt Park  
 Warszawa-Lituanian ..... W. Wirt Park

FOREIGN ROLLS—MUSIC ONLY

Carmelinda-Valkyrie and Tute-Lituanian ..... W. Wirt Park  
 Czardzielski Tancie-Polka (Wia Balala)-Polish ..... W. Wirt Park  
 I Primi Alberti-March (Adel Longo)-Italian ..... W. Wirt Park  
 Sizzovetta Polka (Marco Lenzi)-Italian ..... W. Wirt Park

RECORD ART

(These Rolls for Standardizing Reproducing Tracker Bar)  
 INSTRUMENTAL ROLLS—MUSIC ONLY  
 Title ..... Lomper  
 Händer Mad'ın-Vicunote Waltz ..... McNair Hignafitz  
 Zephyrus-Value Grace-note ..... McNair Hignafitz  
 Study on the Minute Waltz (Fr. Chopin) ..... McNair Hignafitz

LIBRARY EDITION—WORD ROLLS

Roamin' in the Glenamin-Scotch Song ..... Robert Billings  
 She Is Ma Daisy-Scotch Song ..... Robert Billings  
 Blue Bells of Scotland-Scotch Song ..... Robert Billings  
 Campbells Are Comin'-Scotch Song ..... Robert Billings  
 It's Nice to Get Up in the Morning (It's Nicer to Lie in Bed)-Scotch Song (Lee-Friedman) ..... Roger Le Mar  
 When I Dream of Old Erin-Ballad (Lee-Friedman) ..... Roger Le Mar

LIBRARY EDITION—MUSIC ONLY

Auld Lang Syne-Scotch Song ..... Roger Le Mar  
 Lydia-Scotch Song ..... Robert Billings  
 Melodie, Op. 3, No. 3 (S. Reimannhoff)-Walter Fitchel

New Model Speakers Added to Hamburg Bros. Line

PITTSBURGH, Pa., September 8.—Hamburg Bros., of this city, manufacturers of Pennsylvania loud speakers and head sets, have augmented their line with two additional models of loud speakers. The first is known as the Pennsylvania Mantelpiece speaker and the second, the Pennsylvania Deluxe speaker. The casing of each speaker constitutes an attractive piece of wood-work and both have floating wooden sound chambers with adjustable units. As the season advances Hamburg Bros. report a steady increase of orders from established dealers and a large number of new dealers taking on the line for the Fall season.

New Junius Hart Co. Branch

NEW ORLEANS, La., September 8.—The Junius Hart Piano Co., Southern distributor for the W. W. Kimball Co., piano and talking machine manufacturer, opened a branch in Bogalusa, La., August 15. The concern will retail the entire line of Kimball instruments. The location chosen for the branch is the Weinstein Building. A. J. Rogers is manager.

The Hart Co. is one of the leading New Orleans music houses with a modern four-story building, special display rooms and a complete rebuilding and repair department. Kimball instruments and service are enjoying enviable popularity both in New Orleans and out in the State, which fact, coupled with the healthy business conditions, good crops and general prosperity, indicates expansion.

Dan De Foides Is Off to Europe on Vacation

Daniel De Foides, foreign language record sales manager of the Columbia Phonograph Co., Inc., recently left for a vacation in Europe. He plans to visit France, Germany, Austria, Italy, and Switzerland. While his trip is not for business purposes, we know that Mr. De Foides will seek "atmosphere" for future Columbia foreign language records.

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CORRESPONDENCE FROM LEADING CITIES

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Acme "B" Makes Bow

CLEVELAND, O., September 8.—The Acme Electric & Mfg. Co., of this city, manufacturer of battery chargers, has just placed on the market a new product known as the Acme "B" power supply unit which eliminates the use of "B" batteries. The supply unit will serve any set of eight tubes or less and is attached to the electric light circuit.

J. A. Goldstein, music dealer of Niagara Falls, N. Y., has moved to 203 Fall street.

SOUTHERN VICTOR WHOLESALEERS  
 The Corley Company  
 RICHMOND VIRGINIA

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The Cheney line embraces a wide range of upright console and wall cabinets. The latter models and radio combination models, both equipped with or adapted for radio installation. The CARLYLE is illustrated above.



THE CAROLAN

American Black Walnut cabinet with rich black ebony appearance. Hours of Royal Walnut with attractive panels of banded ebony and 60 Reback walnut. 34 1/2 in. high, 44 1/2 in. wide, 21 in. deep. Electric. Double resonators. Albums.

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**CHENEY TALKING MACHINE COMPANY - CHICAGO**  
*Made complete in our own factories at Grand Rapids, Michigan*



The Abbotsford-Style 111. A Queen Anne period design in Baltimore Mahogany. Gold plated metal parts. Six record albums.



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# THOMAS A. EDISON, INC.

Musical Phonograph Division

*Announces*

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2. That there will be no change this year in this Company's policy in regard to discounts.
3. That we do NOT contemplate entering the radio field.



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*Thomas A. Edison*

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### *Jobbers of the New Edison, Edison Records, the Edison Diamond Amberola and Blue Amberol Records*

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<b>COLORADO</b> Denver—Edison Phonograph Distributing Co.	<b>MISSOURI</b> Kansas City—Edison Phonograph Distributing Co. St. Louis—Silverstone Music Co.	<b>TEXAS</b> Dallas—Texas-Oklahoma Phonograph Co.
<b>GEORGIA</b> Atlanta—Phonographs, Inc.	<b>MONTANA</b> Helena—Montana Phonograph Co.	<b>UTAH</b> Ogden—Prouddt Sporting Goods Co.
<b>ILLINOIS</b> Chicago—Edison Phonograph Distributing Co.	<b>NEW JERSEY</b> Orange—Edison Phonograph Distributing Co.	<b>VIRGINIA</b> Richmond—The C. B. Haynes Co., Inc.
<b>LOUISIANA</b> New Orleans—Diamond Music Co., Inc.	<b>NEW YORK</b> Albany—American Phonograph Co. New York City—J. F. Blackman & Son (Amberola only). Syracuse—W. D. Andrews Co. (Amberola only).	<b>CANADA</b> St. John—W. H. Thorne & Co., Ltd. Toronto—R. S. Williams & Sons Co., Ltd. Vancouver—Kent Piano Co., Ltd. Winnipeg—R. S. Williams & Sons Co., Ltd. Babeon Bros. (Amberola only).
<b>MASSACHUSETTS</b> Boston—Purdie, Ellsworth & Co. Iyer Johnson Sporting Goods Co. (Amberola only).	<b>OHIO</b> Cleveland—The Phonograph Co.	
<b>MICHIGAN</b> Detroit—Phonograph Co. of Detroit.	<b>PENNSYLVANIA</b> Philadelphia—Girard Phonograph Co. Pittsburgh—Buono Phonograph Co. Williamsport—W. A. Myers.	