

The TALKING MACHINE WORLD

For dealers
wholesalers
& manufacturers
of phonography
& radio products

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



Now Is the Time
to Advertise

The Panatrobe and the
\$5,000 contest for a name
for Brunswick's
New Musical
Instrument

Brunswick



The Concert

\$125

BELIEVING that eighty per cent of the New Reproducing Phonographs are bought by people who are in their dance loving days, Sonora designed the Concert expressly for these happy youngsters whose income has not yet reached maturity but

who want the Highest Class Talking Machine in the World—an instrument that reproduces every moan of the baritone sax—every boom of the deep bass—each treble trill—in short, a veritable night club dance orchestra in their home.

The New Reproducing

Sonora
CLEAR AS A BELL 

Sonora Distributors listed on page 72

The Talking Machine World

Vol. 22. No. 11

New York, November 15, 1926

Price Twenty-five Cents

Otto Heineman, President and General Manager of the Okeh Phonograph Corp.

New Corporation Starts Business With Headquarters in New York City—Company Is Sales Agent for Products Made by General Industries Co., Elyria, O.

On Monday, November 1, the Okeh Phonograph Corp. started business with headquarters at 25 West Forty-fifth street, New York. This company, which is owned and controlled by the Columbia Phonograph Co., Inc., took over the Okeh-Odeon record division of the General Phonograph Corp. and the latter company will discontinue the record business. The Okeh Phonograph Corp. is also acting as the sole sales agent for the phonograph products manu-

factured by the General Industries Co., at Elyria, O., which include the famous Heineman motors, tone arms and sound boxes and various popular makes of steel needles, such as Okeh, Truetone, etc. The Okeh Phonograph Corp. is also functioning as the sole representative for Odeon records in America, bearing the same relationship to the Lindstrom Co. of Germany as the General Phonograph Corp. did in the past.



Otto Heineman, President of Okeh Phonograph Corp., at His Desk

The stockholders of the General Phonograph Co. held a meeting on October 22, at which the purchase of the Okeh-Odeon record division of the General Phonograph Corp. by the Columbia Phonograph Co. was ratified and endorsed in the highest terms of approval. Otto Heineman, one of the leaders of the phonograph industry, is president and general manager of the Okeh Phonograph Corp. Allan Fritzsche is vice-president and David Goldman treasurer. Both of the latter executives are well known to phonograph jobbers and dealers throughout the country, for they have been identified with the General Phonograph Corp. for many years and have worked in close co-operation with Mr. Heineman and his many activities.

The Okeh Phonograph Corp. will concentrate its activities on the development of Okeh-Odeon record business and the success of these products is reflected in the fact that the jobber organization comprises some of the leading wholesalers from coast to coast. These jobbers have given exceptional co-operation and loyal representation to Okeh-Odeon records and the new corporation is formulating liberal merchandising plans which will represent a tangible and definite recognition of the support

accorded to the Okeh-Odeon record library by its jobbers. Otto Heineman, president of the Okeh Phonograph Corp., needs no introduction to the phonograph industry in any part of the world, for he has been associated with phonograph developments for nearly twenty-five years and has won the esteem and friendship of every factor of the industry both here and abroad. An exceptionally capable executive, with an unsurpassed knowledge of manufacturing and merchandising as applied to every phase of the talking machine trade, he is recognized everywhere as a constructive force in the growth and expansion of the industry itself.

One of the factors that have contributed materially to Mr. Heineman's success is his recognition of the importance of the dealer in the successful merchandising of any product. As president and general manager of the General Phonograph Corp. he has worked in close co-operation with dealer activities for many years, visualizing their problems and assisting the retailers wherever possible in solving these problems profitably and advantageously. As president of the Okeh Phonograph Corp. Mr. Heineman will continue this same policy of dealer co-operation, and in fact the plans now being developed by this company provide for an even greater degree of dealer service than has existed in the past. This co-ordination of jobber and dealer plans is being worked out under Mr. Heineman's personal direction and will be announced soon.

Odeon records, which are famous the world over, are now being recorded entirely by a highly efficient method of electrical recording and it is planned to have the Okeh library recorded similarly. The Odeon repertoire comprises recordings by world-famous orchestras and musical organizations, and the new method of electrical recording now utilized in the making of these records bring out faithfully the remarkable beauty of the selections. Okeh-Odeon jobbers are keenly enthusiastic regarding the current releases of these records and have promised their heartiest co-operation and support to the plans of the Okeh Phonograph Corp.

Tampa Co. Gets Crosley

TAMPA, FLA., November 5.—The Tampa Hardware Co., of this city, has been appointed a distributor for the Crosley Radio Corp., of Cincinnati, O., manufacturer of Crosley radio receivers and Crosley speakers.

Annual Radio Exposition Held in Brooklyn, N. Y.

Manufacturers, Jobbers and Dealers Join in Presenting Latest Radio Products to Crowds of Visitors—Dealers in the Majority

The annual radio exposition in Brooklyn, N. Y., was held at the 106th Regiment Armory, Bedford and Atlantic avenues, during the week of October 30 to November 6, and attracted many thousands of radio enthusiasts and prospective radio purchasers. The exposition in Brooklyn differs from that held earlier in New York in that a great majority of the exhibitors are dealers who show the lines which they carry, and aside from the displaying of the products the sales staffs of these dealers grasp the opportunity of selling the people who visit the booths. The exposition was opened by Borough President James J. Byrne, and his talk was broadcast from a specially erected studio in the center of the armory. This studio was erected by stations WAHG and WBOQ and nationally known radio artists appeared during the week, so that visitors to the exposition had an opportunity of seeing in person the entertainers who have added so much to their home pleasures during the past few years.

Among the manufacturers and distributors who exhibited were: Marko Storage Battery Co.; 20th Century Radio Corp., showing the Garod line with the power set featured, the Magnavox line of sets and speakers and the Mayolian "B" supply units; the Weber-Rance Corp., showing among others the following lines: American Bosch Magneto, the Crosley and the Ferguson; American Wireless Corp., distributor for the Reichmann Co., showing the Thorola line of sets and speakers; Borough Hall Radio Co., distributor for Burns speakers; G. J. Seedman Automotive & Radio Co., distributor for the following lines: R C A, Grebe, Amplion speakers and Balkite products; the C. E. Mfg. Co., makers of CeCo tubes, and Sanford M. Bookee, Erla products.

A. M. Farrier Resigns as Edison Vice-president

Gives Up Post as General Manager of Edison Phonograph Distributing Co., to Enter Building Line—A. L. Walsh Takes Over Activities

A. M. Farrier, vice-president and general manager of the Edison Phonograph Distributing Co., which organization controls the distribution of Edison phonographs and records in many sections of the country, has resigned that post and, according to present plans, will enter the building field.

Arthur L. Walsh, vice-president and general manager of the phonograph division of Thos. A. Edison, Inc., will take over Mr. Farrier's duties in addition to his own, and in future will be in charge of both production and distribution of the Edison phonograph products.

Columbia Staff to Be Entertained at Luncheon

An entertainment and luncheon is to be given in the Green Room of the Hotel McAlpin on November 20 by the Columbia Phonograph Co. to its staff. The committee in charge of the affair has made all arrangements for what promises to be a gala time. Prominent artists will entertain and there will be dancing.

Plan Holiday Drive to Build Sales Volume

Trade in Better Position Than Ever to Meet Keen Competition of Other Lines During Pre-Holiday Season—Time to Start Drive

The pre-holiday buying season is at hand. In a little more than a month the business year will be history. The record of sales during these closing weeks of the year will be measured largely by the efforts of the talking machine trade to create a demand. The trade will be in keen competition with retailers of all kinds of items appropriate for gifts. In addition there will be competition between dealers and then, too, there will be the competition between the legitimate retail merchants and those of the gyp variety.

Enough Business for All

There is enough business to tax the capacity of the entire trade, not only during the pre-holiday season when buying reaches its height but throughout the year. The prime reason for slow seasons lies largely within the trade itself. The business of the retailer is to buy and to sell. In order to sell he must convince his prospects that the product he handles is the best. This eliminates a slice of the competition. He must also sell the public on the worthwhileness of doing business with a concern that lives by creating customer satisfaction and extends service. This will eliminate the gyp to a large extent because most gyp concerns cannot afford to undersell legitimate retail houses and at the same time extend a high type of service. Service and cut-price do not go well together.

The salient point for the dealer to remember is that the proportion of the money spent for gifts in talking machine stores will depend to a great extent on how well each dealer does his job of selling the public on the desirability of owning one of the new talking machines or radio sets. Then, there are musical instruments for the youngsters. In any sales promotion plan designed to promote holiday business the younger members of the family must not be overlooked. Records make excellent gifts, and should be sold for that purpose this year in greater volume than ever before.

Creating Interest Through Advertising

That the dealer must create a wide interest in the lines he handles is evident. How he can do so is another matter and one that is of vital importance. Undoubtedly publicity on a large scale is the most practical solution of

the problem. Usually during the few weeks preceding the holidays dealers spend more money than at any other time during the entire year, but after all the question is not how much money a dealer spends in advertising and other forms of publicity, but how effectively he spends his money. Certainly the well-rounded publicity drive consists of more than

A well-rounded campaign for business during the holiday season demands careful planning and an early start. Public already shopping and is open to suggestion. Talking machine dealers can get their share of money expended for gifts by making a determined bid for business and utilizing strong publicity. Merit of new and improved product an important factor in gaining sales

a certain number of inches daily or semi-weekly, whatever the case may be, in the local newspaper. What the dealer, or rather each dealer in each community throughout the country, must do is to sell his products to the public through his publicity, whether it be newspaper advertising, window displays, direct mail, etc. He must first of all strive to create general interest. He must "sell" the public on the suitability of the products he handles as Christmas gifts. He must then be prepared to follow up this advertising by some real salesmanship.

Turning Shoppers Into Buyers

Talking machine stores in common with most other retail establishments will be crowded with shoppers. How many of these shoppers are turned into buyers is up to the dealer and more directly to the members of the sales force. Poor salesmen will let slip by many opportunities to make sales. Good men will reduce the number of shoppers and increase the list of buyers. Then, too, it is not impossible to

sell some of these shoppers a talking machine, radio, or whatever they may be interested in, at some later date. Each one of these individuals proves by entering the store of a dealer that he or she has some interest in the product. That is the best reason in the world why the salesman should take down the names and addresses for the purpose of follow-up. Many people shop around for a talking machine or radio set. They are going to buy but they want to be convinced that they are getting the best product for their money. A visit to the home of such a prospect may provide just the required force to turn uncertainty into a sale. That is good business. It is business that would otherwise be lost.

One point stands out clearly: The talking machine dealer is in a better position than he has been in years to do a big holiday business. The new and improved talking machines and records provide new and larger opportunities for volume sales. Much of the uncertainty that has characterized radio in the past has been removed and most dealers now have established radio departments in which are featured carefully selected lines. The trade has gained knowledge of radio merchandising and has eliminated many of the profit killing practices of the past and can go ahead with the assurance that there is a profit in each sale. The field for small musical instruments has been growing by leaps and bounds until now sales volume is merely a matter of intelligent merchandising. The field awaits exploitation. Holiday money will flow into retail stores, but, as has been emphasized, just how much of this money will be spent with talking machine dealers will be determined by the efforts of the merchants to promote interest in their lines.

E. W. Dahlberg in New Post

ATLANTA, GA., November 5.—E. W. Dahlberg recently assumed the management of the talking machine department of the Cable Piano Co. Mr. Dahlberg has a wealth of experience which well qualifies him for the position, having been connected with the retailing of talking machines for about eighteen years.

A LEADER FOR 1926-27 RADIO

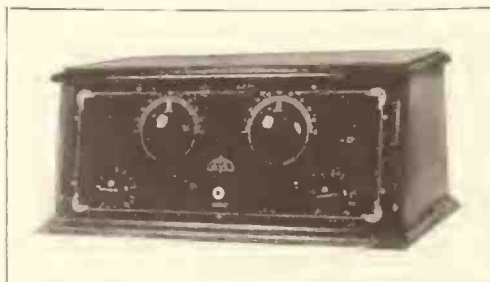
This instrument has been designed with 3 major factors being considered:

1. PERFORMANCE
2. APPEARANCE
3. PRICE

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

The LYRIC is embodied in a Mahogany Cabinet. The front panel

Nyacco Lyric



(2 Dial, 5 Tube Control Receiver)

is bakelite, size 7 x 18, and very attractively lithographed in gold.

The Rheostat and Tuning Knobs are also made of bakelite. Indicators and arrows engraved with gold. The condensers are of the S.L.F. type.

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

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

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

NEW YORK ALBUM & CARD CO., Inc.

Established 1907

23-25 Lispenard Street

NEW YORK



An Astounding Achievement

WE'VE harnessed the 8-tube Radiola Super-heterodyne to the De Luxe Panatropé (P-3 type) in this beautiful cabinet. This achievement is unquestionably the outstanding attainment in Music and in Radio. For the proud owner of the Panatropé & Radiola 148-C may now hear, as faithfully as in life, great orchestras . . . priceless voices . . .

the whole world of musical art. Then, at the mere turn of a switch, he may tune in the excellent programs of Radio with the finest Radio known—the Radiola.

The PR 148-C is the musical instrument which those able to afford the best will want to own. To the Brunswick dealer it offers the greatest sales opportunity of the year in the fields of Music and Radio.

Brunswick
Panatropes Phonographs Radiolas Records

THE BRUNSWICK-BALKE-COLLENDER CO., GENERAL OFFICES: CHICAGO

F. A. Cotton Now Eastern Manager of Bell & Howell—New York Headquarters

Rapidly Growing Business Made Addition of Branch Office Necessary—New Eastern Manager Formerly in Charge of Sales Promotion and Advertising at Firm's Chicago Office

The Bell & Howell Co., Chicago, pioneer manufacturer of motion picture cameras and equipment for professional and individual use, has announced the appointment of F. A. Cotton as Eastern manager, with headquarters at the New York branch office, 220 West Forty-second street. The appointment is the result of a rapidly growing business, making it necessary to expand the branch office quarters and increase the executive personnel to aggressively carry out the extensive merchandising plans the Bell & Howell Co. now has under way.

Mr. Cotton, who formerly handled sales promotion and advertising for the company at the Chicago office, is very enthusiastic about the benefit that he believes will be derived as a result of the new plans, not only by his company but by dealers who are qualified under the newly established policies to promote the sale of Bell & Howell products. In a chat with *The World* he made clear the reason for the remarkable progress his company has experienced in the last several years, saying:

"From the time that the Bell & Howell Co., which for nineteen years has specialized in professional motion picture cameras and equipment used exclusively in producing professional pictures, had designed and placed on the market the remarkably compact, light of weight, automatic motion picture camera and projector for individual use, there has been an increasingly large demand for this equipment. The idea of the individual being given the opportunity to take motion pictures that compared favorably with those seen at the better theatres, as easily as he had formerly taken snapshots, met with instant response.

"Our factory in Chicago, although being constantly increased in size, has been crowded to capacity and working overtime to meet the demand, and just recently a new six-story building was erected, which, it was believed,



F. A. Cotton

would provide sufficient space for quite some time. Although this new addition to our factory more than doubled our floor space, and the building has been completed and occupied for a period of only three months, it is already almost filled to capacity, which is some indication of the rapidity with which the demand for our products is increasing and of the growing interest in the sport of taking personal motion pictures.

"Our extensive national advertising campaign, just recently launched, including monthly full-page, four-colored ads in the *Saturday Evening Post*, has already greatly stimulated the consumer demand and is bringing additional Filmo business to the dealers' stores. Our recently established policy permitting the inclusion of the radio and talking machine retailer in the category of Filmo dealers has enabled many up-to-the-minute dealers in this classification to add a new and profitable department to their business, which is not only enabling them to increase their profits at this time, but to prepare to 'take up the slack' during the dull months in their other business.

"It now becomes necessary to expand our New York branch office and service quarters, which is being done by taking more than double the space formerly occupied. Our new office, located at 401-402 Candler Building, will enable us to increase our personnel and facilities for rendering a more complete service to our dealers and customers in this territory. In view of our increasing facilities for service and contact with dealers, and because of our new restricted dealer franchise arrangements, it is anticipated that there will be a brisk demand for information concerning representation, and this office will endeavor to take prompt action on all applications received in order that there will be no undue delay in the granting of the authorized dealer franchise in localities where we are not adequately represented, provided qualifications are satisfactory."

Clark Music Co. Adds the Columbia Viva-tonal Line

Large Central New York Music House Stocks the Entire Line of Machines and Records

SYRACUSE, N. Y., November 4.—An announcement of considerable interest was recently made by the Clark Music Co., 416 South Salina street, this city, one of the largest retail music houses in the East, stating that the store had added the complete line of Columbia Viva-tonal phono-



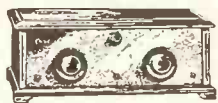
Clark Co.'s Columbia Display

graphs and the Columbia New Process records. The growing popularity of the Columbia line of phonographs and records is mainly responsible for the addition of the line to the merchandise stocked by the Clark Music Co., and the officials of the store are putting themselves wholeheartedly behind the new line so that its merits are becoming widely known to the residents of central New York who are served by this retail firm. The accompanying photograph, showing the large window display of the Columbia line which occupied the show space of the Clark establishment, indicates how the Viva-tonal is being presented to the public.

Perryman Tube Prices Drop

Price reductions in three types of Perryman tubes have been announced by H. B. Foster, general sales manager of the Perryman Elec. Co., New York. Type PD 200 A formerly listed at \$5 is now \$4; PA 171 heretofore \$6 is now \$4.50; and PA 112 formerly \$6.50 is reduced to \$4.50. The splendid volume of business which the Perryman company is enjoying, with consequent economies in production costs, make possible price reductions, according to Mr. Foster.

This Line Leads to Greater PROFITS



6 Tubes, 2 Controls \$75⁰⁰
Seven Solid Mahogany Cabinet



No. 60B, \$100



No. 60C, \$125



No. 60D, \$170



8,100,000 Families are Listening in on "Case" Advertising

THE MAGAZINES shown above carry the story of CASE performance, quality and low price to millions of families—many of them in your community. The CASE merchandising plan for dealer and jobber offers a complete and profitable tie-up to this large advertising campaign that will help you get more business from your territory.

CASE Radio Sets offer the three combined factors that assure the most profitable franchise for the dealer:

- (1) Six-tube sets of unusual performance ability.
- (2) Attractive low prices—liberal dealer profits.
- (3) National advertising and dealer helps.

An Established National Institution with Over 500 Jobbers

Thousands of CASE Sets are in satisfactory use throughout the country. Users tell of unusual performance records. CASE Sets have a five-year record to their credit and are manufactured by a well established, well-financed organization that has shown a steady growth each year.

Write today for complete literature and information

INDIANA MFG. & ELECTRIC CO.
MARION, INDIANA

CASE
RADIO PRODUCTS

Longer-Playing Records



Are You Capitalizing on This Latest Brunswick Achievement?

BRUNSWICK'S 12-inch longer-playing records are the biggest value in records today. Eleven minutes of music for \$1. And don't forget

that Brunswick's 10-inch records offer more music than old records ever did. They play longer, and better! And the price remains unchanged!

Brunswick

Panatrofes Phonographs Radiolas Records

THE BRUNSWICK-BALKE-COLLENDER CO., GENERAL OFFICES: CHICAGO

Aroldo Lindi, Opera Star, Recording for Columbia

Famous Continental Opera Singer Who Has
Appeared in Leading European Capitals
Listed on Columbia December Releases

To a long list of famous singers the Columbia
Phonograph Co. has added the name of Aroldo
Lindi, whose sensational singing has endeared



Aroldo Lindi

him to the opera-loving people of the European
countries. Although born in Sweden, Lindi was
reared and educated in America. It was in this
country that he began the career which has led
him to the capitals of Europe, there to gain
great fame. After studying in New York Lindi
sang "Aida" and "Pagliacci" with outstanding
success in many cities of the United States. His
masterful singing in these operas won for him
high praise from many prominent critics.

From New York Lindi went to Italy and
sang "Aida" at the Dal Verme Theatre of
Milan, where he created a sensation. After this
triumph he won further renown by singing
throughout Europe to most enthusiastic audi-
ences. After a career of only three years
Aroldo Lindi's successes cover such theatres as:
La Scala, of Milan; Covent Garden, London;
Costanzi, of Rome; San Carlo, of Lisbon; Royal
Opera of Madrid; Reggio, of Parma; Royal
Opera of Stockholm; Massimo, of Palermo;
where he has sung the roles of "Tosca," "Il
Trovatore," "Aida," "La Forza del Destino,"
and "Pagliacci."

America's first chance to hear the young
singer will come in the December release of
the records which he has recorded for the
Columbia Phonograph Co.

G. A. Barlow's Son Co. Completely Reorganized

The music house of G. A. Barlow's Son Co.,
of Trenton, N. J., has been completely reorga-
nized and several new officers have been elected.
Frederic Barlow remains as president and Sum-
ner Barlow has been elected secretary, C. E.
Beith, assistant secretary and Mrs. J. C. Traver-
ton, treasurer. H. A. Glasser who was formerly
connected with Barlow's, but who more recently
occupied the post of manager of Landay Bros.'
Newark store, has been elected vice-president,
general manager and member of the board of
directors. Mr. Glasser is well qualified to take
over the active management of the business,
having had many years' experience in the retail-
ing of musical instruments.

The Brunswick Shop of Evanston, Ill., re-
cently completed extensive alterations, includ-
ing a handsome new demonstration room, in
anticipation of busy Fall and Winter seasons.
This concern is enjoying a rapidly growing
demand for the lines it handles.

Initial Payment Must Give Buyer Sense of Ownership

Interesting Remarks on Principles of Instalment
Sales Contained in Address by Robert G.
Paine Before Credit Men's Association.

Some interesting remarks on the fundamental
principles which underlie an instalment sale
were recently contained in an address given by
Robert G. Paine, vice-president of the Com-
mercial Investment Trust, Inc., before the
Albany Association of Credit Men. In part, he
said: "The purchaser must make sufficient ini-
tial payment to create an equity and the sense
of ownership, rather than a feeling that he is
renting the article. The initial payment must
be large enough to leave a deferred payment
below the value of the commodity. The term
of payment must not go beyond a point where
the value and utility of the commodity ceases
to encourage the purchaser to retain it as an
article of real worth to him, in which he re-
tains a real substantial equity. The amount of
each partial payment must not exceed the ability
of the debtor to pay as related to his income
and his other expenses. The instalment pay-
ments must be large enough and frequent
enough to keep the value of the commodity well
above the remaining unpaid balance.

"Proper investigation is essential before ap-
proving instalment credits. Upon the thorough-
ness of this investigation and efficient weighing
of the facts disclosed will determine, in great
measure, what success or difficulty is to be sub-
sequently experienced in collecting the account.
When judging the soundness of a purchaser's
credit, his moral character must be carefully
weighed in addition to his financial position, for
after all it is the fundamental credo that the
question of a borrower's willingness to pay is
just as important as his ability to pay."

There is food for thought in this talk for
retailers of talking machines.

PEERLESS ALBUMS and PORTABLES

Get your share of the Holiday Gift money. Record Albums
make most appropriate presents and when sold create heavy
record sales.

*Display Albums and you will
sell Albums—and Records too*



Genuine Leather Covered
Peerless Portable
In Black, Brown and Blue

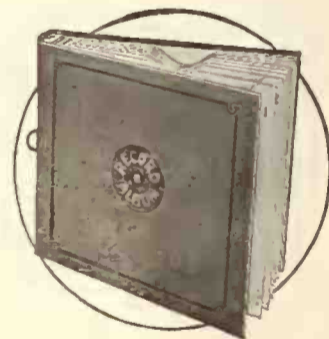
The Peerless Portables—covered
with genuine leather—are remark-
able values at \$25.00 The purchaser
immediately notes the difference in
quality leather—and sees the added
value of these rich instruments as
gifts.

Write for Sample of the above and ask about our
wonderful value in the Peerless \$15.00 Portable

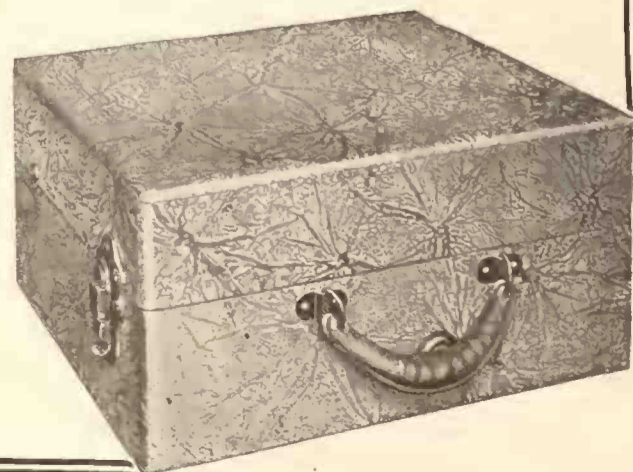
PEERLESS ALBUM CO.

PHIL. RAVIS, President

636-638 BROADWAY, NEW YORK



\$25⁰⁰
Retail



Sell Stromberg-Carlson Receivers - Stromberg-Carlson Equipped

The same engineers who produced the famous 6-tube "totally-shielded" receivers; the "Universal" models and the 5-tube "coil-shielded" receivers now present an equally efficient line of essential accessories.

Spurred by the need of accessories which would obtain from Stromberg-Carlson's the splendid reception that they are capable of yielding, these engineers were forced to develop certain units specifically for Stromberg-Carlson Receivers and for these Receivers alone.

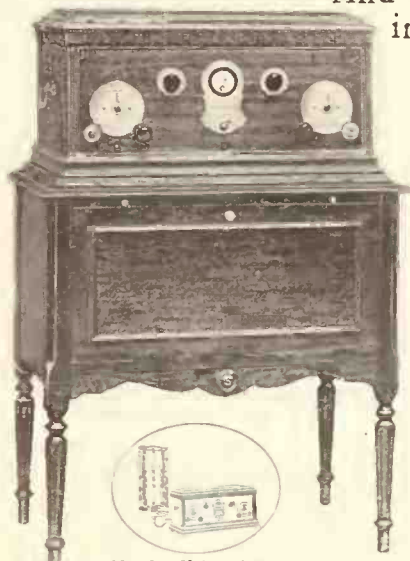
And because there was no necessity to compromise in the design of these accessories by building them to fit all kinds of sets, it was possible to give them full efficiency for Stromberg-Carlson Receivers.

STROMBERG-CARLSON
TELEPHONE MFG. CO.

ROCHESTER, N. Y.



No. 602 Universal Receiver, Art Console. 6-tube; totally shielded; dual control; equipped with voltmeter; space for all socket power units or batteries. American Walnut. Price, without accessories or Loop, but including external Cone Speaker. East of Rockies \$365; Rockies and West \$400; Canada \$475.
No. 101 Loop Outfit, East of Rockies \$22.50; Rockies and West \$25.00; Canada \$31.50.



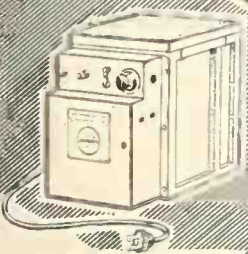
No. 601 Universal Receiver, Treasure Chest. 6-tube; totally shielded; equipped with voltmeter; solid Mahogany. Operates off either house current or batteries. Price, without accessories or Loop, East of Rockies \$225; Rockies and West \$240; Canada \$295.
No. 101 Loop Outfit East of Rockies \$22.50; Rockies and West \$25.00; Canada \$31.50.
No. 61 Radio Cabinet Table. For No. 601 Receiver. Price East of Rockies \$56.00; Rockies and West \$68.50; Canada \$48.50.



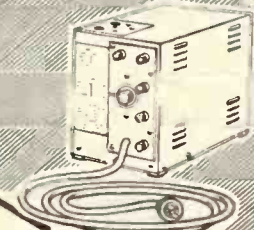
No. 501 Receiver, Art Console. 5-tube; coils shielded; equipped with voltmeter; operates off house current or batteries; space for socket power units or batteries; American Walnut. Price, less accessories but including external Cone Speaker, East of Rockies \$325; Rockies and West \$355; Canada \$380.



No. 501 Receiver, Treasure Chest. 5-tube; coils shielded; equipped with voltmeter; operates off either house current or batteries; solid Mahogany. Price, less accessories, East of Rockies \$180; Rockies and West \$192.50; Canada \$225.
No. 51 Radio Cabinet Table. For use with No. 501 Receiver. Mahogany finish. Price East of Rockies \$54.50; Rockies and West \$67; Canada \$43.50.



The "A" Socket-Power Unit (Gould Unipower, built to Stromberg-Carlson specifications). A reliable source of filament current, operating from house lighting mains. Price East of Rockies \$38; Rockies and West \$43; Canada \$51.



Stromberg-Carlson No. 401 "B" Socket-Power Unit. Eliminates "B" batteries by substituting filament power from house current. Designed to meet Underwriters' requirements. Requires one UX-213 rectron tube. Price East of Rockies \$58; Rockies and West \$64; Canada \$79.50.



Stromberg-Carlson No. 301 Power Switching Relay. A bridging relay for giving single switch control when socket-power units or external super-power amplifier is used. Price East of Rockies \$21; Rockies and West \$21.75; Canada \$15.



Stromberg-Carlson No. 5 Audio Output Transformer. Improves reception and avoids possibility of damaging insulation of loud speaker when power tubes are used. Can be used with any cone speaker. Price East of Rockies \$6; Rockies and West \$6.55; Canada \$8.15.



Stromberg-Carlson No. 10 Audio Filter. Eliminates transmitting of rattling noises from over loaded tubes to cone speaker. Price East of Rockies \$3.50; Rockies and West \$3.65; Canada \$4.80.



No. 5-A Cone Speaker. Violin wood soundboard. Price East of Rockies \$35; Rockies and West \$40; Canada \$45. Licensed under Lektophone patents, 1271517 and 1271519. Others pending.



Stromberg-Carlson

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



(Registered in the U. S. Patent Office)

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Cable Address: "Elbill," New York

NEW YORK, NOVEMBER 15, 1926

Better Class Records Now to the Fore

NO more important development has followed the introduction of the new and improved phonographs and records than the demand from every side for records of better class music. In many cases this demand has made itself evident without any great amount of work on the part of the dealer, but, where the retailer has given thought to cultivating this most desirable type of business the results have been surprisingly satisfactory. It is claimed by those who have been in the talking machine business for many years that at no time has the record buying public shown such a spontaneous interest in the classics and in opera and concert records.

Several reasons can be ascribed for this improved class of record demand, but fundamentally it is due to the growth of musical appreciation on the part of the public generally, developed by various means. The radio, for instance, is given full credit for making the listener-in acquainted with the better things in music. Not only do the stations themselves offer these high-class attractions, but individuals and organizations have shown a strong inclination to hire the facilities of one station or chain of stations for programs featuring artists of international prominence, which means featuring also the class of music those artists naturally favor. Then, too, there are the municipal concerts by bands and orchestras, the work of school musical organizations, the music memory and Music Week programs, which lean noticeably towards standard and classical selections. The most important point, that cannot be overlooked, is that the phonograph itself, through improved recording and reproducing media, has been able to give to this music in reproduction a value not heretofore possible. Even the old style machines, properly equipped with new type reproducers and supplied with new records, can be depended upon to present good music as it should be presented.

This leaning of the public towards better records is not casual but is actually making itself felt in volume record sales, for what some dealers are doing with special sets of high-class records, such as the Columbia Masterworks Series, Victor Album sets, etc., is little short of astonishing. It means that there lies before the dealer an

opportunity for realizing upon the standard section of his record stock, as well as upon the popular section. It will take a little effort to get the best results. He must develop, as other successful dealers have developed, methods for bringing these good records to the attention of those most likely to be interested, which may be done through announcements in the concert columns of newspapers, in concert hall programs, and even in the radio sections of local newspapers when concerts of good music are programmed. It means also that there must be intelligent salesmanship on the part of the sales force equipped by special training to talk sensibly regarding good music and meet the discriminating customer on his own ground.

The organization in various sections of the country of phonograph and gramophone societies, composed of phonograph owners who get together at regular intervals for the purpose of discussing musical material available through the medium of records, is a movement that can well be encouraged by the dealer and in fact is being encouraged for the reason that the retailer can do much to guide the society members in their selection of material and can likewise profit himself in a business way through the contact. These society members, too, are devotees of good music, and that they think well enough of the possibilities of the phonograph to meet together to discuss this music speaks well for the new public attitude towards the improved products. Although such societies have been more or less common in England for two decades or more it is only recently that Americans apparently took their phonograph music seriously enough to form special groups for its discussion.

The demand for good records and the various movements to improve the public taste in records are to be welcomed and supported by the dealer, for it is the sort of business that insures the permanency of interest in the phonograph as it is constituted to-day. This interest is what insures the record sales of the future.

What the Radio Census Indicates

ACCORDING to figures of the United States Census Bureau recently issued, there were manufactured in 1925, 2,180,622 radio receiving sets, as compared with 190,374 for 1923, representing an increase within the short period of two years of something over 1000 per cent. Some trade members do not agree with the Government's totals for 1923, claiming that they are far too low, and there are some who also disagree with the 1925 figures, but the fact remains that the census report represents the only official survey of the industry and as such takes precedence over plain surmises.

The census also reports that the value of all the products of the radio trade in 1925 was \$170,390,572 (manufacturers' prices), as compared with \$54,000,470 in 1923, representing a gain in value of 215 per cent. This is significant in view of the fact that much lower prices prevailed last year than during 1923. In fact, the actual gain based on comparative prices would be several times as great as that reported.

Even the census figures, regardless of how low they may seem to trade enthusiasts, give radio credit for producing in 1925 products exceeding \$300,000,000 in value according to consumers' prices, which represents a most respectable figure for an infant industry.

The growth of the radio trade affords an object lesson of the willingness of Americans to loosen up their purse strings to the tune of a billion dollars or more within a comparatively few years for the purpose of a new medium of entertainment.

Using Business Judgment on Trade-ins

IN relaying to the readers of The Talking Machine World last month the suggestion of an active trade member that it would be a matter of business efficiency to junk certain types of machines taken in exchange for new style instruments rather than endeavor to put those machines again into salable shape at a cost that meant at least an increase in the loss on the trade-in, it was stated specifically that only a portion of exchanged machines were in a condition to warrant junking.

The suggestion in no sense recommended the destruction of all exchanged machines, for, as a matter of fact, a substantial majority of them can be repolished, equipped with new and modern sound

(Continued on page 11)

Columbia

Announces

**The second of a series
of advertisements /**

*2 pages facing
in color
in*

**THE SATURDAY
EVENING POST**

This Advertisement Appears in *THE*

The Lost Chord



RECOGNITION of the Viva-tonal Columbia's revolutionary improvement in all tone effect is instantaneous, but the hearer will be especially impressed by the increased richness and authority of the bass notes.

Once but faintly and blurringly heard, it is as if the veil of obscurity had been withdrawn from these notes, leaving them in full balance and perspective. The entire musical range has been widened, every limitation to perfect reproduction removed.

The New

Viva-tonal

COL

found!

The Viva-tonal Columbia has found the chords once thought to be forever lost to the phonograph

It is more than a phonograph. It is the successor to the phonograph—a true super-phonograph.

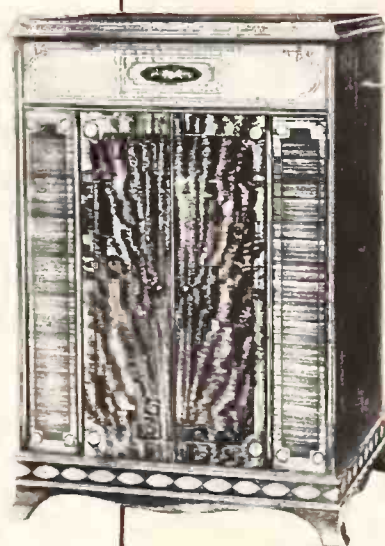
It makes superb music even more superbly musical than any you ever before listened to on a phonograph.

It gives to music a brilliance—a grandeur—that makes it almost indistinguishable from that produced by musicians themselves playing in your actual presence.

All that music is today, the Viva-tonal Columbia is. It is the orchestra itself playing; the voice singing—"like

life itself." Every vibrant passage, whether from the impassioned heights of intensest musical feeling, or from the cool, sombre depths of slow, soothing melody, is rendered exactly as the composer meant it to be rendered.

Hear the Viva-tonal Columbia. It will astonish and thrill you with its amazing volume, its wonderful interpretation of the *tempo* and rhythm of band and orchestra, its clarity and resonance, and the sheer beauty it can bring forth from those almost hidden grooves in the records you play on it.



Viva-tonal Columbia Model 810 . . . \$300 (Decorated Brown Mahogany)

Model 800 . . . \$275 (Two-Tone Walnut)

Viva-tonal Columbia Model 710 . . . \$175 (Decorated Brown Mahogany)

Model 700 . . . \$160 (Two-Tone Walnut)



Viva-tonal Columbia Model 611 . . . \$115 (Decorated Walnut)

Model 601 . . . \$90 (Two-Tone Brown Mahogany)

Columbia New Process Records — *Viva-tonal Recording, Electrical Process*

The epoch-making process of recording used in Columbia New Process Records is offered to the public by the Columbia Phonograph Company through arrangement with the

Western Electric Company

The dealer who will demonstrate the Viva-tonal Columbia for you will also play for you these vastly superior Columbia New Process Records—

THE RECORDS WITHOUT SCRATCH

COLUMBIA PHONOGRAPH COMPANY
1819 Broadway, New York



Columbia

-like life itself

The Electric Records Without Scratch!

TED LEWIS

Every audience in "Rufus Le Maire's Affairs" wants to hear Ted Lewis and His Band play "The New St. Louis Blues" at least twice. You'll encore when you hear it too. In the coupling, "My Mamma's in Town," Ted sings the vocal chorus.



Ask for 697-D 10 in. 75c

[The New St. Louis Blues
Fox Trot
My Mamma's in Town
Fox Trot]

Columbia
NEW PROCESS **Records**
THE RECORDS WITHOUT SCRATCH

"BARCELONA"



"Barcelona," with all the vocal fixings—new Spanish onestep hit, duplicates the success of "Valencia." Sung by The Singing Sophomores, famous male quintet. "I'd Love to Meet That Old Sweetheart of Mine," makes a wonderful "close harmony" coupling.

Ask for 732-D 10 in. 75c

[Barcelona
I'd Love to Meet That
Old Sweetheart of Mine]

Columbia
NEW PROCESS **Records**
THE RECORDS WITHOUT SCRATCH

Columbia

NEW PROCESS

Records

(Viva-tonal recording)
"like life itself"

recorded

Electrically

the
one great
advance in
the record-
ing art in
twenty
years

Columbia
The records without scratch

PAUL ASH



Folks with a good pair of "dancing dogs" under them prick up their ears when they hear Paul Ash and His Orchestra play "Precious" and "Oh! If I Only Had You." Simply can't make your feet keep still. Paul Small and Milton Watson trot out the vocal chorus for these popular fox trots.

Ask for 707-D 10 in. 75c

[Precious - - Fox Trot
Oh! If I Only Had You
Fox Trot]

Columbia
NEW PROCESS **Records**
THE RECORDS WITHOUT SCRATCH

"TRUDY"

Gertrude Ederle swam the Channel and made a record. Now we've made a record for her. "Trudy" is a great fox trot—vocal chorus by Ray Stillwell. The coupling, "Ting-A-Ling the Bells'll Ring," a sentimental fox trot, also with vocal chorus, is by Irving Berlin, just written for "The Cocoanuts." Both played by Fred Rich and His Hotel Astor Orchestra.

Ask for 720-D 10 in. 75c

[Trudy - - Fox Trot
Ting-A-Ling the Bells
'll Ring - - Fox Trot]



Columbia
NEW PROCESS **Records**
THE RECORDS WITHOUT SCRATCH

Columbia

Columbia New Process Records include all the popular dance, vocal and instrumental hits. Also "Masterworks" album sets of imported and American recordings of the works of the great composers.

Columbia New Process Records are sold wherever good music is appreciated. Your dealer displays the familiar trade-mark. Ask him or send direct for complete monthly catalog-list of recent Columbia records.

COLUMBIA PHONOGRAPH COMPANY, 1819 BROADWAY, NEW YORK CITY

boxes and resold on a basis that will mean at least a small profit to the dealer and a fair deal to the customer in giving him an excellent musical instrument at a moderate price.

If the retailer watches his trade-ins and accepts only those machines that can be re-equipped without great trouble and resold at a price that will at least enable him to break even with the allowance, then he need not worry of disposing of unsalable instruments. On the other hand, if, in his anxiety to make a sale, he accepts an old instrument that has been misused and needs extensive refinishing and repairing to enable him to realize even a part of his allowance, then he is wasting time and money in endeavoring to make it presentable.

It is up to the dealer himself to judge machine quality. When he is making an allowance he is offering cash for a definite piece of merchandise, but if that merchandise is not worth what he offers for it, or cannot be made to bring that amount on resale, then he is throwing away money. If he will buy old machines from prospective customers for new ones, on the allowance plan, as carefully as he buys new machines from the factories, the question of junking will have no need of entering into his plans.

Is the One-Line Phonograph Dealer Passing?

THE idea of exclusive representation among talking machine dealers of the country, that is the tying up with one particular line, appears to be passing, for within the last few months a very substantial number of one-line dealers who might be termed real stand-patters have seen fit to introduce into their phonograph departments one, and sometimes two other lines, and have found that the move proved beneficial from a business standpoint.

This plan of carrying two or three different lines is declared to have various advantages. First, it serves to meet competition to a certain degree by making it possible for the prospective buyer to make comparisons between various makes in one store. Secondly, it provides a wider range of records both by popular artists and the artists and musical organizations of the higher type, and, thirdly, it enables the dealers as a rule to keep on hand a sufficient number of instruments in popular price range.

There are dealers who have clung, and still cling, to one particular line of machines and records, feeling that they can thus conserve capital and, by proper effort, do a sufficiently large volume of business. In many cases their success has backed up their logic, but the fact that numerous retailers are broadening their lines presents a new trade angle that is worth considering and watching.

Exports of Talking Machines and Records

EXPORTS of talking machines and records show a steady increase, particularly to South American countries. In the latest report published by the United States Government for the month of August it is interesting to note that Mexico purchased talking machines and records to the amount of \$51,166; Cuba, \$40,445; Argentina, \$42,487; Brazil, \$45,549; Colombia, \$33,415; Peru, \$15,328; Uruguay, \$14,997; Chile, \$15,736; Venezuela, \$13,562; Costa Rica, \$5,061. This is entirely apart from sales of machines

and records that range in total value from \$1,000 to \$5,000 to other of the South American countries.

The South American market is one full of promise. The orders just referred to have largely come without effort, because there have been no extensive campaigns or propaganda carried on by our manufacturers in foreign countries to emphasize the wonderful values embodied in talking machines and records of American manufacture.

After South America the biggest buyer is Australia, which purchased talking machines and records to the amount of \$32,457. Next come the Philippine Islands, which purchased goods to the amount of \$18,911, and Canada, whose purchases amounted to \$13,106. New Zealand's purchases amounted to \$6,000, and China, \$5,191. British South Africa, Hong Kong and Kwangtung purchased goods of almost similar value.

All in all the exports of talking machines and records for one month reflect a very healthy condition of business and manifest an increasing appreciation of American-made instruments and records, particularly in South America, and for that matter throughout the world.

Logic of Early Ordering Proving Itself

FOR some months past, and in fact early in the Spring, factory representatives of the leading talking machine companies, together with the distributing organizations, urged upon the dealers the wisdom of ordering, well in advance, a sufficient quantity of popular models to insure adequate supplies for the Fall and Winter season. As often happens, these warnings were too frequently regarded as propaganda designed to fill the order books of the distributor and the factory, and too many dealers sat tight and ordered meagerly in the belief that when larger supplies of machines were required they could be obtained without great difficulty.

This year, at least, the factory men and the wholesale representatives were not bluffing. They were acquainted with production facilities and in a great measure with prospective demands and realized that even with normal business prevailing, there was bound to be a shortage of those models in the medium price range. That shortage is already apparent, and is going to grow more serious as the holiday season gets closer.

Authorities agree that successful business depends in the greatest measure upon good buying, and good buying means having salable merchandise on hand when the call for it develops. The retailer who expects to stay in the talking machine business need not plunge in buying but he can and should at least anticipate what might be considered normal requirements. That means that he is assured of his ability to care for a fair proportion of the business offered. When he holds back and orders from hand-to-mouth, he has no one but himself to blame and possible sales walk out the door and to his competitor. Warnings of approaching possible shortages of stock coming from responsible manufacturers and their representatives should receive at least fair consideration from the retailer, but whether or not he heeds the warning and protects himself by estimating his probable requirements and placing orders to meet them depends on his business accumen.

National Record Albums

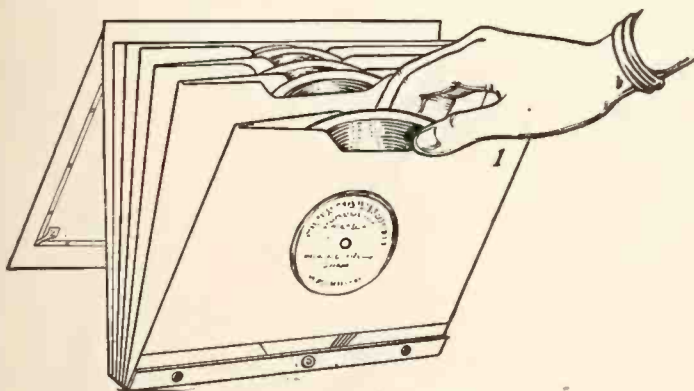
are

Good Albums

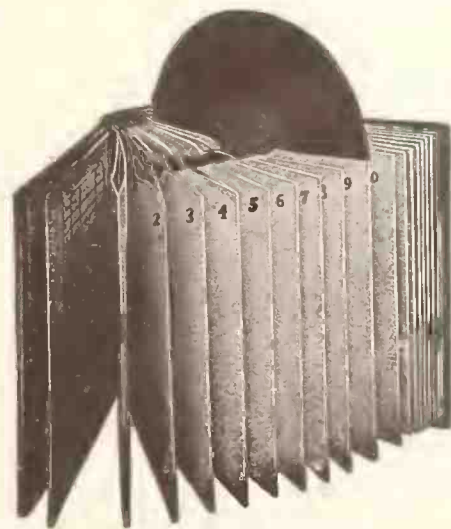
Nationally known because they give real satisfaction.

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

Write for our list of 1926 styles and prices



NEW PORTABLE ALBUM



THE PERFECT PLAN

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

Radio Corp. of America Arranges for Broadcasting of Symphonic Concerts

Series of Symphonic Concerts to Be Broadcast Every Saturday Night Throughout the Winter Months by the Boston Symphony Orchestra and the New York Philharmonic Orchestra

Following out its policy of broadcasting the highest grade musical programs, the Radio Corp. of America has concluded arrangements to broadcast symphonic concerts every Saturday night throughout the Winter. The two renowned orchestras that will be heard during this series are the Boston Symphony Orchestra, under Serge Koussevitsky, which will be broadcast from Symphony Hall, Boston, by Stations WBZ, Springfield and Boston, Mass.; WJZ, New York City; WGY, Schenectady, N. Y., and WRC, Washington, D. C., and the New York Philharmonic Orchestra, under Willem Mengelberg, Furtwaengler, Toscanini and Hadley.

In the twelve Students' Concerts by the New York Philharmonic Orchestra, on intermittent dates, the last of which is scheduled for the early part of April, Wm. Mengelberg will conduct the full orchestra of 110 men. The concerts will be given in Carnegie Hall, and are especially designed to fit the needs of the student musician, the series being arranged in educational form, tracing music from the days of the early masters to the more modern composers.

The opening concert of the twin series was

given on October 9 by the Boston Symphony Orchestra and was so successful that arrangements were made to continue the series until the latter part of April.

The complete schedule of Saturday night symphonic concerts is as follows: October 9, Boston Symphony; October 16, Boston Symphony; October 23, Boston Symphony; October 30, New York Philharmonic; November 6, New York Philharmonic; November 13, New York Philharmonic; November 20, Boston Symphony; November 27, New York Philharmonic; December 4, Boston Symphony; December 11, Boston Symphony; December 18, New York Philharmonic; December 25, Boston Symphony; January 1, New York Philharmonic; January 15, New York Philharmonic; January 22, Boston Symphony; January 29, Boston Symphony; February 5, New York Philharmonic; February 12, New York Philharmonic; February 19, Boston Symphony; February 26, Boston Symphony; March 5, Boston Symphony; March 19, New York Philharmonic; March 26, New York Philharmonic; April 2, New York Philharmonic; April 16, Boston Symphony; April 23, Boston Symphony; April 30, Boston Symphony.

Dealer Uses Color Effects to Add to Effectiveness of Record Demonstrations

Snyder Music Store, of Wilkes-Barre, Pa., Finds That the Appeal for Different Types of Records Is Heightened or Lessened by the Use of Different Colored Lights

Does color have anything to do with selling records and musical instruments? This is a question that has been answered in the affirmative by the Snyder Music Store, of Wilkes-Barre, Pa., which has found the use of color effects in demonstrating records and musical instruments so profitable that it has made it a regular feature of their establishment.

The first experiments in this line of salesmanship showed such good returns that the company has had a salon installed in the store where all musical instruments are demonstrated and where concerts of the new records released by

the producing companies are given. No admission is charged, and when the instruments and records are played certain color effects are flashed on to illuminate the salon.

Blue-tinted lights are used when classical records are played. Modern Oriental music is featured with reds and yellows, and for the modern compositions of the jazz type the salon is lighted with the glare of high-powered incandescents. This lighting plan imparts an influence that acts on the subconscious senses of the audience and emphasizes the composer's appeal in the instrumental or vocal rendition.

This firm has also gone in for amplification of this idea so far as the children are concerned. The little folks appear to be demonstration-proof, but they have special booths for them which are arranged with nursery furniture and made up in such a way that the children's records are more attractive and the youngsters ask the older folks to buy them.

In addition, the firm has won attention from music lovers by its special school of "educational propaganda," acquiring the name of being a conservatory rather than a mere retail establishment through its fostering of talent. Recital rooms, auditorium and salon are all open to local and imported artists. Any person desiring musical instruction is admitted free to these special sessions of the school and is given an opportunity to hear musicians and compositions in which he is interested.

Giant "Talker" Attracts Attention at the Sesqui

Huge Instrument on Balcony Over Main Entrance to U. S. Government and Transportation Palace Fills Structure With Music

Advances made in musical recording and reproduction in the last two years are being demonstrated in a spectacular manner in the U. S. Government and Transportation Palace at the Sesqui-Centennial Exposition in Philadelphia. A gigantic talking machine is installed on a balcony just over the main entrance to the building and its music fills every part of the vast structure. Programs, changed daily, are given on the instrument at intervals throughout the day and until the closing hour in the evening, and they never fail to cause a crowd to gather. Designed upon the orthophonic principle, which makes possible reproduction of the full range of musical sound, the huge instrument was developed especially for use in churches, theatres and other large buildings where it was necessary to duplicate, or even exceed the volume of the original production.

Not only does the Sesqui-Centennial Exposition instrument reproduce the complete range of musical sound with fidelity, but it gives as well the exact effect of a band, an orchestra, a pipe organ or an instrument. When it was first installed, and before it was identified by an explanatory sign, attendants were kept busy by visitors who wanted to know where the band or the pipe organ was.

The great horn or sound passage measures eighty by ninety inches at the opening. The usual ten-inch and twelve-inch disc records are used, the mechanical vibrations being picked up from the record groove by means of a needle. The needle bar, vibrating in an electro-magnetic field, sets up pulsating electrical currents, which are amplified to the desired volume by vacuum tubes of the most improved type. The output is a specially designed loud speaker assembly and the great horn.

So ingeniously has the instrument been installed that visitors have difficulty at times in locating the exact source of the music. The horn opening is covered by a silk screen and the operator and amplifying equipment are concealed.

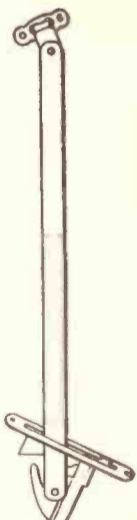
The sign on the instrument designates it as the Auditorium Orthophonic Victrola and it was built especially for the U. S. Government Exhibit by the Victor Talking Machine Co.

Talking Machine Co. of Birmingham Adds Fada


The appointment of the Talking Machine Co., Birmingham, Ala., as a Fada distributor, has been announced by Louis J. Chatten, sales manager of F. A. D. Andrea, Inc. The appointment carries exclusive representation for the entire line of Fada products in Alabama and western Florida. The Talking Machine Co. has been a Victor distributor for many years.

FULL LINE of HARDWARE


For Radios and Phonographs



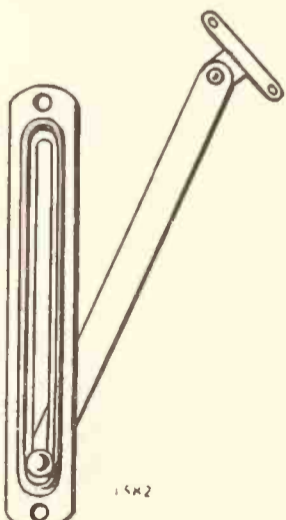
1400




1557




626—4 1/4"
624—6"




1542




1566
Portable
Needle Cup



Piano Hinge—any length



Invisible Hinge



TO OPEN
PRESS
HERE

H. A. GUDEN CO., Inc.

87 WALKER STREET
NEW YORK, N. Y.

The
WORLD'S
LARGEST
SERVICE
INSTITUTION



Everybody's
TALKING MACHINE CO. INC.
810 ARCH ST.
PHILADELPHIA, PA.

Makers of *Honest Quaker* Products

Presenting Art Products in a Fine Setting

Progressive Dealers Are Giving More Thought to the Interior Display of Instruments — Spanish and Gothic Interiors Are Favored

In the circus they call it the "flash," in certain social circles it is termed "putting up a front," in the retail establishment it comes under the head of "attractive equipment," but when all is said and done the purpose of the "flash," the "front" or the equipment is to attract attention and make a favorable impression. The circus would probably be quite as efficient without tinsel, brilliant uniforms and myriads of

ble but to having them elaborate within their means, considering that the money thus spent is well invested by its effect in appealing to the best class of trade and in cutting down sales resistance.

To-day, frequently, more money is spent in decorating and furnishing a single room in a retail music store than was spent a few years ago in decorating an entire establishment, and

In other establishments there is shown a tendency to follow the early English periods in interior decorations and fittings. Beamed ceilings and richly paneled walls develop an air of warmth and comfort that fits in well with the scheme of musical instrument selling. The same may be said of the interior treatments after the Renaissance, or, to be more exact, the Italian Renaissance. Here, too, the use of woods in soft finishes tends to provide a harmonizing background for a great variety of talking machine styles.

Smerda's New Interior

For those who seek to follow different schools in the decorative treatment of the various rooms in their establishments there is cited the case of Smerda's Music House, which recently opened remodeled quarters at 5800 Broadway, Cleveland. The feature of this store is the group of three period rooms, one in Spanish, one in Italian, and the third in German Gothic, the last a most unusual period to follow in the designing of modern business interiors, but which, in this particular case, was carried out in a manner that followed faithfully the dictates of the period and yet reflected excellent decorative taste according to present-day standards.

In this particular case the well-known decorator, Frank Border, was called in to handle the remodeling work and the reproduction of the German Gothic Room presented herewith gives an excellent idea of how he accomplished his mission. It resembles the room of a mediaeval castle, with the ceiling beamed, the massive doors hand-carved, and flanked on either side by figures in armor. Shields and other implements of war are hung about the walls, and the furniture, although massive in the spirit of the period, is nevertheless so treated as to get away from the idea of its being cumbersome.

Rooms Attract Wide Attention

The three period rooms attracted immediate attention and provide effective display quarters for the company's line, which includes Brunswick Panatropes and phonographs, Victrolas, RCA and Atwater Kent radios, band and orchestra instruments, as well as pianos and sheet music. It reflects the modern idea that retail establishments do not have to be cold and formal to reflect the spirit of business, for it is quite possible to build trade in quarters that are homelike and comfortable.

Baker Opens Branch Store

Baker's Music House, of Ossining, N. Y., recently opened a branch at Croton-on-Hudson. A complete line of musical instruments and radio receivers is carried. The branch store will be under the direction of the office, located on Main street in Ossining.

The Anchor Radio Co., Dallas, Tex., recently secured the agency for Atwater Kent radio receivers and accessories.



German Gothic Room at Remodeled Quarters of Smerda's Music House

lights, and merchandise could still retain its quality even though shown against a plain and ordinary background, but the appeal that makes the public loosen its purse strings willingly and feel satisfied would be missing.

The average talking machine dealer, in the management of his store, seeks to make it attractive, so far as he and those who help him measure attractiveness. He feels that he can spend so much money on interior decoration and equipment and cuts according to his cloth, often feeling that he is building up an expense that will require unusual efforts to cover. Yet, the greatest proportion of this decorating and equipping is simply flash, more solid and lasting than the circus tinsel, to be sure, but nevertheless designed to take the customer off his guard, to make him feel comfortable and cheerful, to forget his troubles and to be in a frame of mind to spend generously and willingly.

Trend Toward Interior Improvements

More and more are retail merchants, particularly in the music trade, giving thought not alone to having their establishments comforta-

ble but to having them elaborate within their means, considering that the money thus spent is well invested by its effect in appealing to the best class of trade and in cutting down sales resistance. this is simply because such an expenditure is regarded as investment under the heading of advertising. If the room is attractive enough to be talked about; if it adds to the spoken word in convincing the customer as to the attractiveness of the instrument offered; if it creates the illusion of an attractive home and gets the customer away from the cold store atmosphere, then a reasonable expenditure is warranted.

Types of Store Interiors

Particular favor has been shown for the Spanish type of interior, not only because of its quaintness of treatment but for the ruggedness of design that permits of alcoves, arches, grille work partitions and odd lighting that generally affords a most attractive background for any type of instrument. This type of interior, frequently termed "Mission," first became popular on the West Coast where the old Spanish Missions furnished inspiration, but the spirit has traveled East as is evidenced in the elaborate Spanish-type interior of the new building opened not long ago by R. Montalvo, Jr., in New Brunswick, N. J.

STARR PIANOS STARR PHONOGRAPHS

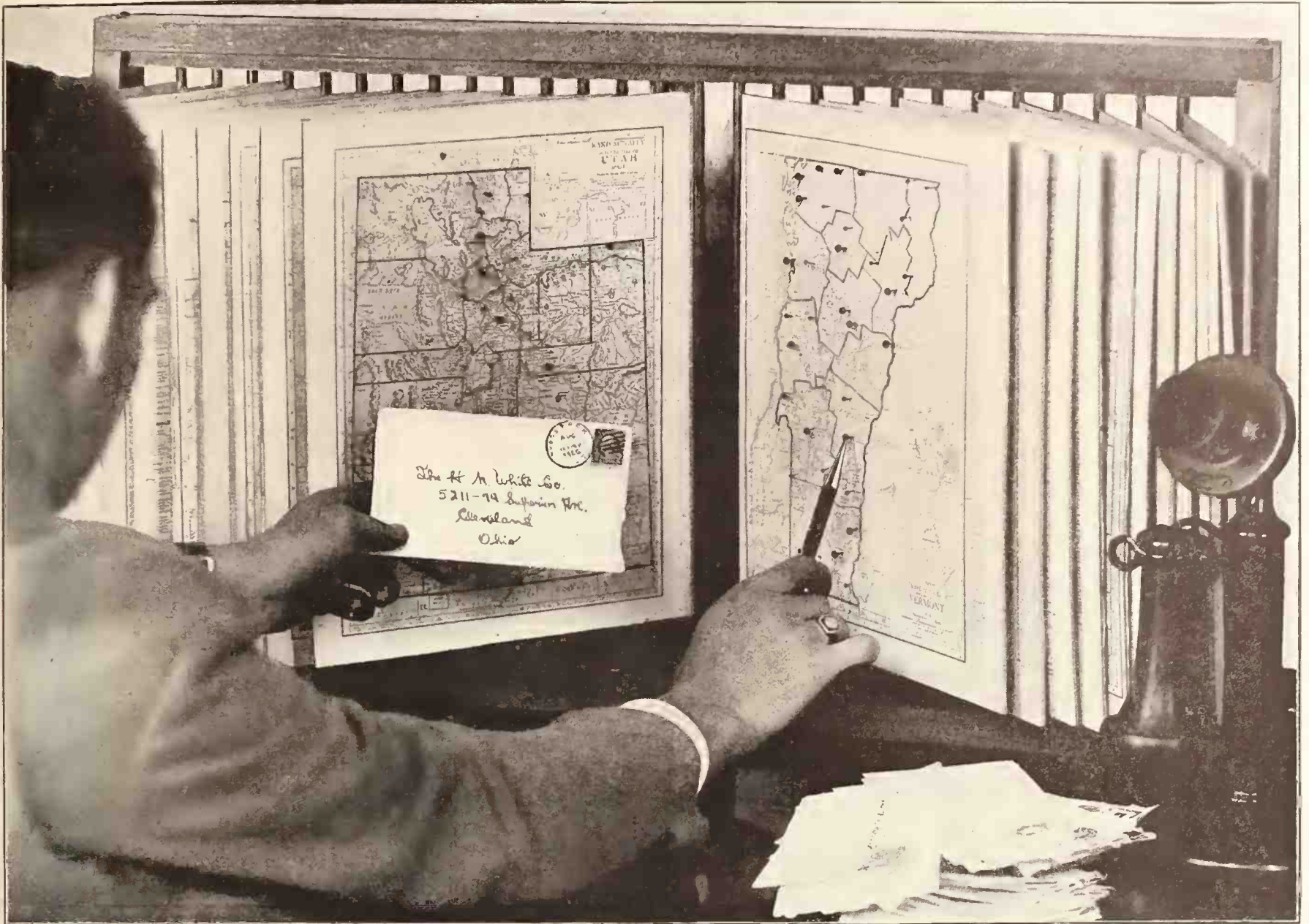
GENNETT RECORDS

Represent the Highest Attainment in Musical Worth

The STARR PIANO COMPANY

Established 1872

Richmond, Indiana



For Your Protection!

KING Dealers Get Every Inquiry

A "KING" dealer contract means just what it says. When we grant an exclusive territory, it is exclusive. Every inquiry from that territory is referred to you. Every lead is given to you promptly.

All this is made certain by the system pictured above. Every letter we receive (except those from our dealers) is checked against our master maps. Signals are attached to the letters showing territory and dealer's name. Then we make sure that that inquiry, or that bit of information, is passed on at once. For time is of importance if the dealer is to realize full benefit from the lead so referred.

Absolute protection, made sure by "King" methods, means more profit for you.

Plus this adequate guarantee of territorial rights, we offer you:

- 1 A thoroughly good line of band instruments and saxophones. You know "King" quality.
- 2 Intensive, persistent advertising. National magazines and "class" publications carry the "King" story to your customers every month.
- 3 Maximum discounts.
- 4 An adequate financing plan for the handling of time-paper.
- 5 Intelligent co-operation. Direct mail campaigns, display material, forceful catalogs, imprinted literature—these are just a part of the "King"-planned co-operative selling service.

Every feature you seek is offered to you in the "King" dealership contract

Many good territories are still open. Each week makes that number less. Our mutual profit suggests a discussion of your territory now. *May we have that opportunity?*

THE H. N. WHITE CO.
5215-81 Superior Avenue
CLEVELAND, OHIO

Makers of

"KING"
BAND INSTRUMENTS



THE H. N. WHITE CO., Makers of King Band Instruments
5215-81 Superior Ave., Cleveland, Ohio

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

Also send information about your plan for financing sales.

Name of Firm _____

Individual _____

Address _____

City _____ State _____

Big Fall and Winter Market for Portables

Change in Sales Promotion Tactics Needed to Get the Complete Benefit of Year-end Sales Possibilities on Portable Instruments

With the ending of the Summer season the talking machine dealer is confronted with the problem of reversing to a large extent his sales promotion plans in connection with merchandising portable phonographs. The demand among people who desire these fine small instruments for use in Summer camps, on vacations, etc., is conspicuous by its absence, and the dealer must find some way to keep up sales volume during the Fall, Winter and Spring.

A Year-'round Seller

Fortunately, for the trade at least, the portable instruments, both talking machines and radio receiving sets, have an appeal of such broadness that seasons have little or no effect on sales volume. This cannot be emphasized too strongly. The portable is now distinctly a year-'round seller. It is the dealer's bulwark against a "slow" season. It not only brings added profit to the dealer through its sale, but it has the effect of increasing record sales, thus giving the dealer, who is far-sighted enough to get in back of his portable line, a double profit.

Change in Sales Tactics Required

While it is true that the portable can be sold the year 'round, with the passing of Summer a change in merchandising methods is necessary. The demand for an object is always potential. Whether the dealer makes capital of this potential field for sales rests largely with himself. There may be many people in your community, whether or not they own larger models of talking machines or radio sets, who can be sold a portable instrument. The point is that the dealer must bring home to these prospects the merits of the product. You must make clear the desirability of the portable. The Summer appeal is entirely different from the appeal that will sell portables in the Wintertime. The dealer during the present season and for months to come must concentrate his entire effort in proving to the public that the portable is fit to grace any home and that it is worth owning. The logical prospects for portables now are the people who cannot afford the expensive large instruments, the people who can afford larger and

more costly models but who lack space. The thousands of families living in two, three and four-room apartments give the dealer a hand-picked group of prospects. Then too, churches, schools, clubs, societies and other organizations very often prove good prospects. People who stop for any length of time at the hotels are prospects worth going after.

The portable is now considered by the most progressive retailers as a year-round seller of the most profitable kind. Appeal of these small instruments during the Summer, Fall and Winter seasons is radically different, making necessary vital changes in sales promotion plans. The accompanying article contains much food for thought for the retailer who is determined to develop volume of portable sales.

A dealer in New York City, whose store is two blocks from a popular family hotel, has built up an excellent business in portable machines by arranging with the hotel manager to have placed in each one of the guest rooms and suites a card on which appears the dealer's name and advertising matter. This particular dealer sells in the neighborhood of a hundred portables, talking machines and radio sets each year, to say nothing of records. The average sale of records to portable buyers is a half dozen at the time of the sale and, of course, more later.

What the Dealer Has to Sell

As has been emphasized the dealer, in order to build up portable sales volume, must sell the merits of the instruments to the public.

Now, this should not be very difficult because the dealer really has something to sell. The portable instruments to-day, in point of finish and tonal qualities, are superior to anything produced a short time ago. The finish of the instruments comes in variety to suit any taste and to satisfy the most discriminating prospect. The instruments have been vastly improved, from the standpoint of compactness. The mechanical improvements are such that the reproduction qualities of the portable are excellent. This, together with the new, electrically recorded records, now obtainable in all stores, gives the dealer talking points that should easily break down any sales resistance that may be encountered.

Sending "Home" the Message

With the holidays approaching and the public commencing to buy gifts and with thousands of people daily crowding the business thoroughfares on the lookout for gift suggestions the time is ideal for prominent display of portables, in window and in store. Also the dealer should institute a strong advertising campaign and utilize direct mail and other mediums to bring the merits of the small instruments to the attention of prospective buyers. Now is the time to get busy along these lines. The portable is inexpensive, has merit and should be easily sold. It is up to the dealer.

Atlanta Schools Equipped With Atwater Kent Sets

Seventy Public Schools of City Have Atwater Kent Sets and Speakers Installed—Used Daily as Part of Educational Course

ATLANTA, GA., November 5.—The public schools of this city have added a fourth "R" to the famous three. It is now reading, 'riting, 'rithmetic and radio. This city is said to be the first to have every public school equipped with radio. The pupils are supplied with daily educational courses by this means. Every one of the seventy schools in the city has an Atwater Kent receiving set and radio speaker. They were installed by the Hopkins Equipment Co., Atlanta distributor of the Atwater Kent Mfg. Co., without cost to the city. It is interesting to note that since this piece of enterprising philanthropy publicity given to Atwater Kent radio here has been unprecedented.

Forbes-Meagher Music Co. Has Tenth Anniversary

MADISON, Wis., November 4.—The tenth anniversary of the founding of the Forbes-Meagher Music Co., 24 Main street, was celebrated last month with appropriate ceremonies. This establishment, which has occupied the same quarters for the past decade, has grown to be one of the leading music houses in this section of the country. J. E. Meagher, president, and J. H. Forbes, secretary and treasurer of the firm, formed the company in 1916. By carrying only quality lines of talking machines, pianos and other musical instruments the company has grown steadily and prospered. The Victor line is carried as the leader in the talking machine department and the Gulbransen is one of the firm's best sellers in the piano line.

The Green-Cort Radio Corp., New York, was recently incorporated at Albany to manufacture radio parts with a capital stock of \$30,000. The incorporators are H. Forstner, I. E. Fromer and L. Pantell.



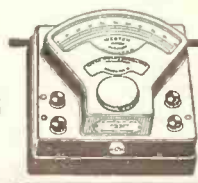
More Than a Million Sales for WESTON Radio Plug

Now comes the Weston Convertible "Pin-Jack" Voltmeter!

The Weston Convertible "Pin-Jack" Voltmeter is now ready to make its sales record and advertising is appearing during the radio season in the SATURDAY EVENING POST, reaching millions of potential customers who already know the quality of Weston products. ¶This "Pin-Jack" Voltmeter and High Range Stand is the most practical double-purpose voltmeter ever offered to the radio public. It measures both filament and battery voltages at the cost of one instrument,—insures intelligent radio operation, set performance, set satisfaction, set economy and profits for the dealer.

Write or wire at once for full information

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



STANDARD THE WORLD OVER
WESTON
Pioneers since 1888



Long Life. No Acids or Liquids Better Radio Reception



Majestic "B" Current Supply

delivers pure direct current—From your light socket

Majestic Standard — B
Capacity seven tubes or six plus one power tube. 45 milliamperes at 135 volts.

\$32.50

West of Rocky Mts., \$35.00

Majestic Super—B
Capacity 1 to 12 tubes, including the use of power tubes, 45 mils at 150 volts.

\$35.00 (As illustrated)

West of Rocky Mts., \$37.50

Majestic Master—B
For Radiola 25, 28 and 30 and Super heterodynes. Operates all power tubes. Rating 60 mil at 150 volts.

\$42.50

West of Rocky Mts., \$45.00

Durability No acids or liquids. Uses Raytheon Tube; no filament to burn out.

Dependability Maximum and unvarying power always available.

Better Reception No hum. Superior to any source of power.

Economy Low first cost. Cheapest and best form of "B" power. Average cost, 1 cent for 10 hours.

Flexibility Voltage can be accurately adjusted to meet varying conditions in every city—and on any set.

Give a demonstration to your customers on THEIR sets. It sells itself.

GRIGSBY — GRUNOW — HINDS — CO. 4558 ARMITAGE AVE. CHICAGO — ILL.

A. E. Kennedy New Edison Manager in Chicago

Takes Charge of Edison Phonograph Distributing Co., Chicago, Succeeding F. C. Pullen

CHICAGO, ILL., November 8.—A. E. Kennedy has been appointed manager of the Edison Phonograph Distributing Co., this city, succeeding F. C. Pullen, resigned. Mr. Kennedy is thoroughly acquainted with the Edison products and policies, and has for some time past been traveling representative for the sales promotion department of Thos. A. Edison, Inc.

Richmond Dealers Organize

RICHMOND, VA., November 8.—The Richmond Music Merchants Association has just been organized in this city. The charter membership embraces The Briggs Music Co., A. J. Crafts Piano Co., Fergusson Bros., Lee Fergusson Piano Co., C. B. Haynes, Walter D. Moses

& Co., Manly B. Ramos and Chas. M. Stieff, Inc. The general plan in mind by those interested is general co-operation in the furtherance of the art of music. The following officers were elected: Louis Heindl, of Walter D. Moses & Co., president; Lee Fergusson, vice-president; E. G. Rike, of Chas. M. Stieff, Inc., treasurer; W. R. Reinhardt, of the Biggs Music Co., secretary.

Excellent Brunswick Report

Net profit of Brunswick-Balke-Collender Co. for nine months ended September 30, 1926, was approximately \$1,465,000 after depreciation and Federal taxes, equivalent after allowing for dividend requirements on 7 per cent preferred stock to \$2.45 a share earned on 500,000 no par shares of common stock. This compares with loss of about \$75,000 in the first nine months of 1925. Sales for the nine months of this year are about 25 per cent ahead of last year, while those for September show an increase of over 40 per cent.

W. L. Collins Joins Sales Staff of Gross-Brennan

Will Act as a Field Representative, Specializing in Educational and Co-operative Work With Chain and Department Stores

Gross-Brennan, Inc., sales representative for Stromberg-Carlson products in Greater New York and New England, announced recently the appointment of W. L. Collins as a member of the company's sales staff. Mr. Collins is functioning as a field representative, specializing on educational and co-operative work with the various chain and department stores merchandising Stromberg-Carlson products in this territory. He was formerly associated with the National Carbon Co. and during the World War served as an officer in the Royal Flying Corps.

MacDonald New Edison Manager in Kansas City

Placed in Charge of That Territory in Addition to Duties As Manager of Edison Distribution in Denver District

KANSAS CITY, Mo., November 6.—W. A. MacDonald has been appointed manager of the Edison Phonograph Distributing Co., this city, succeeding C. A. Smith, who resigned recently. Mr. MacDonald was for several years connected with the Edison factory in Orange in various sales capacities, and was later appointed manager of the Edison distributing interests in Kansas City, which post he will hold while assuming charge of the Kansas City district.

Grigsby-Grunow-Hinds Co. Announces Liberal Policy

Distributors Instructed to Replace Immediately Defective Majestic Eliminators—In Line With Company's Policy of Dealer Service

The Grigsby-Grunow-Hinds Co., Chicago, Ill., manufacturer of Majestic B eliminators, recently sent out to its dealers throughout the country a very important notice relative to its dealer service policy. This notice, which was forwarded to the trade over the signature of Fred D. Williams, director of sales, advised the dealers that Majestic distributors had been instructed to replace immediately any defective Majestic eliminators. This liberal policy was outlined in a letter to the trade as follows:

"Majestic eliminators are mechanically and electrically perfect. Of course, now and then one will prove unsatisfactory and for these few we insist that our distributors immediately replace to you any defective Majestic eliminator that you deliver to them. A policy like this can be carried out only by large manufacturing companies, well financed, who are making dependable merchandise and who want to give the dealer proper and quick service. Sincerely yours. For better radio merchandise."

Price Reductions on RCA Radiotrons Announced

Price reductions on several types of RCA Radiotrons were recently announced by the Radio Corp. of America. Detector Radiotron UX-200, former price \$2.50, is now \$1.75; Super-detector Radiotron UX-200A, formerly \$5, is now \$4; Power Radiotron UX-112, formerly \$6.50, is reduced to \$4.50, and Power Radiotron UX-171, heretofore listed at \$6, has been reduced to \$4.50.

Commenting on these reductions, RCA officials stated that they were due to the company's desire to pass on to the public the economies made possible by increased consumer demand.

O.K.

Sell meters that mean what they say!



VOLTMETERS

The amount of resistance in these meters has been very carefully worked out so that it will draw just the right amount of current from the battery while the reading is being taken.

No. 34-C Voltmeter for B dry batteries—especially designed for 22½ and 45 volt units, scale 0-50 volt, 1 v. div. List price \$2.25.

No. 37 Voltmeter for B storage batteries, designed especially for measuring voltage of 24 cell (48 volt) storage batteries when in use or on charge. Also tests up to 3 units of 22½ volt dry batteries connected in series, scale 0-75 volt, 2½ v. div. List price \$2.50.

No. 36 Combination Voltmeter. Two scales and two spurs at bottom of case, one for A batteries either dry or storage up to 10 volt, and another for B batteries, dry or storage within 50 volts. 0-50 volt, 2½ v. div. and 0-10 volt, ½ v. div. List price \$3.50.



CHARGE INDICATOR

This device simplifies the task of storage battery testing by a clean, external test. It shows when the battery needs charging and when it is charged enough. List price \$2.00.



AMMETERS

Sterling Ammeter for dry cell work has been the accepted standard for 15 years. May also be used as a polarity indicator.

Sterling No. 24, ammeter, scale 0-35 amp; 1 a divisions. List price \$1.00.

Ammeter for testing 48 volt blocks of B battery, single or multiple, scale 0-60 amp; 2 a divisions. List price \$2.25.

Voltammeter for testing amperage of dry cell A batteries and voltage of both dry and storage A batteries, 0-35 amp; 1 a div., 0-10 volt, 1/5 v. div. List price \$1.50.

Voltammeter for testing amperage of dry cell A batteries and voltage of either dry or storage B batteries up to 50 volts, scale 0-35 amp; 1 a divisions, 0-50 volt, 1 v. div. List price \$3.50.

Sterling meters mean reliability and reliability means good will in trade



RADIO PROTECTION

Sterling EQUIPMENT

Sterling METERS

ALWAYS TELL THE TRUTH

STEP OUT

after this business

CHILLY autumn evenings. . . . The comfort of the living-room carries a strong appeal. . . . People are spending more time at home.

What an opportunity for you to push the new Orthophonic Victor Records and enjoy volume sales.

Victor advertising is telling your customers about the *new Orthophonic Victor Record*. The five big reasons why the new Orthophonic Victor Record is the greatest record are being told to millions of people in all parts of the country. And Victor dealers everywhere are finding that it pays to put real selling effort behind Victor advertising.

Dress your windows, counters and demonstration booths with Victor Records. Talk the new Orthophonic Victor Record. Show it. Play it. Send for window display materials and use them—and make your record business grow. Everything is on your side—the finest record ever made, the best music that the world offers, the foremost artists in every class.

Step out after this record business.



The Greatest Line of Portables Ever Offered to the Trade

KOMPACT
\$12.50

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



Regal
\$15.00

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



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

The BIG season for portables is here!

Between now and the Christmas holidays the demand for Portable phonographs will be more than 50% greater than any corresponding period throughout the balance of the year.

Alert dealers will be prepared for this by having a complete stock of Pal, Regal and Kompact Portables on hand.

Get your full share of profits by being able to meet the requirements of all your customers—from those who want the best in portable phonographs to those who prefer the popular priced machines.

Plaza Music Company, New York, N. Y.

This MICRO-PHONIC Outfit

actually changes an old style phonograph into a

DEEP RICH TONE Instrument

This is the **BIGGEST** Thing in a Phonograph Accessory ever offered

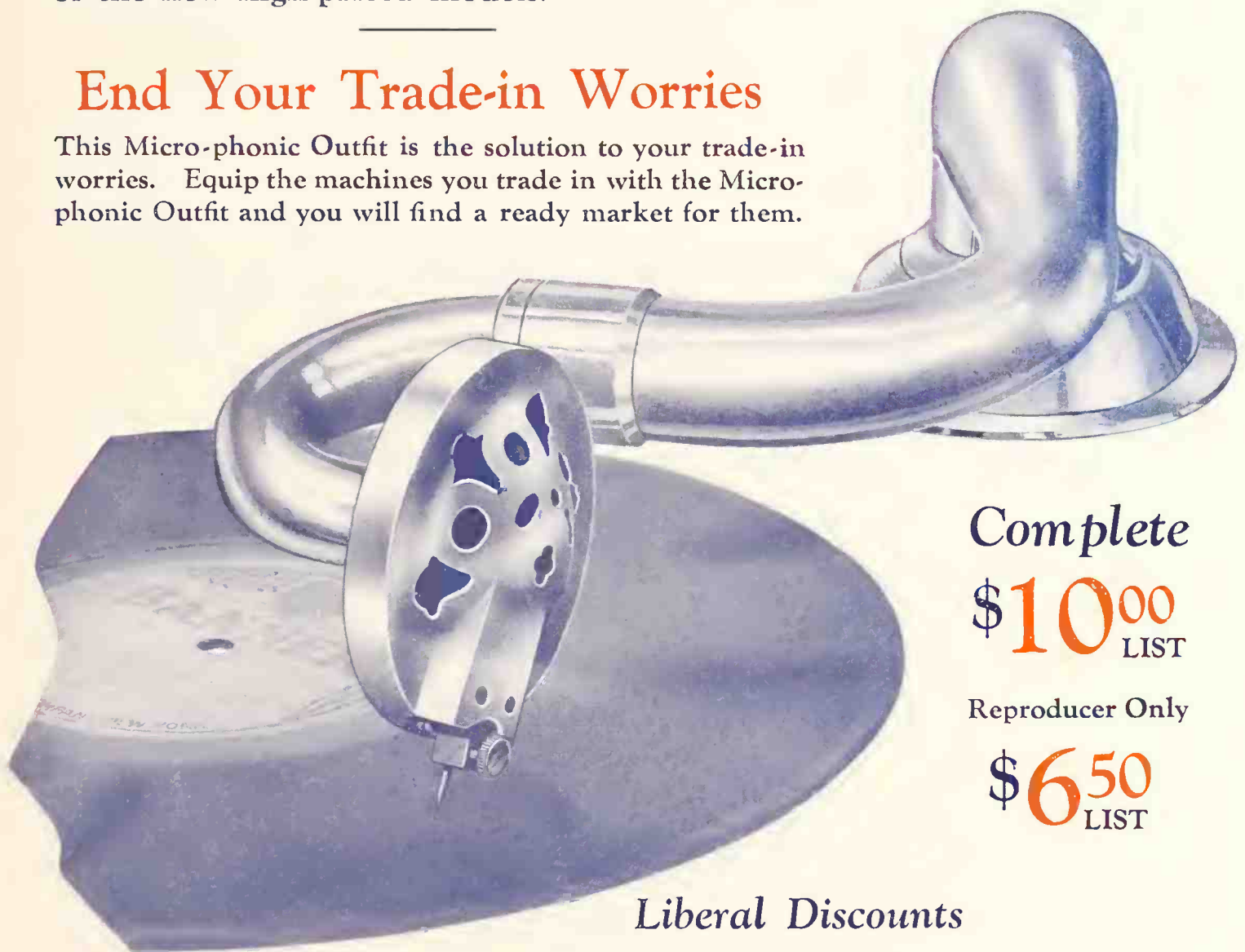
Every owner of an old style phonograph will readily buy one of these Micro-phonic Outfits. By merely substituting it on their own phonographs, they can get that deep rich tone of the new high-priced models.

DISTRIBUTORS

Wide Awake jobbers can cash in on the big demand for these Micro-phonic Outfits. Write today for details of our splendid proposition.

End Your Trade-in Worries

This Micro-phonic Outfit is the solution to your trade-in worries. Equip the machines you trade in with the Micro-phonic Outfit and you will find a ready market for them.



Complete

\$10⁰⁰
LIST

Reproducer Only

\$6⁵⁰
LIST

Liberal Discounts

ADVERTISING HELPS — An attractive display card together with a complete advertising service of window strips, circulars, newspaper mats, etc., is supplied free to all Micro-phonetic dealers.

Plaza Music Company, New York, N. Y.

A New, Novel and Beautiful Combination
Showing the Famous *Melofonic Speaker*
With a Wrought Iron Radio Stand
for A. K.-35

*Melofonic
Cone Speaker*

\$25⁰⁰

Slightly higher
in the West

50%

Dealer's Discount

F.O.B. New York City

Comparative test shows the superiority of the Melofonic Cone Speaker in Tone—Volume—Fidelity. And after all, when you have all these superb qualities the price paid is secondary to performance. Yet Melofonics show a greater proportionate margin of profit than ANY OTHER CONE SPEAKER ON THE MARKET. Be convinced as hundreds of dealers have been—order a sample today!



PATENT PENDING

"Beauty in Radio comes to the front! Combine the Melofonic Cone Speaker with this handsome Wrought Iron Radio Stand, specially designed for the Model 35 Atwater Kent, and you have an exceptionally attractive outfit."

*Wrought Iron
Radio Stand*

for

Atwater Kent 35

\$20⁰⁰

Slightly higher
in the West

40%

Dealer's Discount

F.O.B. New York City

Finished in Brown and Gold to match AK-35. Battery compartment for all "A," "B" and "C" Batteries. Popularly priced to complete the outfit within the reach of everybody's purse.

Order for the Holiday Trade—NOW!

Progressive Musical Instrument Corp.

319 Sixth Avenue

New York City

Columbia Pacific Coast Plant Starts Production

New Columbia Plant in Oakland, Cal., to Specialize in Recording Coast Hits by Coast Stars for the Pacific Coast Trade

The latest Columbia Phonograph Co., recording and manufacturing unit, located in Oakland, Cal., has started production of Columbia New Process records.

In order that the music lovers in the Far West may have the latest popular hits that are written by Pacific Coast composers and sung and played by Coast artists and organizations, the new plant will specialize in the recording of such numbers. This will be a distinct departure from anything ever before attempted by Columbia in this country. It is another step in the forwarding of the Columbia policy of making it possible for everyone to have the music they want, as it is recorded by home artists.

This modern plant, ideally located in one of the great manufacturing centers of the country, will be able to give quick distribution of the latest recordings to every dealer in the Western States. Hereafter the time consumed by shipments from Eastern points will be saved. Popular hits will be ready for early release to the record-buying public.

The Columbia factory at Oakland is fully equipped with the most modern devices for the production of Columbia New Process records. All recording will be done under the supervision of experts who have had years of training in Columbia methods.

Atwater Kent Set Owner Praises Its Performance

HARRISBURG, PA., November 5.—Troy B. Wildermuth, president of the Fromar Co., Atwater Kent distributor of this city, is in receipt of an interesting letter showing the remarkable performance of a No. 20 compact Atwater Kent set. The writer told of an exciting time when telegraphic communication was completely stopped between Southern cities due to the recent great storm and when the various broadcasting stations stood by all night endeavoring to establish communication with each other. The writer tells of the inability of a number of stations to receive the message broadcast. He states: "I remained out of bed until 5.45 swinging from one station to the other as they conversed and relayed. The feature was the fact that I could lift these stations at will when casting and heard and reheard the news as it was first broadcast and then relayed by the other stations to those not able to lift the station first broadcasting it."

Better Business Bureau Suggests Radio Standards

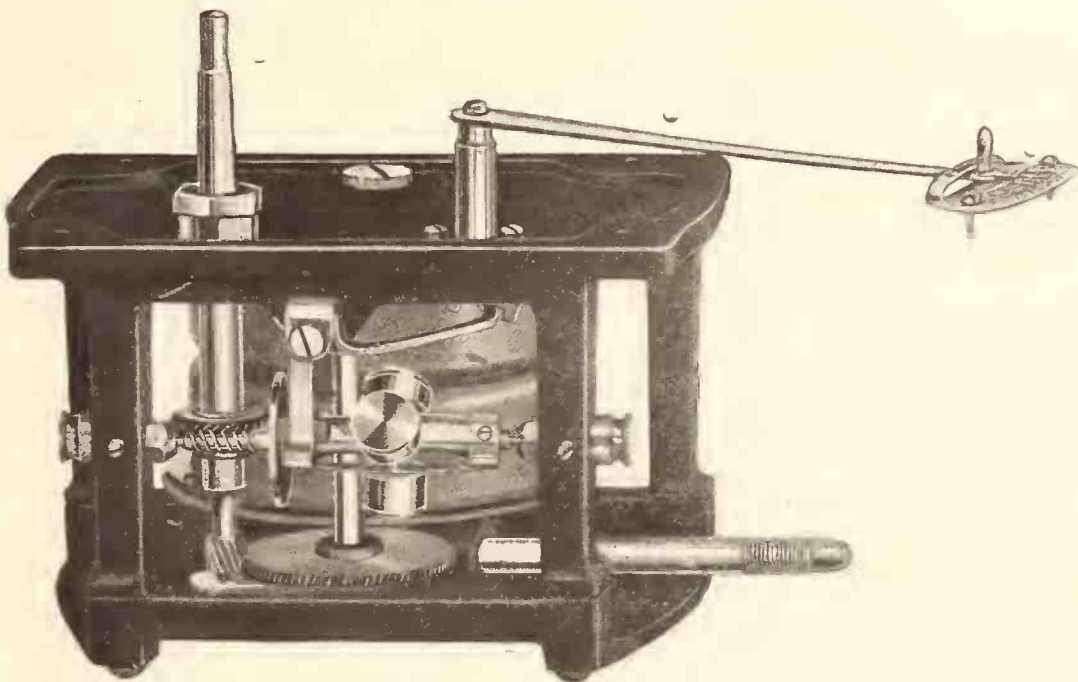
The National Better Business Bureau, Inc., New York, recently issued a booklet entitled "Radio Advertising and Selling," which contains a set of tentative standards of radio advertising and selling for the purpose of keeping the business in a healthy condition. In preparing this booklet the National Better Business Bureau had the co-operation of individuals and groups in the radio industry covering every step from the maker to the consumer. The standards advocated include: clear statements and truthfulness in advertising; a cessation of excessive claims in merchandising receivers; identification of standard equipment and a respect for trade-mark rights.

The Hoffman Music Shop, which has stores at 325-27 Joseph avenue and 472 North Goodman street, Rochester, N. Y., has built up a large volume of record business by progressive merchandising efforts. The firm expects an unusually busy holiday season.

An Important Announcement

by the builders
of the famous

Silent Motor



Model H H Silent Double Spring Motor Guaranteed to play five ten-inch records; absolutely noiseless in running and winding

¶ The SILENT MOTOR CORP., which for many years was one of the foremost manufacturers of high-grade double spring motors, has resumed the manufacture of these motors with increased factory facilities.

¶ For the past two years the famous single spring SILENT MOTOR has won recognition as the standard of motor comparison for portable phonographs, and our present plans provide for the continued production of single spring motors as well as the active development of the double spring motor market.

Our prices are right. Let us quote you

Silent Motor Corporation

HERMAN SEGAL, President

321-323-325 Dean Street

Brooklyn, N. Y.

Sell Yourself; Then Sell Others, Says Hill

Unlimited Opportunities for Profits in Talking Machine Business if Dealer and Salesmen Are "Sold" on the Various Lines Handled

The opportunities in the talking machine and record business today are better than they ever have been, according to Arthur Hill, who with a partner, Benjamin Kosowitz, opened a retail store in a high-class apartment house and hotel district in New York City in April last and now has one of the most attractively arranged establishments in the city devoted to the sale of these products. The views of Mr. Hill on selling the new instruments and records are of value and interest; he is a veteran of the talking machine business, having been active in merchandising for twenty-two years.

Opportunity for Dealers

"The talking machine and record business is

in a better position than it has been at any time in history," said Mr. Hill. "To have prospects see and hear the new instruments is to sell them and a demonstration of the new records also means a sale. It is up to the manufacturers to bring these products to the attention of the public through extensive advertising in the newspapers and other mediums and it is the duty of the dealer to make a strong tie-up with this publicity.

Enthusiasm as a Sales Factor

"The dealer himself must be thoroughly sold on the line he handles. He must be enthusiastic and he must put forth the same amount of merchandising effort on talking machines and records that he does on other lines he handles. To-day practically every talking machine dealer handles radio. Now radio is an essential in the home. I have one in my home and I enjoy it. I would not be without it, but the talking machine also is a home necessity. There is no denying this. Therefore, the dealer who cuts his merchandising effort in the talking machine department to a minimum and concentrates on only one of the lines he handles is doing himself an injustice. He has an investment tied up in merchandise which he is not protecting by disposing of those products. With us it is a fifty-fifty proposition. We are concentrating on talking machines and records. We are bending every effort to make our store and the line we handle known to the public. However, we do not neglect radio or other items for this reason. We push them just as hard. The result is that sales in all our departments are increasing steadily.

Must Be Displayed as Art Product

"While the new instruments are so fine in every way that they are easily sold, the dealer must realize that because the product is so excellent the setting for its display must be a fitting one. The beautiful cabinets must be exhibited to advantage. The customer must be able to see and hear the talking machine under the most favorable conditions. In other words, the atmosphere must suit the product. The dealer who places a \$1,000 instrument in a corner is building up sales resistance. Actually that is one way of increasing the difficulty of selling. That is why we have devoted the entire basement floor of our store to display rooms. That is why we have spent a large sum of money to have expert workmen install the most modern and artistic display rooms; rooms in which we can show several models. The heavy rugs on the floor, the comfortable chairs and the lighting all aid in completing the picture.

Expensive Store Space for Records

"It may seem strange that we have devoted the entire main floor of our store to the record department, but there is a sound reason for this. We believe that the record business warrants it. Our experience has proved the correctness of this belief. We have nine record demonstration rooms on the main floor and most of the time all of these rooms are occupied by record customers. We are pushing records just as hard as we know how. Direct mail, regular sending of the supplements to the names on our mailing list, advertising, etc., all play a part in building up the sales of the record department.

"The improved records have started many talking machines that have been inactive for long periods and many people are now regular record buyers who for months at a time never lifted the lid of their talking machine. We take pride in the fact that our record stock is as complete as it is possible to make it. This has become known and for that reason we have secured the patronage of many people who otherwise would probably have shopped else-

where. Customers come into our store because they know that if the record is obtainable we have it. We have many record numbers unobtainable elsewhere. Yes, there is money to be made in the record department, and we think so much of this end of the talking machine business that we have devoted our most valuable space to it.

Salesmen Must Be Sold on Line

"There is another consideration in talking machine merchandising today, and that is the selection of the right kind of salesmen. The men who come in contact with prospective customers are the individuals who make or break a sale. The salesman must be as thoroughly sold on the line as is the dealer. He must be as enthusiastic. He must believe that the line of talking machines and records handled by the concern that employs him is the best on the market. He must like the instrument so well that he enjoys to listen to it. If the salesman is sold on the product and is enthusiastic he will sell merchandise. The fine new instruments demand that they be represented by salesmen of the highest type. There is no room in the talking machine store for the lazy, uninterested individual."

Stromberg-Carlson Omaha Representative Equips Car

Model 601 Receiver Built Into Rear Seat of Sedan So That Demonstrations Can Be Given at All Times—Is of Valuable Aid

OMAHA, NEB., November 5.—J. E. Wilkins, representative of the Stromberg-Carlson Tel. Mfg. Co. for this territory, is effecting a very fine



Showing Arrangement of Radio Set in Car

volume of sales of Stromberg-Carlson radio receivers and is securing many quality outlets for the Stromberg-Carlson line. Mr. Wilkins attributes a great deal of his success to the manner in which he has equipped his sedan car with a model No. 601 Stromberg-Carlson receiver so that he is ready at any or all times to give a demonstration of the set's capabilities.

As the second of the accompanying photographs shows, a receiver has been built into the rear seat of the car with battery equipment underneath. The antenna consists of wires run back and forth along the roof of the car. The reproducer of the Stromberg-Carlson No. 5A speaker is fastened up against the top of the car and functions admirably.

Kuhlow's Music Store, Milton Junction, Wis., which handles Schumann pianos and other musical instruments as well as Zenith and Pfannstiel radio sets, reports an excellent condition of business.



STRAIGHT 9 NINE

"Outstanding radio value and performance on the market today—without exception."

The dealer in radio has never been in a position to sell such complete consumer satisfaction

Being loop operated and a complete unit in itself it is easy to give demonstrations in the customer's home. That done, the sale is made. Any one who sees how easy it is to go through local stations and bring in programs from remote sections clearly, in beautiful tone and loud speaker volume—you just can't keep that man from buying, that's all.

SPECIFICATIONS. CONSOLE MODEL

Great sensitivity and distance on loop alone
Selectivity of three-tuned circuits
Shock-mounted last radio tube and detector tube
Range—205 to 555 meters
Accommodates power tube in second audio stage and new 200-A detector.
Straight-line wave length condenser with exaggerated spacing on shortest wave lengths
No play vernier drive on main tuning

A two-tone, figured walnut console cabinet, splendidly proportioned; loop inclosed, front operated; switching mechanism and plug system for A.C. equipment; built-in cone speaker; ample space for batteries; full enclosure of all mechanism when not being operated. Complete magnetic shielded compartment for "A" and "B" eliminators.

No interaction between loop and set. List price, without accessories, \$335.00.

Table Model - - - Listed \$195.00

Write or wire for dealer reservation, subject to demonstration by our distributor in your territory

PRIESS RADIO CORPORATION
695 Broadway, New York



The New Balkite Charger

MODEL J. Has two charging rates. A low trickle charge rate and a high rate for rapid charging and heavy duty use. Can thus be used either as a trickle or as a high rate charger and combines their advantages. Noiseless. Large water capacity. Visible electrolyte level. Rates: with 6-volt battery, 2.5 and .5 amperes; with 4-volt battery, .8 and .2 amperes. Special model for 25-40 cycles with 1.5 amperes high rate. Price \$19.50. West of Rockies \$20. (In Canada \$27.50.)



Balkite Trickle Charger

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



A New Balkite "B" at \$27.50

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



Balkite Combination

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

All Balkite Radio Power Units operate from 110-120 volt AC current with models for both 60 and 50 cycles. The new Balkite Charger is also made in a special model for 25-40 cycles.

No Balkite product has ever failed to be a best seller

The public is through with experiments, even in radio. It is turning as never before to standard nationally advertised lines which have proved themselves.

In the radio power field the standard line is Balkite. *For no Balkite product has ever been offered to the public which has not been an outstanding success. No Balkite product has ever been put on the market which has not resulted in enormous volume and steady profit for both the radio dealer and jobber.* The faith of the public in Balkite reliability and the Balkite trade-mark is one of the finest tributes ever paid a manufacturer.

Balkite dominates the radio power field as never before. The Balkite Trickle Charger is easily the most popular charger on the market. Balkite "B" stands alone in a field only too crowded with experiments, as the "B" that has stood the test of time. The new Balkite Charger with both trickle and high charging rates, and the new Balkite Combination supplying all radio power automatically from the light socket, are selling faster than any new items ever introduced by Balkite. Balkite is backed by Balkite broadcasting and by one of the most powerful advertising campaigns in radio. These factors make Balkite one of the three or four best selling lines in radio today.

This is the greatest of all seasons for radio power devices. Make sure you get the maximum profit out of it by selling a line you know will stay sold, on which you know your profit will be clean. Turn it into the maximum profit by pushing Balkite.

FANSTEEL PRODUCTS COMPANY, INC., North Chicago, Ill.

FANSTEEL
Balkite
Radio Power Units

How Altschul Gets Volume Radio Business

Nationally Known Lines, Backed by Right Store Location and Extensive Newspaper Advertising Plus Service, All Are Vital Factors

The retail radio dealer, to be successful, must feature only standard, nationally advertised merchandise.

He must do a volume business, and for this reason must sell on the deferred payment plan.

He must have ample capital to build volume sales by handling adequate stock in a good store location and to enable him to promote sales by strong advertising and exploitation campaigns.

He must make every effort to create customer satisfaction and to this end must operate a first-class service department.

He must employ only the highest type of salesmen and give them fair compensation.

These are the basic policies, briefly stated, that have been largely responsible for the success of Frederick P. Altschul, who operates five music stores, two in New York City, one in Trenton, N. J., another in Elizabeth, N. J., and one, recently opened, in Washington, D. C. In each of these establishments radio sales have reached tremendous proportions. Seventeen years ago Mr. Altschul started in business with one store devoted to the sale of talking machines, pianos and other musical instruments. His success is concrete proof of the soundness of his business policy.

Sales Through Advertising

Mr. Altschul is a retail radio pioneer. He handled one of the first sets made and has been in the radio business ever since. During the last year sales in this department of the business have increased 100 per cent. Business is brisk at each of the stores controlled by him throughout the entire year. There is a reason for this, namely, a tremendous volume of advertising. In fact, advertising is responsible for 80 per cent of business secured. Mr. Altschul contends that advertising alone will not bring great business volume. The location must be favorable to big business; i. e., advertising, plus the right kind of location are the big factors in creating sales volume. Sales at the Fourteenth street store of this aggressive merchandiser have reached the astonishing number of 100 sets in a single day. It is interesting to note that

less than 20 per cent of the sales can be traced to drop-in trade.

Determining Advertising Appropriation

Mr. Altschul spends more for advertising in a day than many dealers spend in a month. His usual newspaper publicity occupies half and full pages in the leading New York newspapers. This is not haphazard advertising. It is carefully planned publicity designed to move mer-

Frederick P. Altschul operates five retail stores, all of them successful in getting volume sales and every store a profit producer. Mr. Altschul is a pioneer radio retailer and his merchandising methods are based on a wide experience. Because of these facts the accompanying article contains a wealth of practical information that the talking machine dealer who handles radio will find of real help in sales promotion.

chandise. Of course, small dealers very often can not afford to splurge on advertising, but the fact remains that too many dealers do nothing in the way of bringing their products to the attention of the public beyond window displays and an occasional ad in the local newspaper. Many dealers have never reached the point where advertising is considered a legitimate part of the overhead and plan to spend a definite sum of money throughout the year for that purpose.

Mr. Altschul makes a definite appropriation each year for advertising. This appropriation is based on sales of the preceding year plus the estimated increase in business during the current year. The advertising appropriation

runs about 6½ per cent of revenue from sales of the preceding year.

A Big Credit Problem

Naturally where retail business on such a large scale is confined practically to instalment sales, the credit department must be efficiently organized to keep losses down to a minimum. Seven men in the credit department of this organization spend practically their entire time in investigating references of prospective customers and in following up delinquents. The back of the contract form used in instalment selling contains space on which is entered the following data: wife's name, husband's name, married, children, phone, how long do you live here, housekeeping; employed by, address, how long; name of husband's parents or nearest relative, residence; wife's parents, residence; bank account, account with any store, name and address of two friends. Not only is this information required of the customer, but before the sale is accepted a careful investigation is made. There is not the slightest hesitation in refusing to make the sale to a customer where the references prove unsatisfactory. Instalment sales are never made to people who reside in rooming houses, hotels, or other temporary homes, such as a furnished apartment, etc. About 5 per cent of the prospective customers are rejected because of unsatisfactory credit standing, according to Mr. Altschul. In spite of these precautions the concern occasionally suffers losses and sometimes is compelled to repossess an instrument.

Organized Service

Each sale in the Altschul stores is made with the idea of creating customer satisfaction. Give service whenever it is asked for, is the motto of Mr. Altschul. While this policy is an expensive one the considerable addition to overhead is minimized by the fact that a large volume of business can be traced directly to the willingness of the store to give service. The service department is well equipped to do first-class work. Experienced men are constantly on the job. In order to avoid delays a day and night service has been inaugurated and men are available until 10 p. m. A record is kept of each service call. The man takes with him a card on which appear the name and address of the customer, type of set owned and phone number. There are ruled spaces for the date of call, initials of the service man, his report, time of arrival and time of leaving and space for the signature when the work has been satisfactorily performed.

Some Interesting Facts

During the time he has been in business Mr. Altschul has secured the names of more than 20,000 customers on his books, many of whom are regular buyers.

Immediately after opening the Washington store 30,000 catalogs were mailed to prospective customers. Each month the sales message of this dealer will be broadcast in that city in a similar manner.

Each of the five stores is operated as a separate unit, handling own credits, etc. The buying for all stores is done by Mr. Altschul in the main store. Because of the large volume of business buying on a large scale is essential. Mr. Altschul has his own warehouse for storing surplus stock and only display instruments are placed on the floors of the various stores.

Mr. Altschul has just opened a broadcasting studio in his Fourteenth street store. The studio is connected by direct wire to station WMCA in the Hotel McAlpin. The store's orchestra, Altschul's Radio Pioneers, and other artists will broadcast each week. This is part of Mr. Altschul's publicity plan.

Dealers—Sell Tubes that make good
Write for full details of the Quality Line, CeCo

Talks with New Zealand

READ THIS LETTER

Mr. Huddy uses

CECO

TUBES

—a type for every radio need.
Write for complete data sheet.

ASSOCIATED RADIO AMATEURS OF SOUTHERN NEW ENGLAND
Radio 111-12S
204 Bowen St.
Providence, R. I.

C. & E. Co.,
702 Eddy St.
Providence, R. I.

Gentlemen:

I thought you might be interested to hear of the excellent results which I have obtained through use of your tubes. I have been using one of your 5 volt tubes for transmitting, and one of your 3 volt tubes for receiving.

The most unusual record which I have made is in communication with a station in New Zealand. At 4.44 a.m. E.S.T. June 11, I called and raised 2-4KC in Dunedin, New Zealand. He reported my signals perfectly readable and steady. We talked for nearly one half hour with no repeats or trouble of any kind. The remarkable part of the record is that on input of only 8 watts was used. The set was operating at 50% efficiency which means that I was covering 10,000 miles with only 4 watts in the air. I attribute the success of this transmission to the efficiency and steadiness of operation of your tubes. They are apparently rugged and efficient and in every way all that could be desired.

Yours very truly,
President
Franklyn S. Huddy

FSH/ED

CECO Tubes of Longer Life!

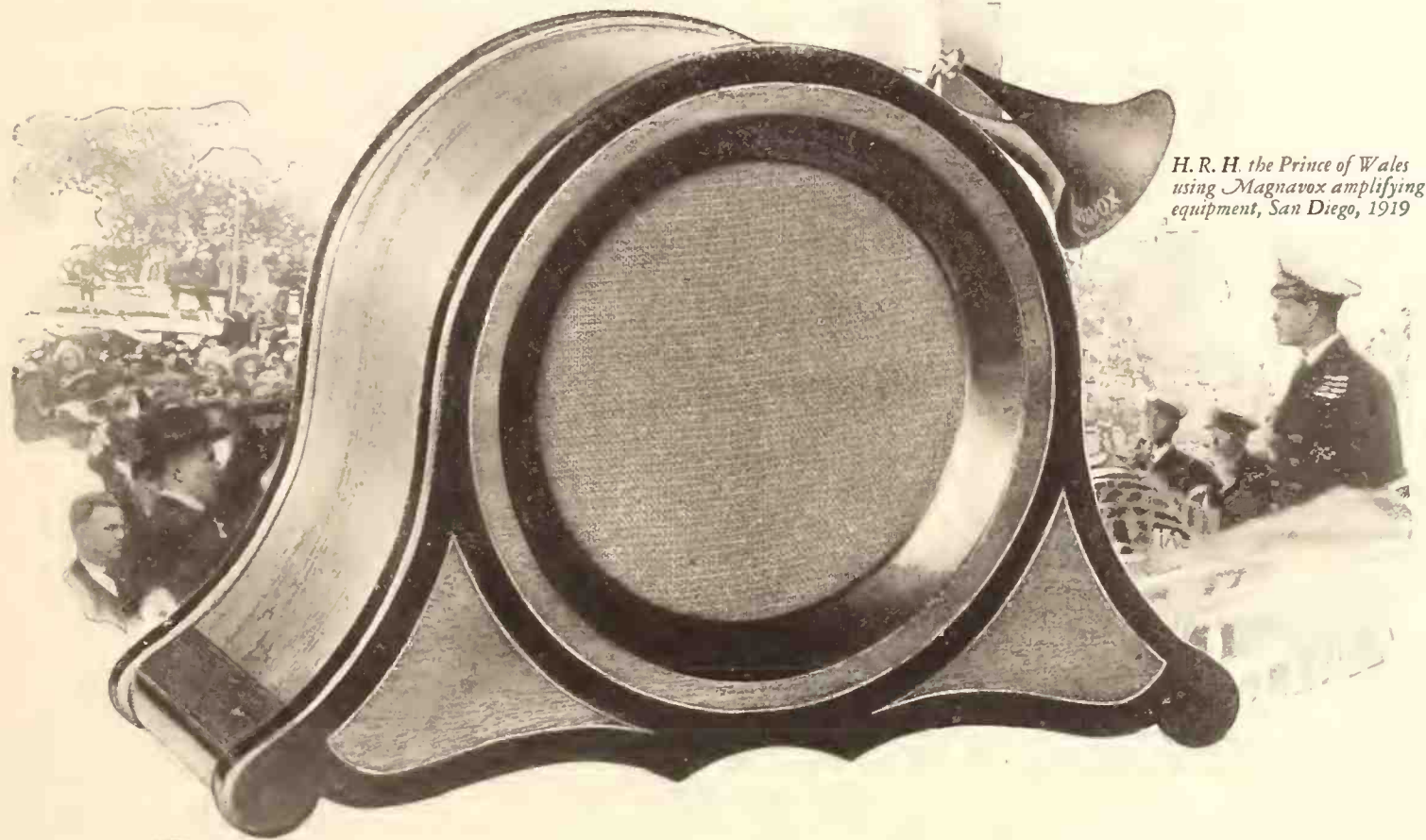
MADE BY THE
C. E. Mfg. Co. Inc. Providence, R. I., U.S.A.

THE LARGEST PLANT IN THE WORLD DEVOTED EXCLUSIVELY TO THE MANUFACTURE OF RADIO TUBES

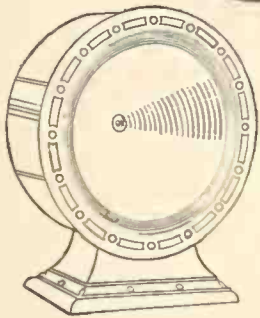
MAGNAVOX

CONE SPEAKER

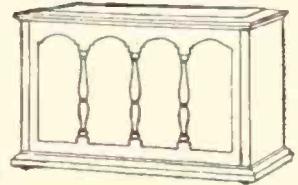
(PATENTED)



H. R. H. the Prince of Wales using Magnavox amplifying equipment, San Diego, 1919



10% of all loud speakers sold are Magnavox



These instruments make your store "loud speaker headquarters"

Cornell Model (left). Artistic finish—non-resonant metal cabinet. 7" cone. \$22.50 list
 Stanford Model (above). Completely encased in two-tone mahogany. \$35 list
 Magnavox M-20 Loud Speaker (right.) Exquisite beauty of tone, design and finish

Magnavox made the original loud speaker and has sold 400,000 in four years. Each year one in every 300 families buys a Magnavox. One of every ten loud speakers sold is a Magnavox. These instruments are the climax of fifteen years' Magnavox experience. They are being advertised in thirty-one

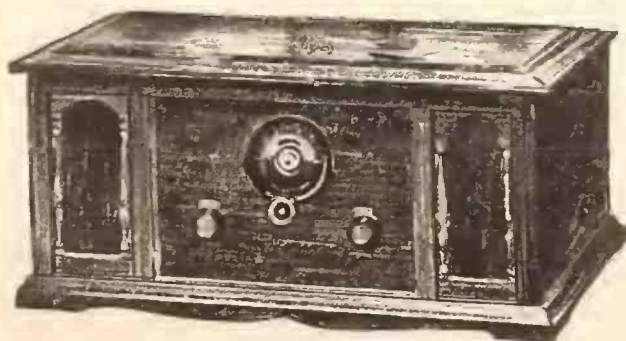
full pages and four two-third pages in *Saturday Evening Post*, *Literary Digest*, *Radio News*, *Golden Book*, *World's Work*, *Review of Reviews*, *Scribners*, *Harper's*, *Atlantic Monthly*. All dealers write at once for sure-fire selling plan that will help you "corner" the loud speaker business in your city.

THE MAGNAVOX COMPANY

General Office and Factory: Oakland, Calif. • Chicago Sales Office: 1315 S. Michigan Ave.
 R. S. Williams & Sons Co., Ltd., Toronto • Distributors for Canada [not including British Columbia]

24D17 © 1926

Magnavox Receiving Sets with perfected single dial control range from \$75 to \$260 including a model that slips into any phonograph and makes it a combination radio-phonograph. It solves the trade-in problem.



MODEL 10 — LIST \$110

Sets will be aggressively advertised in magazines listed above—using more space in the *Saturday Evening Post* this fall than any present radio manufacturer has ever used in the same period. Prices guaranteed till Jan. 1st.

Profit Winning Sales Wrinkles

Dealers Should Make Use of Advertising Material Supplied by Manufacturers—Stress the Portable Phonograph as a Christmas Gift—Frederick P. Altschul Broadcasts to Increase Sales—Dealers Analyze Market to Increase Record Sales—Other Stunts

The effective dealer literature and advertising matter now being distributed by leading radio concerns can be put to good use by dealers in making more eye-arresting their window displays and store publicity. This literature has the merit of being a direct sales message that not only draws attention to the line of radio sets, tubes, batteries, speakers, etc., but in most cases it is a pictorial and printed sales message. It is unfortunate that not more dealers use this material regularly. However, some merchants realize that sales can be increased by the judicious use of these dealer helps. A case in point is the Hardman Piano Co., of Brooklyn, N. Y., which handles both talking machines and radio. Recently a window display in which cut-outs were used to advantage featured the Radiola line and the Zenith radio. The use of the placards gave the window a touch of color and brought to a halt many passers-by. A few doors further up the street Wissner's brought the attention of the public to the merits of the Atwater Kent radio by displaying a few sets in the window and telling of the merits of this particular set through neat placards.

Profits From Portables

Now is the time to feature the portable talking machine as a Christmas gift. The Landay stores throughout the metropolitan New York territory are devoting window space in each of their stores to portables. Displays in the interior of each store also call attention to the handsome portables now obtainable. There is sufficient profit in portable sales to make it advisable to utilize direct mail in seeking sales. The time is now ripe for the sending out of literature of this character. Special lists of records suitable for holiday gifts also should be effective in building sales at this time. The dealer who makes up special gift albums or makes a strong effort to promote sales of albums of especially fine records will find that it pays. The public is open to suggestion at this time more than in any other season of the year. The live dealer will capitalize the opportunity by reaching old customers and new prospects by direct mail.

Dealer Broadcasts and Profits

Frederick P. Altschul, talking machine and radio dealer, who operates five stores, two in New York City, one in Trenton, N. J.; another in Elizabeth, N. J., and one in Washington, D. C., with headquarters at the New York Phonograph & Piano Warerooms, Fourteenth street, New York City, believes in broadcasting as a means of keeping the products carried by his

establishments before the eyes of the public and to this end has arranged a series of thirteen programs to be broadcast from station WMCA direct from a studio installed in his New York establishment. Mr. Altschul is a pioneer in the radio business and has won great success in the merchandising of radio products. He is certain that the volume of sales will be greatly increased through the new medium he is using and the name of Altschul will be linked with that of radio through the appearance each week of "Altschul's Radio Pioneers," together with well-known guest artists. The first broadcast program from the Altschul establishment took place on Wednesday, October 20, with Gus Edwards and the entire company from the New Revue, Ritz Carlton Nights, as guests. Mr. Altschul was the announcer. Immediately following the concert and for some days thereafter, interesting and favorable comments were received from listeners from points as far distant as Montreal, Canada.

Turnover on Records

Are you handling the records that sell best in your community? Are you neglecting a source of increased record sales through neglect to install certain kinds of records for which a profitable demand can be developed with very little work? Black's Record Shop, Akron, O., has built up a tremendous volume of record business by stocking those records that are almost impossible to purchase in any other store in the city. Black analyzes the people in his city, and if he finds that there are a sufficient number of any nationality he installs those records and then makes a direct bid for this business. He sends out direct mail in the various languages to tell the foreign-born people about his new stock. He installed a line of gospel records because investigation convinced him that there was a market for numbers of this character. His sales prove the wisdom of the move. In the heart of the negro section of New York City is another dealer who analyzes his customers and who has made large profits by handling the kind of merchandise the negroes want. L. Dreazen secures turnover on record stock. He knows by study and experience what types of records the negroes are most likely to buy and he specializes in certain numbers. The negroes know he stocks those records, and when they want a certain Blues number or a hot dance selection they go to Dreazen's. The moral of all this is that the dealer who installs a lot of merchandise for which there is little or no demand is putting his best foot forward to reduce profits. It is business suicide to try to sell the public what it does

not want. This does not mean that the dealer should not take advantage of the visits of customers to demonstrate other products with a view to increasing the unit of sales and interesting patrons in products other than the ones they intended to buy.

Dealer's Unusual Publicity

A striking example of a dealer's initiative in effecting a tie-up with the activities of a manufacturer is shown in the policy of the Sylacauga News Radio Shop, Sylacauga, Ala., which each week sends to its mailing list and as envelope stuffers a copy of the coming Atwater Kent concert in a highly original four-page leaflet. The front page of each of these leaflets bears a cartoon and a catchy caption; the second page contains a semi-humorous paragraph designed to impress on the minds of prospective radio purchasers that it is safer and better to buy a radio set manufactured by a factory with a reputation rather than some "off brand" radio of uncertain quality and with no guarantee. The last two pages are given over to an illustration of an Atwater Kent set and to the coming broadcast program. To illustrate, one of the leaflets recently sent out had on the front page a cartoon of a dog with a fire-cracker tied to its tail. Above was the caption, "It Is What's Behind You That Counts." On the second page the following message appears: "When you purchase a radio, better look and see what is behind it. It may be like the dog with the fire-cracker—ready to blow up and leave you guessing. Or it may be an Atwater Kent with a twenty-three-year-old factory behind it, as solid as the earth, with service stations everywhere." Other captions in the series read: "Why Take a Chance?" "Don't Chase a Train That Has Gone," and "Why Call for Help When No One Can Hear?"

The Right Sales Message

Advertising, window displays and other forms of publicity must be designed with some thought as to the kind of people the dealer intends to reach. Certainly, where the dealer plans to bring his products to the attention of people to whom price is no object it would be foolish to feature the cost of the merchandise to the exclusion of those qualities that are more certain to influence the prospective purchaser. Harry Parnes, who operates several stores in Brooklyn, handling talking machines, records and small musical instruments, as well as radio, caters to a middle class clientele to whom price invariably is of more or less importance. In other words, while quality of the product must be considered, it is not the only factor that clinches a sale in many cases. Consequently, prices of the various objects comprising the window display are made an important part of the exhibit. To make the prices catch the eyes of passers-by without cluttering the windows with huge price placards the company is using a very cleverly designed price tag about six inches wide and three or four inches high. The placard is black, gold framed, and price markings are white.

The perfected Single Dial Set!

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

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

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



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

Slightly higher West of the Rockies

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

SHAMROCK

RADIO SETS

Makers of Famous SHAMROCK STANDARD PARTS

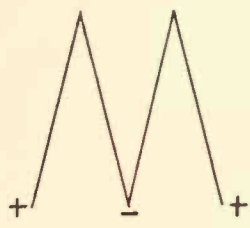
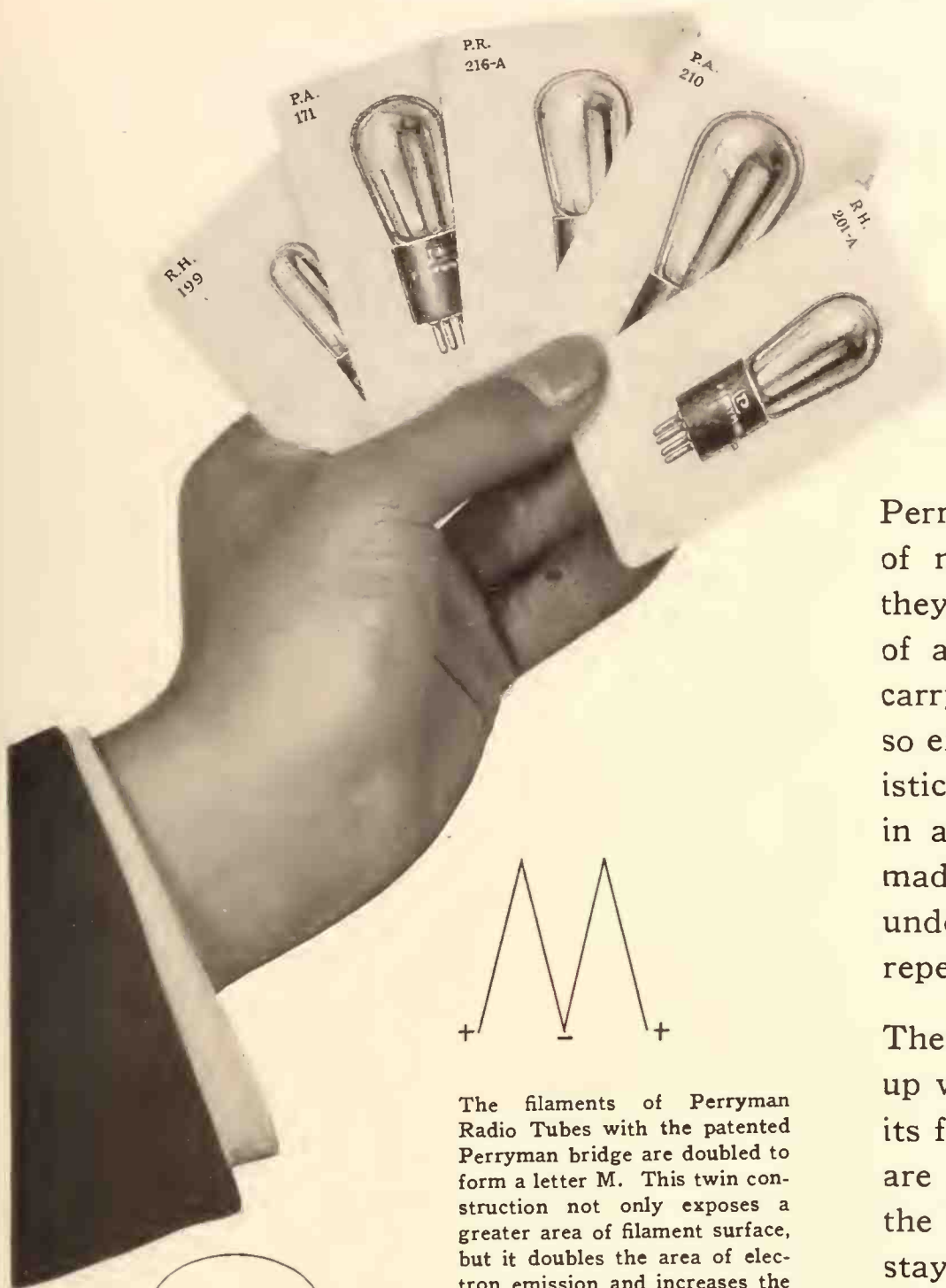
SHAMROCK MANUFACTURING COMPANY

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

PERRYMAN **P** RADIO TUBES

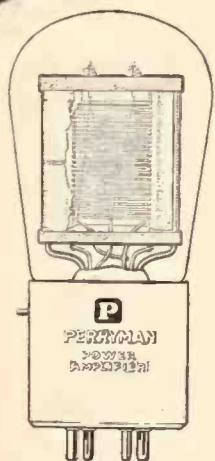
"Distance without Distortion"

Dealers Choice!



The filaments of Perryman Radio Tubes with the patented Perryman bridge are doubled to form a letter M. This twin construction not only exposes a greater area of filament surface, but it doubles the area of electron emission and increases the capacity of the tube. The real result is a tube that does its appointed work more easily, giving greater volume without distortion. Its longer life is a distinct economy.

The clear glass demonstrating tube shows the patented Perryman Bridge which holds the elements in place at the distance of greatest efficiency. Ordinary jars or jolts do not affect Perryman Tubes.



Patented June 22, 1926

Perryman Radio Tubes are the choice of many progressive dealers because they make more money on them. First of all they are standard in price and carry a full profit. Secondly; they are so exactly alike in operating characteristics that they automatically match up in any set. Thirdly; they are so well made that they deliver extra hours under hard service and customers repeat their purchases.

The radio business has been cluttered up with service costs which stole profits from dealers' tills. Perryman tubes are service proof. They go out over the counter into the tube sockets and stay there.

Deal yourself a winning hand with a stock of Perryman tubes.

Perryman Distributors are equipped and ready to supply you with tubes, advertising literature and helpful cooperation.

PERRYMAN **P** ELECTRIC CO., INC.

LABORATORIES AND PLANT
NORTH BERGEN, N. J.

SALES AND EXECUTIVE OFFICES
33 W. 60th ST., N. Y. C.

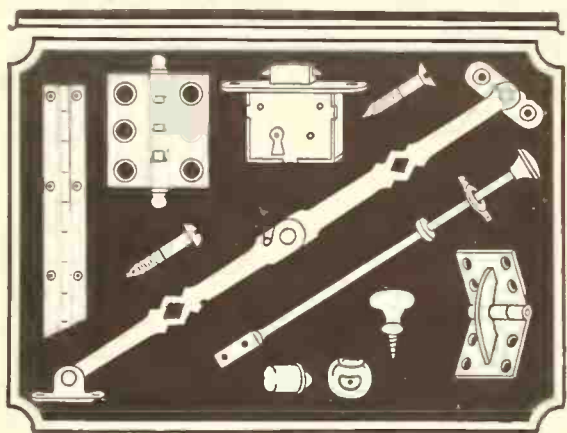
Christmas Displays That Sell Merchandise

The Talking Machine Dealer Can Get His Share of the Holiday Gift Money by Arranging Eye-Arresting and Seasonal Display

By W. Bliss Stoddard

There is nothing like a cheerful window, with the Christmas atmosphere, to stimulate the sale of gift merchandise. Both phonographs and radio sets sell more quickly when the display suggests the pleasure given by these dispellers of loneliness.

The Grand Leader, St. Louis, Mo., showed a section of drawing room, upon the wall of which was a huge white wreath, with red berries and red ribbons. In the foreground was a radio set with an easy chair drawn up beside it, and a reading lamp, with red silk shade close at hand. A neat card, adorned with a spray of holly,



Rockford Hardware

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

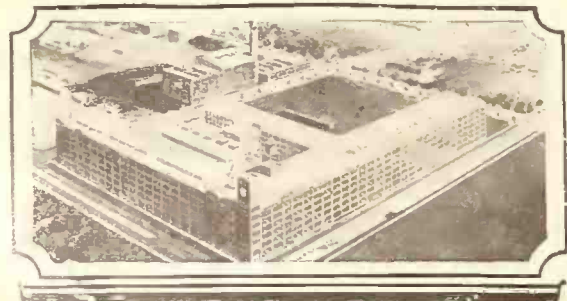
National Rock Co.
Rockford, Ill.

U. S. A.

Cable Address—**Natlock**

Branch Sales Offices:

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



suggested "Give a Radio Set for Christmas."

Scruggs-Vandervoort-Barney, St. Louis, also had a study scene—with Oriental rug, tapestry chair, table and reading lamp,—with an inlaid Radiola cabinet prominently displayed and the card of gray, with holly border, lettered in black "From the Music Centre of St. Louis—A Radio for Christmas."

W. C. Munn Co., Houston, Tex., had on the cream-tinted walls a long red silk curtain upon which hung a large bas-relief head of Santa Claus, surrounded by garlands of tinsel. At one side was a cabinet radio set, with loud speaker. Opposite it was an easy chair, with smoker's set drawn up to it, while down front was a basket filled with poinsettias. A card suggested "Will There Be a Radio in Your Home This Christmas?"

The Goodall Piano Co., Houston, Tex., had the floor covered with artificial snow, with small evergreens set upright in it. Down front was a cardboard house with lights inside. In the rear was a cabinet talking machine. A ribbon ran from the house to the instrument and card suggested "Have This Machine in Your Home Christmas Morning." Scattered over the snow were a number of records to each of which was attached a spray of mistletoe or holly, or a big red poinsettia. A card suggested "Don't Forget to Lay in a Supply of New Records for the Christmas Day Entertainment."

The Houston Light & Power Co., Houston, Tex., had seven windows all similarly decorated. They were of the backless variety, permitting a view of the large and cheerful salesroom. The floor of each was covered with artificial snow, in the center of which was planted a small Christmas tree, laden down with tinsel and ornaments. The windows were framed in southern smilax studded with poinsettias. The balcony

at one end of the salesroom had the railing removed and upon the balcony was staged a domestic scene that called instant attention to radio. It was the living-room on Christmas morning. There was a big Christmas tree, hung with tinsel and ornaments and illuminated with many colored lights. Set on a table beneath the tree was a radio and grouped about it in listening attitude were lifesize cut-outs of father, mother, son and daughter. The radio was in actual operation and could be heard by patrons all over the main floor salesroom.

No one denies the fascination of radio. One of the best proofs of this is the fact that most of the reputable music houses are now handling it in conjunction with their other lines, but the dealer should not fail to remind his patrons that it should complement and not supplant the phonograph. There is a wide variety of music always "on the air," but on the other hand no one can be sure of hearing their favorite songs or instrumental pieces, rendered by their favorite artists, just when they want them. But the possession of records of these selections gives them the voice or the music whenever they wish. This was the thought of the Wiley B. Allen Co., when they arranged a series of little stages in their window, with small cut-out figures. On one was shown a scene from grand opera "Carmen," on another that from a comic opera "Pinafore," on a third a violinist giving a recital, and on a fourth a singer of vaudeville or concert songs. Scattered about each stage were records of grand and comic opera, ballads, violin, piano and orchestral selections. The big window was framed in holly and a number of the records were shown in holly wrapper folders, a card in frosted letters suggesting: "Get a Good Selection of Old and New Favorites for the Christmas Holidays."

How Live Dealers Are Building Volume Radio Business by Going After Sales

Atwater Kent Radio Dealers in Many Parts of the Country Are Succeeding by Aggressive Merchandising—Dealers Who Are Overcoming Unusual Handicaps in Selling Receiving Sets

The popularity of the Atwater Kent radio receiver is an accepted fact, not in any one section, but throughout the entire country and, for that matter, throughout the world. Interesting stories attesting this popularity are received regularly by the Atwater Kent Mfg. Co., from dealers, as are stories telling of the methods employed by Atwater Kent dealers in placing the receivers in the homes of the public. Examples of dealer's experiences recently cited in the Atwater Kent house organ are here reproduced.

In Sebastopol, Cal., which is a very small town, W. S. Borba, local Atwater Kent representative, has to go out of town to thoroughly exercise his salesmanship. Along the four-mile highway running out of the town Mr. Borba has sold at last account forty Atwater Kent sets and has not yet finished the job. This makes ten Atwater Kent sets to every mile.

In Antelope, Cal., a thriving town with a population of eighty-nine people or just eighteen families, Lauppe & Strader, who operate the general merchandise emporium, sold sixty-two Atwater Kent sets during the current season. The eighteen families are 100 per cent Atwater Kent equipped and a set is playing continuously in the Post Office.

A dealer without a store is a rarity, but that is the status of George Alley, of Fulton, Ky., who sold more than \$3,000 worth of Atwater Kent sets in the past five months. Mr. Alley

teaches in the local high school each day and devotes his evenings and Saturdays to selling radio. He has no store; only a show window rented from a furniture dealer. All of the demonstrations are given in the prospects' homes in the evening.

From 50 to 75 per cent increase over last year is the report received by the Atwater Kent Mfg. Co. from Elliot Wade Patrick, of Brookfield, Mo. This dealer is working under a handicap, as he is paralyzed from the hips down as a result of an injury suffered in the World War. His mother and a girl book-keeper help him to the store and he employs two outside men to follow up prospects.

Utah Radio Products Co. Introduces New Cone Speaker

The Utah Radio Products Co., Chicago, loud speaker manufacturer, recently introduced a new cone speaker said to possess the same clear tonal features that have been symbolic of the entire Utah line of voice-reproducing units. The new Utah cone speaker is a free edge type, 17½ inches high, weighing 3½ pounds, beautifully designed in a golden brown shade. The new product, which retails for \$16, is said to have won immediate favor wherever it has been shown.

VAL PHONIC



Constructed with a hand hammered metal diaphragm, the VAL PHONIC produces amazing results. It brings out clearly every detail of the new electric process records. The tone is distinctive — has plenty of volume and the absence of blast is immediately recognized.

The price insures plenty of profit.

The demand for the VAL PHONIC reproducer is greater than ever anticipated. We knew we had a good reproducer — that was expected of us — and the tremendous response it has received is most encouraging.

Have you tried it?



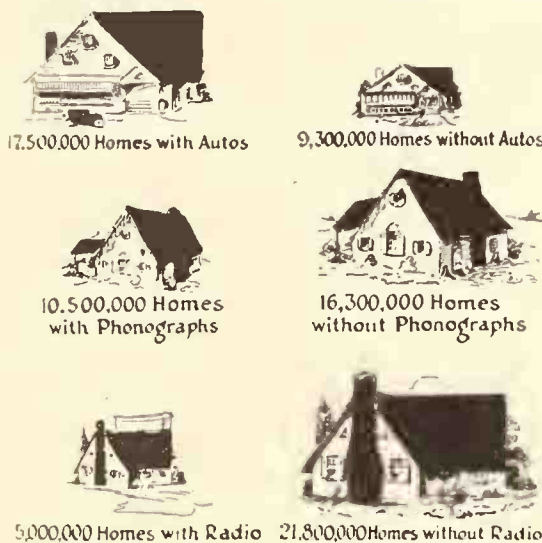
Millions of Homes Without Radio Sets or Phonographs Offer Fertile Market

Interesting Illustration Which Recently Appeared in Stewart-Warner Publication Graphically Sums Up the Situation as Regards the Retail Talking Machine and Radio Dealer

The accompanying illustration is interesting for two reasons—it visualizes the large number of homes without talking machines and the even larger number of homes without radio receiving sets as compared with the number of families owning automobiles. The illustration, which appeared in *The Announcer*, one of the dealer publications issued by the Stewart-Warner Speedometer Corp., brings home the fact in the strongest possible manner that there are plenty of opportunities for retail talking machine and radio dealers to cash in a big way by making a determined bid for sales volume. According to the figures, about one-third of the families of the country do not own talking machines. Naturally this great number of people may be considered legitimate prospects. Then, too, since the introduction of the new instruments and records, the market has been considerably broadened by reason of the fact that many people who now possess a talking machine of the old style may be turned into live prospects merely by bringing the new instruments to their attention. Sales of new model talking machines also mean increased sales volume of records and hence more profits for the dealer.

Less than one-quarter of the homes of the country are supplied with radio, according to the figures presented by the Stewart-Warner Speedometer Corp. In other words, since radio became popular several years ago and in spite of tremendous sales volumes rolled up by individual retailers and the trade as a whole, the market barely has been scratched. Also, a point worth considering is that retailers have overcome many of the problems incidental to radio merchandising and now are in a position to merchandise

on a more profitable basis. The radio business has become stabilized and dealers, handling the right kind of radio merchandise, have a better



chance than at any time in the history of the business to capitalize the opportunities for selling on a volume basis. Following is a comparative analysis of sets, parts and accessories in use by years:

SALES BY YEARS	
1922—Sets	\$ 5,000,000
Parts	40,000,000
Accessories	1,500,000
Total	\$ 46,500,000
1923—Sets	\$ 15,000,000
Parts	75,000,000
Accessories	30,000,000
Total	\$120,000,000

1924—Sets	\$100,000,000
Parts	100,000,000
Accessories	150,000,000
Total	\$350,000,000
1925—Sets	\$175,000,000
Parts	75,000,000
Accessories	200,000,000
Total	\$449,000,000
1926—Sets	\$225,000,000
Parts	75,000,000
Accessories	230,000,000
Total	\$520,000,000

SETS IN USE BY YEARS	
1920	37,000
1921	75,000
1922	150,000
1923	2,000,000
1924	3,000,000
1925	4,000,000
1926	5,000,000

Figures compiled by J. B. Hawley, chairman, statistical committee, Radio Manufacturers' Association.

Radio Institute Conducts Practical Radio Classes

The Radio Institute of America, 326 Broadway, New York, which conducts classes in radio communication and in practical work in the merchandising and servicing fields, recently inaugurated a special course of technical instruction for dealers, jobbers, salesmen and radio service men. This course is given both in the class room sessions and by correspondence, and it has for its purpose the imparting of knowledge and training essential to anyone who wishes to succeed in the selling and servicing of radio. The course consists of a series of lectures beginning with simple principles of electricity, magnetism and radio and continuing on through practical radio up to the very latest principle. Meanwhile the resident students attend laboratory sessions in which they handle practical radio work, including testing, troubleshooting, wiring, assembly, installation and operation.



"The Lantern"

Velvet Radio Speakers bring a definite contribution to Radio reproduction in more than mere beauty—for the rich rounded vibrant tones are natural as life itself—it's "just as if you were there!"

Hear it at your dealers!

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

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

"The Jewel Case" is a musical instrument—supreme in tonal beauty and power—but it is as well, a beautiful piece of handicraft.

No. 21—\$45.00

"Just as if you were there!"

MOST any Speaker brings you something of Radio's joy—but until you've really heard a "Jewel Case" with its resonant tonal beauty, tonal completeness, naturalness, you've missed the fullest joy! There are so many claims in Radio we only ask you this—just believe your own ears when you

listen to recreations of music, speaking, or singing so natural and satisfying you scarcely realize the living authors are many miles away. That is Velvet Radio joy!



A rich musical background for the tinkling pleasantries of the card game—with the "Jewel Case".



~ Velvet Radio Speakers ~

Selling Radio Without Excessive Claims Has Built Profits and Eliminated Trouble

J. Newman, of Newman, Stern Co., Cleveland, O., in Interesting Talk Tells How His Company Refuses to Guarantee Long-distance Reception and Sales Have Increased

An interesting talk on "The Relationship Between the Dealer and the Consumer" was recently delivered by J. Newman, president of the Newman, Stern Co., of Cleveland, O., before the convention of the Ohio radio manufacturers, jobbers and dealers. Mr. Newman, who has spent many years in the radio business, stated that this relationship was not very healthy and said in part: "Isn't it true that at least twenty-five per cent of the purchasers of radio sets are dissatisfied with their buy? Doesn't one in four, at least, raise the very deuce? Do you not have to resell your set to him several times over? Exchange it—replace it—adjust it—excuse it—service it—renew it—repair it, one, three or all of these things?"

"Isn't most of this our fault? Isn't the cus-

tomers 90 per cent justified in being a trouble maker? Haven't we trained him to be one?"

"For consider a minute, gentlemen, just what we have done in this highly press-agented business. We have been placing in the hands of the lay public a device just out of the laboratory stage. We have been claiming for this device a type of performance such as only bearded professors skilled in laboratory manipulation could scarcely obtain at will. Into the hands of lawyers and ditchdiggers, public accountants and plumbers we have delivered our magic boxes, and to these miscellaneous purchasers we have promised the bewitching music of Samarcand, fascinating lectures from the University of Bonn and jazzy music from Honolulu.

"Now that radio is slowly but surely falling into the legitimate channels of trade I feel that we are to make a respectable business of this industry. What can the dealer do to stabilize the radio market and bring order out of chaos?"

"In my own business we are solving the problem. At least we know what it is that causes most of our troubles and we are working mighty hard to correct the situation. Here is what I think: Our salesmanship has been too good; we have oversold radio to the American public; they wanted it too badly; we have been shrewd salesmen but not morally good ones; we have taken advantage, manufacturer and dealer alike, of a gullibility, bred by the excessive desire of the public. I am perhaps voicing nothing new. We all know that the coast-to-coast myth and the hairline tuning fable have caused most of our trouble. But are we doing anything to combat it? In my company we are.

"We say to every customer that, regardless of the price of the set, we do not guarantee long-

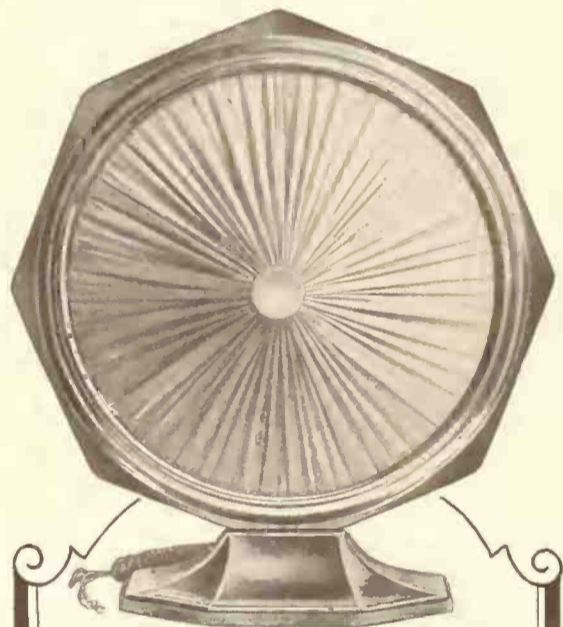
distance reception, guaranteeing nothing beyond fifty to 100 miles. We apparently but not actually lose sales by this. What we sell stays sold, however.

"Our position is a logical one. We tell the prospective customer that in selling him a radio set we undertake to supply him with a standard instrument which under most conditions will perform with reasonable satisfaction. We explain to him that we can sell him the complete installation but that we cannot sell him the conditions surrounding it. To be sure, if we say to a customer in answer to his question that we do not know whether or not he will get Chicago, he arches his eyebrows. He tells us that the Blank Radio Co. will sell him the same set and guarantee Chicago. Nine times out of ten when we tell this customer that after all we are selling the same set as the Blank Radio Co., and we have nothing to lose by making the guarantee, but that we would rather be truthful than make the job, he usually sees our point.

"After all any one with a radio set in all except impossible locations to-day has his choice of several good programs any time he wants to hear them. I say this is enough. We sell our radio sets on this basis and they stay sold. Our percentage of returns last year using this method was the smallest in our history, and the total number of sets sold was the largest in our history. Our service department runs with greater smoothness, our time payments suffered less loss and the morale of the department was on a higher plane.

"After all, you and I know just how little or how much a radio can do. That Miss Ederle swam the English Channel once is no reason why we can expect her to do it daily. Conditions of tide, wind, weather and what not, entirely outside of her own capabilities, will govern her performance. Just so with radio. That a set can receive two thousand miles on one occasion by no means signifies that it will do it the next time. Furthermore, it is by no means significant that because it does it in one place it will do it in another."

The new SONOCHORDE CONE



\$25.00

If Your Customers
Want Music—

Sell them Sonochorde. For Sonochorde tone quality with its wealth of volume—deep, rich and absolutely faithful—is simply inimitable. And Sonochorde beauty—well, Sonochorde tells its own story.

[Order a sample today. If Sonochorde does not equal or exceed your expectations, we'll refund your money.]

BOUDETTE MFG. CO.
CHELSEA - MASS.
HASTINGS ELECTRIC SALES CO.
Factory Sales Agents
42 Binford St. S. Boston, Mass.

BACK VIEW FLOOR STANDARD MODEL WALL MODEL



Note how the back of every Sonochorde is protected against possible injury.

Equipped with heavy cord and decorative tassel. Price \$27

A design of unusual distinction. Price with cord \$35

Brilliantone Co. Enjoying Its Most Successful Year

Sales Volume Each Month During Year Established New Record—Business Volume Double That of Same Period Last Year

The Brilliantone Steel Needle Co. of America, Inc., sole selling agent for Bagshaw needles, is finishing one of the most successful years in the history of the organization. The sales volume each month is setting a new record and business is reported more than double that of the same period last year. Brilliantone activities are, therefore, numerous and the entire organization is on its toes.

Harry W. Acton, general manager of the Brilliantone Steel Needle Co., found business much to his liking on a recent visit to Philadelphia and immediately followed his trip to the Quaker City by going to Chicago and the Middle West. Reports from this territory show Mr. Acton finding equally good needle business in this section.

Sidney Risser, Brilliantone steel needle sales representative, is back at headquarters following a trip through the New England States, where he reports big Brilliantone business. Mr. Risser states that every day was a real order-taking day throughout the trip, indicating dealer confidence in that territory.

Irving P. Unger, of the Brilliantone sales staff, has just returned from an eight weeks' tour of the South and Southwest. Mr. Unger reports splendid general conditions throughout this territory and adds that from the Brilliantone angle particularly his trip was a remarkable success. After a few days spent at Brilliantone headquarters Mr. Unger started on another swing through the Middle Western States.

Oklahoma City Distributor Was Host to A-K Retailers

Harrison Smith Co. Stages First Annual District Convention—Three Hundred Atwater Kent Dealers Present at Conclave

OKLAHOMA CITY, OKLA., November 5.—The Harrison Smith Co., Atwater Kent distributor of this city, was recently host to about 300 Atwater Kent dealers in its territory at the first annual district convention. The affair was held at the Huckins Hotel and the day was given over to business sessions and the presentation of the new Atwater Kent line. Otto W. Taylor, H. T. Stockholm, T. Wayne McDowell and F. M. Miller, of the Atwater Kent organization, were present, as well as representatives from the Pooley Co., also of Philadelphia. Harrison Smith, head of the organization, reported the convention was a huge success and stated: "I am glad that we were able to gather the men in Oklahoma City and I am looking forward to many more conventions of this character."

Stewart-Warner Earnings

The Stewart-Warner Speedometer Corp. reports for the nine months ended September 30, 1926, net profit of \$4,808,346 after depreciation, Federal taxes, etc., equivalent to \$8.01 a share earned on 599,990 shares of no par stock. Net profit for the September quarter was \$1,686,531 after above charges, equal to \$2.81 a share.

W. H. Lawton, manager of the Seattle, Wash., branch of the Columbia Phonograph Co., was in New York for a few days recently on a visit to the executive offices of the company.

FACTS

you should know about

"B" BATTERIES

IN THE production of Heavy-Duty 45-volt "B" batteries Eveready has established a new standard of "B" battery life and economy.

Eveready Heavy-Duty 45-volt "B" Batteries will outlast any Light-Duty 45-volt "B" two to one, regardless of the number and kind of tubes used! Moreover—though lasting twice as long, they cost only one-third more!

To cap the climax of "B" battery economy, Eveready, in the production of Eveready Layerbilt No. 486, has perfected a Heavy-Duty "B" battery of unequalled endurance and dependability—positively the most "B" battery in service and satisfaction that its price can buy.

You can make no mistake in flatly recommending Eveready Heavy-Duty "B" Batteries, and especially Layerbilt No. 486, to *all* radio owners using normal voltages (45 to 135 volts).

You will be selling the utmost in "B" power dependability—the lowest "B" power first cost—the greatest "B" power operating economy—D. C. (direct current) in its purest form, which insures pure tone.

Eveready national advertising is acquainting the radio public with these facts. Identify yourself with this "B" battery economy educational campaign and build up for yourself priceless good-will and a reputation for giving your customers the most value for their money.

Manufactured and guaranteed by

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

Tuesday night means Eveready Hour—9 P. M., Eastern Standard Time, through the following stations:

WEAF—New York	WGR—Buffalo	WGN—Chicago
WJAR—Providence	WCAE—Pittsburgh	WOC—Davenport
WEEL—Boston	WSAI—Cincinnati	WCCO—Minneapolis
WTAG—Worcester	WTAM—Cleveland	WCCO—St. Paul
WFI—Philadelphia	WWJ—Detroit	KSD—St. Louis
	WRC—Washington	

EVEREADY

Radio Batteries

-they sell faster

Right Sales Methods Build Radio Profits

D. S. Spector, General Manager, Federal-Brandes, Inc., Analyzes Opportunities of Profits in Radio and Gives Sales-Building Tips

The music merchant is an important factor in the chain of radio distribution. His experience in merchandising means of entertainment to the public, the type of store which he operates, the high grade of its personnel, his experience in handling time payment sales, and his established place in the community make him a desirable and important outlet for the radio manufacturer.

The past two years have proved that radio can profitably be handled by the average music dealer who appreciates the difference between the musical instruments he has been selling and radio merchandise. This realization is of fundamental importance.

The music dealer is accustomed to selling merchandise requiring no installation, no delicate balancing of elements for its successful operation, and no problems extraneous to, but affecting, the operation of the instrument. Therefore, he has not been confronted with the requirements of the completion of the sale, such as servicing, so vitally important in radio.

The Problem of Servicing

There are merchants who are accustomed to servicing their sales. The electrical dealer and the automotive dealer are only two of many who are experienced in the work of selling merchandise requiring installation and perhaps upkeep, and who are thoroughly familiar with the requirements. The automotive dealer appreciates the importance of the correct functioning of every part of the automobile both before and after it is turned over to the customer. He knows well that there are plenty of reasons why an automobile will not function properly at times. He also knows that the customer will come to him for a remedy in such a case, and he is prepared. The same is also true of the electrical dealer and his merchandise. But the music dealer has not had that experience. Under these circumstances, it is to the advantage of the music dealer who desires to become a permanent factor in the radio distributing system to appreciate the difficulty in the requirements of radio sales and how he can best overcome it.

As an example, a customer walks into a music dealer's store and after more or less deliberation decides to purchase a piano. Outside of being concerned with details of tone and cabinet finish, there is very little the dealer need do to complete the sale. The piano is delivered to the home and placed in a room. If the instrument has previously been properly inspected as to its tuning and the condition of the wood finish, little if anything more is required except perhaps the business of collecting the bill.

The sale of a radio set does not end with

the delivery or even with the placing of the instrument in the home of the customer. A dealer, simply as a matter of self-protection, must see that all the elements comprising a complete installation are properly working. The antenna must be properly set up. The tubes must be efficient. The batteries must be in good shape, and, above all, the customer must be



D. S. Spector

taught how to secure maximum results from the installation. The customer can no more be left to the tender mercies of the manufacturer's instruction book than the purchaser of an automobile can be left to the printed directions of the automobile manufacturer. It takes time to learn how to operate properly the average radio set, and this should be thoroughly appreciated by the music dealer, who in turn should convey it to his customer.

The music that fills the home as a result of the purchase of a piano depends upon the customer, or whoever plays the piano. If the sounds are unpleasant to the ear, the customer does not complain to the dealer.

But not so with a radio set. If the sounds are unpleasant or are imperfectly reproduced, the dealer is called in to service his sale. If, some evening, a set refuses to function due to a worn-out battery or a disconnected wire, the dealer is notified and a service man who understands radio sets of that type is sent to locate the trouble. The more complicated the set, the

more his fund of information must differ from that of a music dealer.

It follows that anything which tends to make the radio sales routine approximate more and more closely the sale of a piece of musical merchandise, such as a piano or phonograph, is of vital importance to the music dealer and should greatly appeal to him.

New Models Reduce Trouble

Now to the rescue! The new radio models are making matters easier for the music dealers. The single illuminated station selector, such as is used by Kolster Radio, instead of several dials, makes the operation of the set practically automatic. In addition, the sturdy construction now being followed in contrast to previous years, such as mounting the "gang condensers" in die-cast aluminum frames that will hold the weight of two men, riveting parts to the panels instead of using screws that may come loose, and hanging the entire chassis in a pressed steel frame, greatly lessen the chances for anything to get out of order and practically reduce the servicing to the replacement of tubes and batteries at rare intervals.

The more automatic a set's functioning and the sturdier its construction, the less technical knowledge it requires on the part of both the dealer and the customer, and the less chance there is for the customer to make mistakes in its operation and be dissatisfied with the results. That means less service calls, and approaches the ideal of "sold over the counter."

Single control receivers help the music dealer considerably, reducing the period of instruction to almost nothing by making it difficult for the customer to tune incorrectly and by removing the necessity for experienced manual control of several dials on the part of the customer.

Importance of Correct Design

The correct design of such important radio receiver elements as "gang condensers" is also of vital importance. If properly designed, this element, the heart of the system, may then be considered by the customer to be practically non-existent, thereby eliminating service demands on the music dealer, caused by unsatisfactory tuning after the sale and installation are completed, which is not a part of his merchandising background.

Further, the proper design of radio circuits together with the improved design of such details as sockets and their cushioning, which are to be found on the market this year, can to some extent make up for lack of absolute uniformity in radio tubes. They therefore do not

(Continued on page 32)

OCTACONE PAUSINE

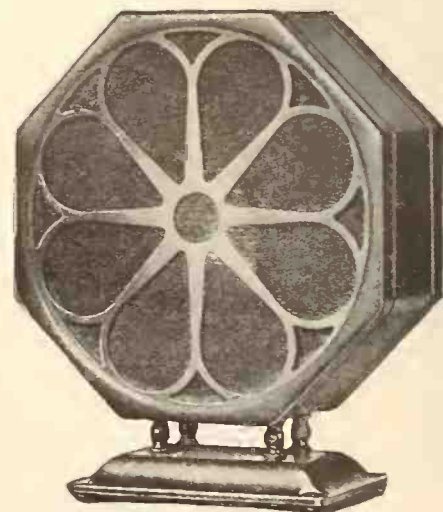
Here's one good selling point to remember about the Octacone Speaker. You can knock or drop it, accidentally or otherwise, on a concrete floor if you wish, and it still will reproduce just as clearly and sweetly as it ever did. If you have your doubts as to the value of this *selling feature* try the same experiment with any other six speakers.

\$ 19⁵⁰
List

*Slightly higher
west of the Rockies*

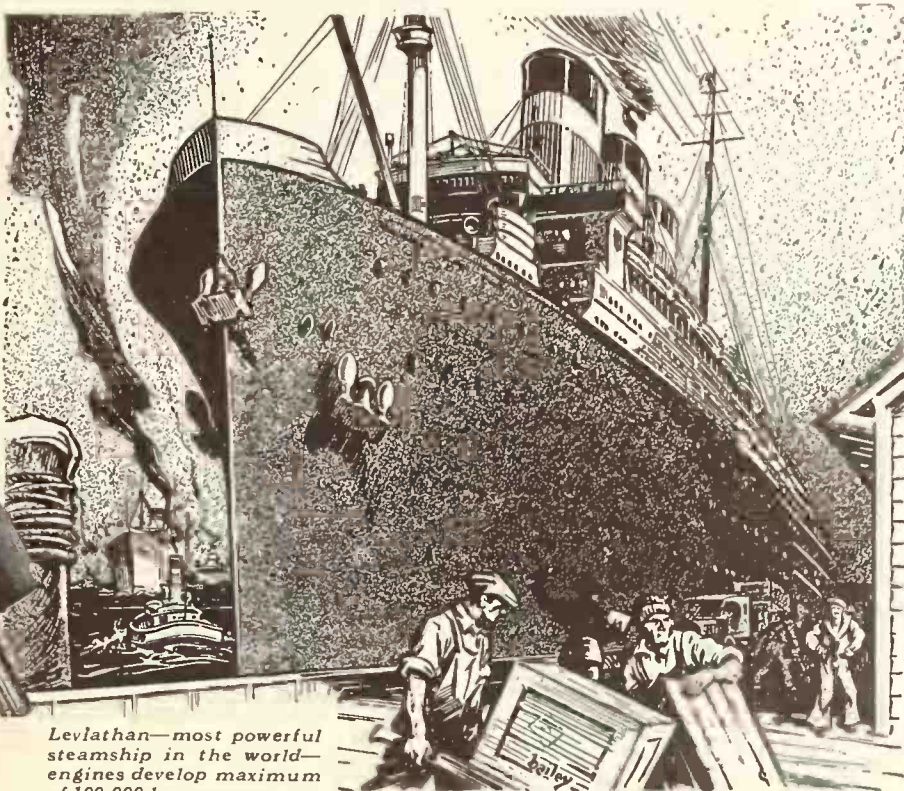
Pausin Engineering Company
727 Frelinghuysen Ave., Newark, N. J.

Licensed Under Frank E. Miller,
Patent Numbers 1,190,787, 1,220,669,
1,294,137. Other Patents Pending.





The New Super-Sensitive DETECTOR
Type GXS-200A for distant reception and weak signals—equally remarkable results on local stations—not critical in adjustment.
Price \$5.00



Levlathan—most powerful steamship in the world—engines develop maximum of 100,000 horsepower.

Your Customers Want More Power

Gold Seal Power Tubes Meet This Ever Increasing Demand

EVERYBODY is asking for power tubes. All the new sets are wired for this equipment. Power tubes can be used in the older sets with an adapter.

Cash in on this growing demand right now. GOLD SEAL power tubes are made in all the popular types, including GSX-210, and 216-B, the most powerful type sold commercially.

And like all GOLD SEAL tubes, they are made right, sold right and guaranteed right. They will increase your sales, your trade and your profits.

Insist on genuine GOLD SEAL Radio Tubes—Standard for all sets.

If not obtainable from your jobber, write us for particulars of our attractive dealer proposition

Gold Seal Radio Tubes

Jobbers! Some desirable territories still open. Full Protection. Write for particulars.

GOLD SEAL ELECTRICAL CO., INC., 250 PARK AVE., NEW YORK



Type GSX-171
High power tubes for use in last stage of audio amplification give increased volume.

Price \$6.00
Look for the red box



Type GSX-216B
For use in battery eliminators to rectify alternating current—advantageous in supplying the higher current required by power tube equipped sets.

List Price \$7.50



Type GSX-112
High power tubes for use in last stage of audio amplification give increased volume.

Price \$6.50
Look for the red box



Types GSX-2012
The popular general purpose type, for amplifier or detector. Long life and high efficiency.

Price \$2.00
Look for the blue box



Type GSX-Hy-Mu
For use only in the popular resistance coupled amplification, highly efficient in this system.

Price, \$4.00

ALL STANDARD TYPES

Pacific Radio Trade Ass'n Holds Election of Officers

Ernest Ingold Heads New Body of Officers—
Campaign to Raise \$25,000 for Broadcast Pro-
grams Brought to Successful Close

SAN FRANCISCO, CAL., November 4.—At the annual meeting of the Pacific Radio Trade Association held here last month Ernest Ingold, president of Ernest Ingold, Inc., was elected president for the coming year. Mark E. Smith was elected vice-president and W. J. Aschenbrenner, secretary-treasurer.

The balance of the Board of Directors includes E. J. Koepke, J. A. Ramsey, Wilbur Jackson, Major Nathan Levinson, E. A. Portal, Robert Eastman and H. W. Dickow.

The reports of the Radio Show Committee, retiring President Arthur Halloran and Vice-President Charles Musladin, reflect a remarkable condition of this pioneer radio association. The report of the show committee, Mark E. Smith, chairman, showed a tremendous increase in interest and attendance during the last exhibition. The report of Charles Musladin indicated that the association closed its year with all bills paid and with a cash balance of nearly \$20,000 in the treasury.

Perhaps the outstanding item of interest in the president's report was the announcement of the successful conclusion of the association's campaign to raise a fund of \$25,000 from radio listeners in order to put on the air the series of

twenty-one complete concerts by the entire San Francisco Symphony Orchestra, numbering eighty to one hundred pieces, the concerts being given each Sunday over a period of twenty-one weeks. The concerts are to be broadcast by KPO, KGO and by wire connection from the bay region to be broadcast also by KFI at Los Angeles. Leo J. Meyberg had charge of the association's active solicitation for funds through a system of teams.

The feeling of the association is that the entire radio industry on the Coast will be immeasurably strengthened and selling helped by broadcasting of this type and character which, in Pacific Coast circles, still lies in the future.

Announces Change of Name

The members of the American Fair Trade League, which includes nearly a thousand leading manufacturers and distributors doing business throughout the United States, have voted, almost unanimously, to substitute the word "Association" for the word "League" in the name of the organization.

Payne's Music Store Moves

GREENVILLE, S. C., November 6.—Payne's Music Store, Columbia dealer, recently moved to its new and larger quarters which were formerly occupied by Phillips & Crew. The store has been completely renovated and is most attractive.

Omaha Fada Dealers Attend Two-Day Annual Convention

Meeting Held Under Auspices of Storz-Western
Auto Supply Co., Fada Distributor—New
Models Displayed and Plans Discussed

OMAHA, NEB., November 4.—A two-day meeting of Fada radio dealers was held here recently under the auspices of the Storz-Western Auto Supply Co., Fada distributor for the territory. Arthur Storz, head of the firm, is also president of the Omaha Radio Trades Association. The first day of the meeting was devoted to a conference attended by the distributing and factory organization men. R. P. Van Zile, manager of the Fada Chicago branch, discussed problems regarding the franchised dealers and merchandising policy of F. A. D. Andrea, Inc. H. E. Anderson, of the Nebraska Farmer, addressed the gathering on radio farm-paper advertising. The second day of the session was marked by the attendance of dealers from the eastern half of the Storz-Western territory. Inspection of the new Fada models, and a luncheon, with addresses by Mr. Storz and Mr. Van Zile, featured the second day. A banquet in the evening closed the meeting.

Right Sales Methods In- sure Profits From Radio

(Continued from page 30)

have to be matched, and the replacement of a dead tube is simply a matter of purchasing a new one.

The calibration of tuning scales in meters wavelength is for the same reason also of great importance to the music dealer, as it tends to make the operation of the set more automatic. The simplification of other elements, such as the inclusion of tested loud speakers in the cabinets, the provision of space for batteries and the availability of various types of practically automatic battery chargers and battery eliminators, all tend to make a radio installation more nearly like a piano installation.

Trend Toward Simplicity

This trend toward simplicity is of great importance to the music dealer. A radio installation may never reach the simplicity of a piano installation, but if the music dealer is careful to handle the types of radio sets which, because of their construction, best fit into his business experience with the least necessity for such a radical change as extensive servicing, there is no question but that music dealers will find the business of selling radio receivers more and more profitable.

An excellent start was made along these lines last year. Great strides have been made since then. This year's models of the leading manufacturers show the results of careful thought over these problems. In the future the troublesome elements, from the viewpoint of the music dealer, will be still further reduced and while the radio installation will always require a certain amount of watching it will be quite nominal if the points I have discussed are considered when the dealer selects his radio stock.

Special Number of Town Crier Tells of Ad Drive

A special campaign number of the Town Crier, house organ of the Radio Corp. of America, has been issued describing in detail the impressive national advertising campaign which R C A is conducting this season. It is strikingly illustrated in color with reproductions of various magazine, newspaper and billboard advertisements, with direct window display material and dealer help stunts.

The Duffie-Freeman Furniture Co., Atlanta, Ga., recently added the Atwater Kent line of radio products. C. W. Jordan is in charge.

PRECISION
ARBORPHONE
PRODUCTS

ARBORPHONE



A HAPPY blending of Radio's latest advancements with ultra-precision construction methods makes Arborphone the outstanding receiver of the year.

THE strikingly beautiful Arborphone cabinet assures an ever-active market to the franchised Arborphone dealer. Write or wire for information in your territory.

\$60



\$105
Includes Receiver,
Table and Built-
in Loud Speaker

PRECISION PRODUCTS COMPANY
327 South Main Street
Ann Arbor, Michigan

National Factory Representatives
SANFORD BROS.
30 W. Walton Place
CHICAGO ILL.

These ads—
addressed
to over
nine
million
readers—
are sending
Farrand
buyers to
stores
everywhere.
A
demonstration
does the rest!

Dealers Attention!

If you haven't,
as yet, stocked
Farrand Speakers,
get in touch with
your distributor
AT ONCE. Now's
the time to cash in
on Radio's greatest
selling speaker.
Order TODAY!

Farrand Mfg. Co., Inc.
Thompson Avenue at Court Street
LONG ISLAND CITY, N. Y.

THE sole mate of a good receiver
Senior Model, \$32.50—Junior, \$16.50
Farrand Speaker

Other cones may look like a Farrand—but there the resemblance ends
Senior Model, \$32.50—Junior Model, \$16.50
Farrand Speaker

RADIO'S outstanding Reproducer! Farrand owners will tell you so. Radio engineers will tell you so. Hear it, compare it—and your own ears will tell YOU so! At good radio shops.
Senior Model, \$32.50—Junior Model, \$16.50
Farrand Speaker

"THE EAR SAYS BUY!"—the four most telling words about radio's foremost speaker!
Senior Model, \$32.50—Junior Model, \$16.50
Farrand Speaker

PUT the decision up to your ears and you'll put other speakers out of your mind!
Senior Model, \$32.50—Junior Model, \$16.50
Farrand Speaker

Listen to the fan who owns one. Listen at the store that sells them!
Senior Model, \$32.50—Junior, \$16.50
Farrand Speaker

The Eye may deceive, but the Ear NEVER! Farrand
Farrand Speaker

Every phase of musical expression captured with mirror-like fidelity—setting a standard of tone reproduction by which all other speakers are judged
Senior Model \$32.50—Junior Model \$16.50
Farrand Speaker

YOUR sense of hearing will urge you to choose—on its outstanding performance. Your comment will tell you to buy a Farrand—on its past performance. Over half a million enthusiastic listeners are now claiming the matchless quality of the Farrand Speaker. First cone speaker two years ago, the first cone speaker

Seven years to perfect—two years on the market—half a million listeners today
THERE'S the whole story of Farrand Speaker supremacy. Designed by the man who invented the cone-type speaker, painstakingly perfected through years of experiment, tested out for two years in homes everywhere.
Your ears will tell you to buy Farrand. But you know right even before you hear it is just as far ahead of competitors today as your dealer for a demonstration.
Farrand Speaker

There is a best in radio speakers—attested to, not by the voice of self-praise, but by the verdict of listening ears
Farrand Speaker

NEW!
HAVE you seen and heard the NEW Senior model of the Farrand Speaker, with its exquisite walnut-laminated wood cone and new driving unit? Radio's greatest reproducer still further improved! NOW—at your dealer's!
Farrand Speaker

VEN years to perfect, two years on the market, a half million enthusiastic listeners TODAY! When you buy a Farrand you get cone speaker of time-tested, proven performance. Senior Model, \$32.50. Junior, \$16.50.
Farrand Speaker

They allow FARRAND
Farrand Speaker

Farrand Speaker



315

Atlas Cases for You, Too

Phonograph manufacturers have been enjoying the advantages of Atlas Plywood Packing Cases for years. Radio manufacturers were not long in following their example.

Neither could fail to recognize the perfect protection Atlas Cases give their instruments, the ease with which they are assembled, their fine appearance, nor the freight saving effected by their lightness in weight. And Atlas Packing Cases will show you the same things. Try some.



PARK SQUARE BUILDING, BOSTON, MASS.

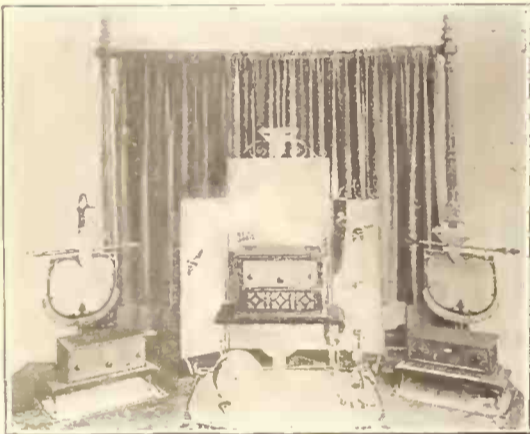
New York Office
90 West Broadway

Chicago Office
649 McCormick Building

Stewart-Warner Displays Receive Praise of Dealers

Beautiful Settings for Effective Presentation of Stewart-Warner Radio Products Created by Company for the Dealers' Use

CHICAGO, ILL., November 5.—One of the policies of the radio division of the Stewart-Warner Speedometer Corp., which has won enthusiastic praise from dealers throughout the country, has been the creation of beautiful and artistic win-



An Artistic Stewart-Warner Display

dow displays which are made by the Display Division of the company and which are loaned to dealers for a period of time for a small rental. These displays are made of the highest quality materials and are artistic to the extreme. They form a background for the showing of Stewart-Warner radio receivers which reflects the quality of the product.

The accompanying illustration of the most recent of the displays created by the company is typical of those now in use. The center three-panel screen is of wrought iron and contains hand-painted panels in very attractive colorings. Fingertips are shown touching the dial on the world, and revolving about the world, picturing many forms of enjoyment available through radio. At either side of the central figure are two small wrought-iron lamps with banners carrying the Stewart-Warner shield. These banners and floor mats are of satin and gold fringe and black embroidery. Two small and one large wrought-iron benches with red mohair tops are furnished with the display. The title of this display is "A World of Enjoyment at Your Fingertips."

The displays are built in series of ten and special shipping cases are made so that little damage is experienced in routing them about the country from one dealer to another.

W. L. Stensgaard, manager of the Display Division of the Stewart-Warner Speedometer Corp., states that this service has met with hearty accord among distributors and dealers and the demand is beyond what the company can supply. About two hundred displays are now in service.

American Bosch Radio Line Shown at Dealers' Meeting

Weber-Rance Corp. Displays Line at October Meeting of Talking Machine and Radio Men—Officials of American Bosch Co. Speak

The feature of the October meeting of the Talking Machine and Radio Men, Inc., New York, held at the Cafe Boulevard on Wednesday, October 13, was the display of the American Bosch Magneto Co. radio products, consisting of two models of receivers, two speakers and a battery eliminator. The Weber-Rance Corp., metropolitan distributor for the line, was in charge of the display. W. F. Potter, chief radio engineer of the Bosch organization, gave an interesting talk, pointing out to the assembled dealers the outstanding features of the line. Louis Gruen, sales manager of the manufacturing company, also spoke, explaining the merchandising policies and plans of the company and the selling points of the American Bosch line.

M. L. Miller, vice-president of the Weber-Rance Corp., outlined his company's plans for the formation of a service school which will be open to all dealers regardless of whether they carry the Bosch, Ferguson or Crosley lines, which are distributed by Weber-Rance. The school will hold sessions for three or four nights a week and dealers will have the opportunity of learning the technicalities of radio. Unusual features are being arranged for each session.

Arthur U. Stork was elected to membership in the association and S. A. Schutta, Jack Leahy, Louis Berton and William Hancock, all of the National Carbon Co., were elected as associate members.

The next meeting of the association will take place on November 30, at which gathering the Dalrymple-Mishler Radio Corp. will exhibit the Hartman line of radio products for which it is distributor.

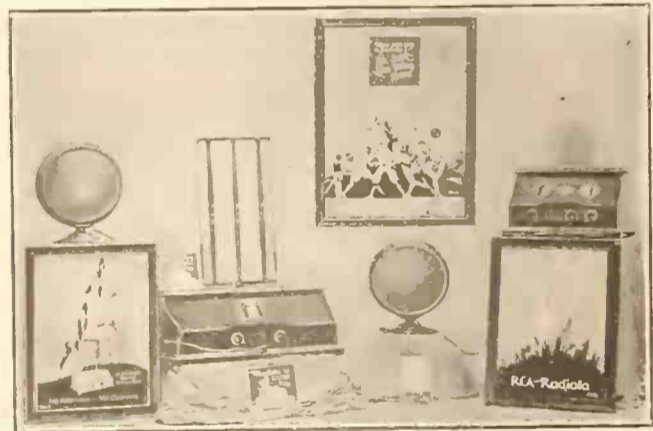
Fada Radio Receiver Used in Hog Calling Contest

A recent event of unique interest was the National Hog Calling Contest which was sponsored by the Omaha Radio Trades Association during the recent annual radio show in that city, in view of the fact that radio played a leading role. The object of the contest was to select the best hog caller, and a Fada 8 tube set and speaker was the winner. The hog callers worked in the Crystal Studio at the radio show and tuned in on the Fada receiver which was set on a farm about eight miles in the country. The Fada 8 and speaker were strong enough to call the hogs in from all over the 160-acre farm, reproducing distinctly the weird succession of sounds that causes hogs to respond.

R C A Poster Service Is Popular With the Trade

Many Dealers Featuring the Posters Regularly in Their Window Displays—Seasonal Appeal Proving a Sales Stimulator

Judging by the many letters being received by the advertising department of the Radio Corp. of America, RCA authorized dealers are keenly alive to the many possibilities for capitalizing the unique Nickel-A-Day poster service that was instituted several months ago. Some dealers write that besides featuring them regularly in their windows they are taking full advantage of the seasonal appeal portrayed in the art panel by using it as a sales objective toward which they direct their circular mailings and with which they tie-in their newspaper advertising. Others write that they are using the colored paintings as the motif around which they build the rest of their display. Still others



Attractive RCA Posters

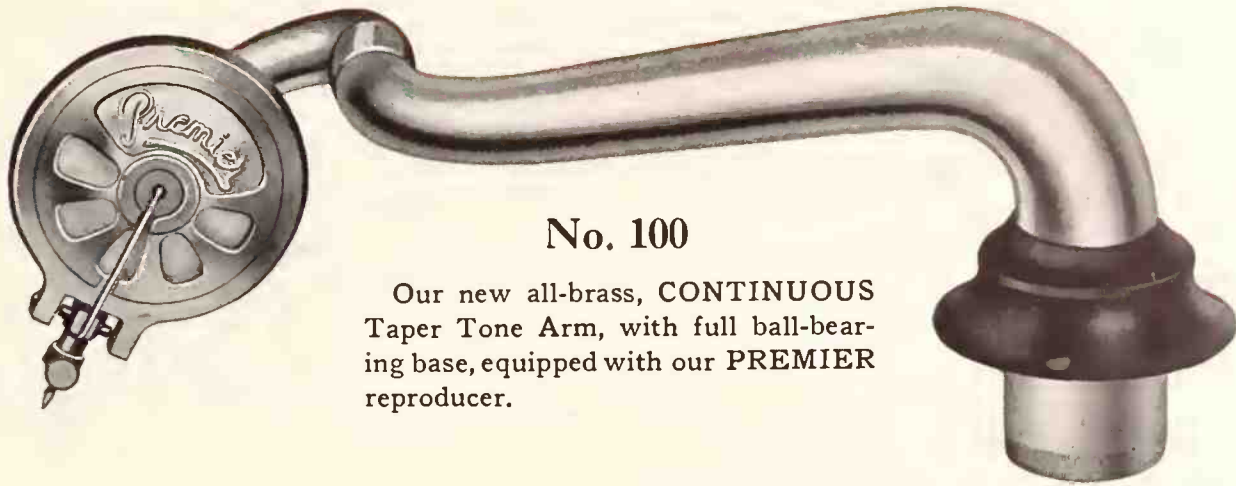
write that their windows are receiving greater attention from the public than ever before and are now a real sales aid.

The Nickel-A-Day art display service means that for five cents a day or \$18 a year the dealer is provided with three substantial frames into which are fitted each month for the period of a year the current set of attractively colored, hand-executed art panels. A model window display of the current set of posters is illustrated herewith.

"Already," according to Pierre Boucheron, advertising manager of RCA, "several thousand dealers have signified their belief in a timely art display as an effective piece of sales promotion by sending in their subscriptions to the Nickel-A-Day service. And as many thousand were subsequently convinced that the small daily outlay involved was more than justified in the added attention focused on their products by this means. It would cost an art collector \$12,000 to possess the originals by the noted artist C. E. Millard, but by bearing a substantial part of the cost the Radio Corp. is enabled to offer this service to its dealers for what approximates five cents a day."

Empire Universal Tone Arms and Reproducers

"The STANDARD of the INDUSTRY"



No. 100

Our new all-brass, CONTINUOUS Taper Tone Arm, with full ball-bearing base, equipped with our PREMIER reproducer.

Specifications:

Height from motor board to top of tone arm is $3\frac{1}{8}$ inches. Inside diameter at base is $1\frac{13}{32}$ inches. Outside diameter of base flange is $2\frac{7}{8}$ inches. Length from turntable center to center of horn hole on motor board is $9\frac{1}{2}$ inches.

It is now a recognized fact that there are three things necessary to obtain the best results from the new electrically cut records. These are the reproducer, a CONTINUOUS taper tone arm and the long amplifying chamber.

The unit illustrated above, when used with a long amplifying chamber, embodies these points, and has been scientifically designed to meet the latest achievements in the science of acoustics.

LIST PRICES

Tone Arm Only

Nickel\$ 7.50
Oxidized 8.00
Gold 8.50

Complete as Shown

Nickel\$12.50
Oxidized 13.00
Gold 13.50

Order sample, test it out. It will win you on its merits.

Empire Tone Arms Are Used by Carryola

THE EMPIRE PHONO PARTS CO.

10316 Madison Avenue, Cleveland, Ohio

Established in 1914

W. J. McNAMARA, President

To Manufacturers of New-Type Phonographs

Our new Orthophonic type Reproducer is ready. Tone, volume and quality unsurpassed. Don't contract for your Reproducer requirements until you have seen and heard ours.

Ask for Special Proposition

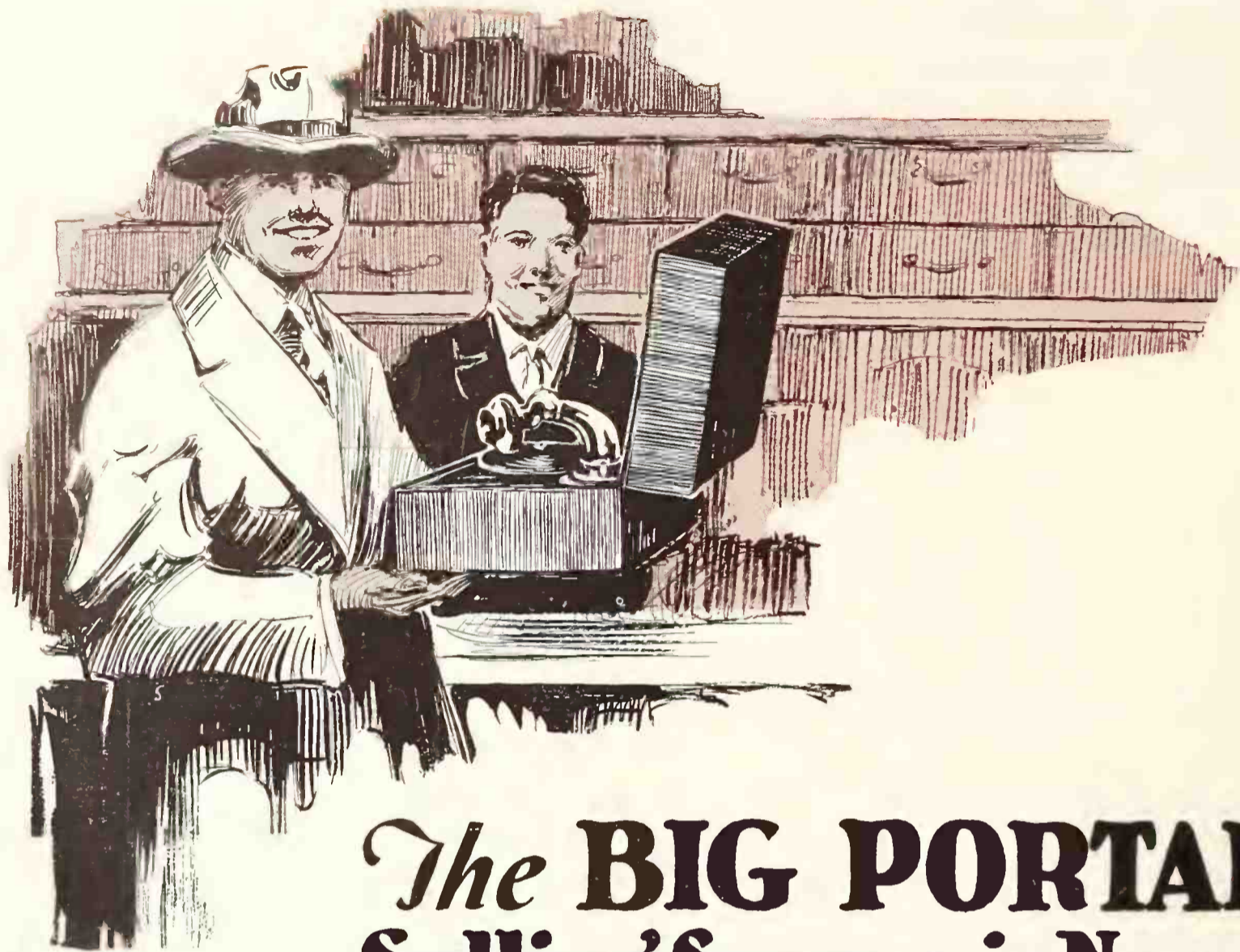
UNIQUE REPRODUCTION CO.

Mfrs. of ADD-A-TONE Reproducers

32 Union Square

New York

The Largest Makers of Portable



The BIG PORTABLE Selling Season is Now Here

DURING this, the Holiday season, retail merchants will sell more portable phonographs than at any other period during the entire year. Here are the reasons:

1. The portable today has come into its own as a musical instrument for the home at a popular price.
2. Portables sell quickly and easily, and in most instances for cash.
3. Selling portables is the surest way to expand cash record business. Every portable buyer can afford a real selection of records.

The finest portable on the market is the Carryola Master. It sells most easily because the public has read about it in the large national magazines. And when it's sold, it stays sold, because of its many exclusive features.

The "Master" today is attractively embossed and decorated (air-brushed) in striking color contrast. What an eye value! What a sales appeal! Make your plans for the big selling season!

The CARRYOLA COMPANY of AMERICA
647 Clinton Street *Milwaukee, Wisconsin*

Phonographs in the World!

The CARRYOLA MASTER



leader of a line that always sells

PROFIT by showing the full line of Carryolas. The margin is ample. Your volume is unlimited. The selling qualities have been proven. There can be no question, "will they sell?" It is a fact that they *do* sell. And how they sell at this season!

It is a complete line. The Carryola Master for steady, repeat business. The Carryola Cub for the buyer with the smaller pocket-book. The Carryola Flapper for those that demand something different.

Build your holiday plans around this mighty line. Make the Carryola Master your leader. Do the job adequately and realize properly. Resolve to "cash in" right now during the big selling season. Write to your nearest Carryola Jobber, or to us.



The CARRYOLA COMPANY of AMERICA
647 Clinton Street
Milwaukee, Wisconsin



Interior of the Sampson store at Boise. Note the attractive up to date layout—the Gulbransens displayed at the store's entrance. Mr. C. B. Sampson, President and Founder of this company, is shown seated at extreme left. Beside him, Mr. W. C. Carnes, Secretary-Treasurer and Manager

(Photos by Johnson & Son, Boise, Idaho)



The Sampson Music Company's central store at Boise has a 30 foot frontage at 975 Main St. One-half the window space is given over to Gulbransen display. By selling the QUALITY idea, this store has established a leadership that can never be won on PRICE and TERM

Four stores *✓ ✓ ✓* and still growing!

Idaho's largest music house demonstrates the wonderful success possible with this one definite sales plan

In the heart of Boise's business district a huge electric sign flashes out, "Sampson Music Company," known hundreds of miles around for its policy of "One Price—A Square Deal."

Eighty miles to the northwest at the neighboring town of Weiser there's another Sampson store. One hundred and fifty miles away, to the southeast, there's another at Twin Falls. And again, another branch at Nampa, twenty miles to the west!

Through all southern Idaho the Sampson Music Company's four stores have won an enviable reputation for their way of doing business.

In more than 1,000 homes the Gulbransens sold by this one company are furthering the Sampson Company's good name. And today the Sampson Music Company is not only the leader in Boise and the surrounding territory, but the largest music house in the entire state.

Ten years ago, C. B. Sampson thought that he'd "try" the Gulbransen. He had been reading Gulbransen advertising. He was attracted by its simple statement of fact, its

announcement of a then revolutionary method of selling pianos. For in those days, for a manufacturer to announce a one-price policy backed by national advertising was an entirely new idea in the piano business. Sampson liked it. It was just the way he had always tried to do business in his own store. So he wrote out a trial order—for one Gulbransen Registering Piano.

Finds immediate success

"As we look back, it was a revelation," says Mr. Sampson. "We were glad to deal with a house doing business on a one-price basis, just as we were doing business with our customers."

"Here was not merely one piano, but a whole line that we could confidently feature. A complete variety of models at standard prices to appeal to all classes of trade!

"Year by year our business has been growing steadily. Last year our Gulbransen sales were 72% better than the year before—157 pianos as against the previous year's sales of 91. And judging from indications for the first ten months of this year, our 1926

business is going to break all records."

This successful business that the Sampson stores have developed is the result of intelligent planning and salesmanship. For Boise itself as a city is not the type to furnish mushroom growth for any retail business.

With a population of 25,000 this city has enjoyed a good, healthy growth ever since it was first chartered in 1906. As the capital of Idaho and the trade center of the surrounding fruit growing, agricultural and mining country, it is the city of chief importance in the state.

How was it done?

"No small part of our success has come to us because we tied to a line that we thought was *right*. Ever since our first order, we have been proud to advertise the fact that ours is a Gul-



State Capitol Building, one of the many beautiful show spots in Boise



Just outside of Boise is the Arrowrock Dam, the highest in the world, 348 feet. It is the most important link in the wonderful Boise-Payette irrigation system upon which depends the greater part of southern Idaho's agricultural prosperity

G. J. Tiss, manager of the Weiser branch, looks after sales in this nearby town of some 3,000 population. Note the service roadster with its labor-saving cartage device

THE SAMPSON STORES DON'T WAIT FOR BUSINESS TO COME IN. WHEN A GOOD LEAD HAS BEEN DEVELOPED, A GULBRANSEN IS TAKEN OUT TO THE PROSPECT'S HOME AND THE SALE IS ALREADY HALF MADE!



R. K. Logan is manager of the Sampson branch at Twin Falls, a town of 8,000 population. The company's branch system of distribution is of immense advantage in giving prompt and efficient service

imprinted with our name.

"Thus we cash in on the Gulbransen national advertising that our prospects read in the magazines going into their homes. And we know that this combined advertising is a wonderful help in our daily selling."

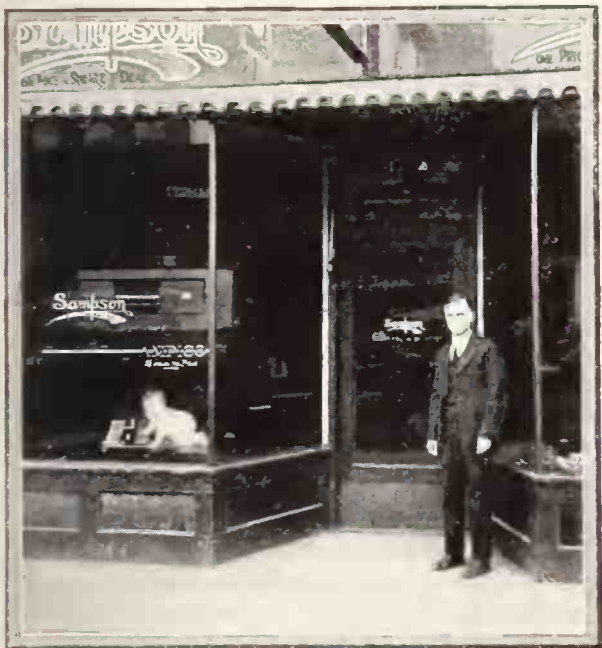
You can make more money with this plan

The Sampson stores, like those of all other successful Gulbransen dealers, are daily meeting the same sales problems that you will find in practically every American town from coast to coast. Not only meeting them, but overcoming them—building profits through the use of one of the finest sales plans that has ever been offered the retail piano trade by any manufacturer.

Actually it is more than a plan. It summarizes the experience of hundreds of successful Gulbransen dealers. But more than a summary, it offers you the carefully developed means of building more business for yourself. It gives you the actual material with which to work, gives you full instructions how to carry out each step.

If you yourself are not satisfied with your present business, if you are not getting the success you think your efforts deserve, write for further information about this new way of selling. You owe it to yourself to find out the complete details.

Simply fill out and mail the coupon. Without the slightest obligation on your part, we shall be glad to send you full information.



W. E. Patterson, branch manager of the Sampson store at Nampa, supervises the company's "One Price—A Square Deal" policy in this town of 8,500. Here, as in all the other stores, the manager is in constant touch with the home office



C. B. Sampson says—
"Success is assured the merchant who really follows out the spirit of the one-price, square-deal policy set by the Gulbransen Company and other successful manufacturers and dealers.

"Price and terms are pretty stale arguments. Too often they are the chief resource of a merchant selling inferior musical goods.

"Talk up the value of music in the home, the quality of the instruments you're selling.

"Point out to your prospects the wonderful enjoyment and educational value of a piano. Tell the folks the truth and they'll stick by you.

"Our house is a Gulbransen institution. We're proud to advertise the fact, proud to let the public know that our four stores feature the complete Gulbransen line"

bransen institution and that all our stores feature the Gulbransen.

"People in this part of the country know the Gulbransen through its national advertising. This advertising has been of inestimable value in backing up our selling. People have increased confidence when they buy a Gulbransen because they know that everybody pays the same price for the same model. They know that they are getting a wonderful instrument in a fair and square deal."

The actual selling

"We have six men outside selling all the time, and three inside who are always ready to meet an outside call," says Mr. W. C. Carnes, manager of the main store in Boise. "We figure

that once we put a piano in the home, the sale is half made. We have a fleet of trucks and Arwood loaders and we put them to good use.

"Last year, I should say that about four out of five of our sales were closed outside the store—yes, just about 80%. That's the result of going out after the business.

"But with all our selling, we never overlook the fact that we are building good will. People read our attractive Gulbransen advertisements in the morning and evening newspapers. They receive the mailing pieces that the Gulbransen Company furnishes us

Gulbransen Company, Dept. T.M.W.
3232 West Chicago Ave., Chicago, Ill.

Please send me complete information about your sales plan.

Name

Street

City

State

40% Profit

—for live dealers! You can make a fine big clear profit —in additional business—without lifting a hand or disturbing your present sales program! Simply by co-operating with us and taking the business we bring to you!



SUPERPHONIC

We Get the Business for You!

Our men are out now building profitable business for dealers in the southern territory. They go right out and get it! Every sale is turned over directly to the dealer with whom we are working. You, too, can "cash in" on these profits.



No. 1 CABINET TYPE

We Do the Selling!

We do the selling for you! We even finance the business for you, if you wish! We bring the merchandise to you. All you have to do is fill the orders.



No. 2 CABINET TYPE

You Take the Profits!

You make a clear 40% profit without disturbing your regular business. We're not asking you to handle our line. We will sell it for you. We bring you a ready made sales organization of proven ability. They will sell for you our famous line of nationally advertised portables, and larger models.

Our Matchless Cooperation!

We are with you in every step. You will find our proposition works out exactly as represented. Our co-operation is thorough. Those that have tried it are outspoken in their enthusiasm for the actual, new business it has brought to their stores.

Read—on the other page, what a few dealers who have profited through us think of our proposition and our co-operation.



BUDDY

CUB



MASTER



SOUTHERN ALUMINUM COMPANY

513 CONTI STREET

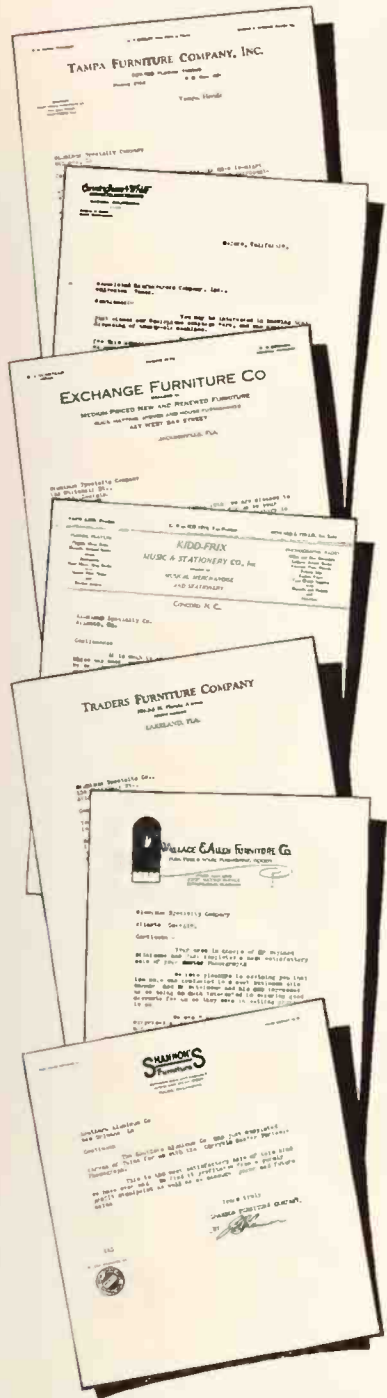
(INCORPORATED)

NEW ORLEANS, LA.

For Live Dealers!

—there was never a better opportunity than this! Live dealers can clean up hundreds to thousands of dollars in immediate business—business that you can keep, too—and all velvet, all extra business you'll never get unless you *are alive* and act NOW!

Read What These Dealers Say! then send for full particulars



Globe Furniture Co., Inc., Washington, D. C.: "Your crew of salesmen have added 491 new customers to our present large list, in addition to the large number that our own men sold, due to the publicity and influence of your men . . . should we have another specialty sale in the near future, which we are contemplating, we hope it will be our good luck to have you with us again."

Tampa Furn. Co., Inc., Tampa, Fla.: "The Southern Aluminum Co. has been putting on these sales for us at different times for the past five or six years.—This last sale, the sixth, we believe to be about the best yet."

Cunningham & White, Madera, Calif.: "We wish to state that this campaign was one of the cleanest, most satisfactory and pleasantest that we have ever gone through."

Exchange Furniture Co., Jacksonville, Fla.: "Before your crew commenced the sale we thought that they would be doing well if they sold 100 machines. However, as you know, they delivered 216 in the two weeks they were here. This is our third sale by you within the past eighteen months."

Kidd-Frix, Concord, N. C.: "It is much to our regret that the sale of Musicphones, which has been conducted by your crew, has come to a close, because we will not be seeing the large number of orders coming in every day, bringing in new customers and new friends. The sale has been conducted in a high-class and thoroughly business-like manner throughout."

Traders Furniture Co., Lakeland, Fla.: "Your crew delivered one hundred and ninety-four Musicphones in two weeks. We feel quite sure that we have placed a number of good customers on our books that we might not have reached in any other way."

Wallace & Allen Furniture Co., Birmingham, Ala.: "We are frank to say that we were agreeably surprised at the volume of sales and good class of accounts secured for us. We feel that your plan will be beneficial to any installment dealer who is interested in increasing his business."

Shannon Furn. Co., Tulsa, Okla.: "Sold 600 since February—two outside men working now. This is the most satisfactory sale we have ever had."

Hobbie Bros. Co., Roanoke, Va.: "We sold in the neighborhood of 165 machines, of which 125 were accepted by our credit department. At this time we have had six repossessions, and one skip. The machines have been found to be very satisfactory and we are waiting for a reordering shipment of twenty-four machines."

Bulman Furn. Co., Little Rock, Ark.: "We are highly pleased with the way the sale has been conducted. Your crew sold and delivered 351 machines to satisfied customers."

Vickers & Mann, Brunswick, Ga.: "Your crew made twice as many sales as we really anticipated. We are well pleased with their efforts."

Poling Furn. & Und. Co., Buckhannon, W. Va.: "We heartily recommend your proposition to any one who wants business."

Walker Furn. Co., Houston, Texas: "Last spring the Southern Aluminum Company conducted a sales campaign for us on Portable Phonographs and placed over six hundred accounts on our books."

Amite Furniture Co., Amite, La.: "Have just completed a most successful sale of one hundred and fifty Musicphones. We feel that this opens up a new era of 'REAL BUSINESS' for our store."

Camden Furn. Co., Camden, S. C.: "We do not know of any other method that will equal that as conducted by your high-class sales force for getting new business. Secured some of the best business in the town for us and left the trade the best satisfied of any sale we have ever held."

G. B. Summer & Sons, Newberry, S. C.: "We are pleased to advise that the sale of 'Phonographs' closed for us by your representatives was satisfactory in every respect."

J. R. Herrin's Music Store, Herrin, Ill.: "You have just completed a most satisfactory sale for us. I placed with your crew manager an order for forty additional machines."

Grant Furniture Co., Tallahassee, Fla.: "Your crew of four men have just completed their campaign for us in which they sold 65 machines. This we consider very good as we had no idea they would sell as many as fifty."

American Furniture Co., San Diego, Calif.: "We are writing you to express our appreciation for the very successful sales campaign recently conducted by your crew for us."



This Will Bring You Full Details

Fill in the slip in the lower right hand corner, clip out on the dotted line and *mail today* for full details of our SPECIAL PROPOSITION, sample of working agreement, etc. This does not obligate you in any way. Do it now!

Grasp this Opportunity for Bigger Profits!

The first good dealer in each city or town gets the chance—hundreds to thousands of dollars of clear, quick, easy profit and new, desirable, permanent customers for records and other merchandise you carry.

Aluminum Specialty Co.
330 N. Ervay St.,
Dallas, Tex.

Aluminum Specialty Co.
45 Trinity Ave.,
Atlanta, Ga.

SOUTHERN ALUMINUM CO., Inc.
New Orleans, La.

I would like to know more about your PROVEN PLAN whereby I can make at least 40% quick, extra profit. Send me full details and contract blank. I understand that this inquiry incurs no obligation on my part.

Name

Street Address

City and State.....

\$20000.00

given away in prizes!

Awards

- First Prize:
\$500.00 in Gold
- Second Prize:
\$250.00 in Gold
- Third Prize:
\$200.00 in Gold
- Fourth Prize:
\$150.00 in Gold
- Fifth Prize:
\$100.00 in Gold
- Sixth Prize:
\$100.00 in Gold
- Seventh to Twentieth Prizes:
14 Gold Awards
\$50.00 each

Do you believe in good window displays? Can you trim a window so that it will bring customers into your store? If you do and can, perhaps this contest will interest you.

\$2000.00 PRIZE CONTEST

for the best window display of advertising material featuring the



It howls

McDONALD HOWL ARRESTER

"It Stops that Howl!"

(TRADE MARK)



Now it doesn't!

Judges

Displays will be judged solely on their selling merits by a Committee of Five disinterested judges well known in the radio field. Names of judges will be given in the next issue of this publication.

Winners

Announcement of winners and photograph of winning display, together with photo of winning decorator, will appear in the February issues of the *Radio Dealer*, *Talking Machine World*, *Phonograph Weekly*, *Radio Record*, *Radio Retailer and Jobber*, *Radio Retailing*, *Electrical Record*, *Radio Doings*, *Lansing State Journal*, etc.

November 15th, 1926 until February 15th, 1927

If you own or operate a store selling radio supplies you are eligible to compete. We furnish without charge complete advertising material for your windows, and give you suggestions for displaying it to best advantage.

The Reason for the Contest

Set owners everywhere are asking for the little live rubber jacket that stops the howl in less than one second. At 75c each, with a size for every tube, the McDonald Howl Arrester sells on sight.

Give them a chance to see it in your windows!

SPARTAN ELECTRIC CORP., 350 West 34th Street, New York City
Dept. C

Kindly send, without obligation to me, full particulars about your \$2000.00 Prize Contest for best Window Displays featuring the McDonald Howl Arrester Advertising Material.

Name and Title.....

Name of Firm.....

Address.....

I'm your Coupon 
**Cut me out and
mail me Right NOW!**

"The Instalment System Is Sound and It Is Here to Stay," Says Alex Eisemann

Merchandising Director of the Freed-Eisemann Radio Corp. Discusses Instalment Sales and Gives Interesting Reasons Why Time-paying Purchasing Has Become So Popular

The enormous consuming power of the people of the United States is based, I believe, on two great factors. First, that the American workman has no hesitation in aspiring to own the same fine product as may grace the home of his banker. Thus, big business is able to harness democracy to its own benefit. Second, because in this country credit, which is the life-blood of business, is being capitalized by the instalment sales system, to a degree which does not exist in any other country in the world. Credit starts with the Federal Reserve System of discounting bankers' acceptances. It follows through the banker, manufacturer, distributor and dealer, and finally ends with enabling the consumer likewise to buy on credit. The great buying power makes possible large-scale production; large-scale production makes possible low prices, and insures in a national way against the unemployment problem.

Much has been said for and against the system of time-payment purchasing. The first reaction of every modern conservative-minded citizen is not to buy what he cannot pay for at once. However, against this attitude is the spirit that the best product is not too good for any American home. Thus, there has grown up the great "pay-while-you-use" system of buying.

From a financial standpoint, this system, whatever force it may have, is sound so long as the grand total of unliquidated instalment purchases does not exceed the grand total of savings banks' deposits. The excess of savings banks' deposits over unliquidated instalment purchases is mute testimony to the fact that the instalment system is being conservatively used by the American public.

The average consumer who buys a product on time does not bite off more than he can chew. In effect, it works out as a savings system by virtue of which part of his monthly income is set aside for payments on a good product, more expensive than the consumer could buy for cash; whereas, if the consumer were to pay cash for everything he buys, the home would be littered with cheap products, unsatisfactory in performance and rapidly depreciating in value.

Being interested in two automobile finance companies, I see that the percentage of defaulted leases is most negligible. Given a good product, the delinquent payments are almost a negligible factor. I am not certain but that the instalment system makes for a more sound condition than would be possible if it did not exist. The consumer is able to buy a really good product which does not lose its value, whereas otherwise, the excess over living expenses each month might go into products for the home, be mediocre in service and of little or no real value.

The fact is that no industry can grow to large proportions in this country without facing the necessity for a definite and well-conceived plan of financing instalment purchases.

Looking at the situation from a radio standpoint, we will soon find that radio purchases will parallel automobile purchases from the standpoint of units which are bought on time payment as against those which are bought for cash.

Unfortunately, the larger nationally known finance companies are no longer interested in taking the discount leases of the small radio dealer. This means that the small radio dealer will have difficulty in selling on a 25 or 30 per cent down payment, whereas the large dealer will be able to do so with greater facility.

It is my belief that while the large radio dealer is a very valuable entity in radio distribution, nevertheless, real distributing service to the public—the kind of distributing service which will ensure radio's position as one of the great industries of the world—depends as well on the

existence of a vast number of small dealers, each serving his own community throughout the country. Dealers have learned to profit from their service calls. New batteries, new tubes, a new speaker for the consumer will be profitable to the dealer if he does not have to travel too far to get that business. It is the small local dealer who can best give service, and the financing of his instalment sales to help keep him in profitable business is well worth the serious attention of the manufacturer.

At a meeting recently, at which the instalment sales system for radio was disparaged, the statement was made that radio should take the lead and show the people of the country that here was a device for the home which should be bought only when the buyer has the cash to pay for it.

It is idle to run counter to the merchandising trend of the country. Instalment business will grow bigger and bigger. The dealer who stimulates his business by house-to-house canvassing, supplemented by instalment sales, is following the trend of modern business. I believe that, eventually, intensive house-to-house canvassing will be as necessary to the radio business as it is now in other lines of electrical appliances for the home.

The instalment system is sound and it is here to stay. Should it grow beyond safe proportions its own machinery will slow it up. However, experience has shown that the average American consumer does not buy what he does not see his way clear to pay for. He buys a better article and pays for it monthly, and that is what makes America a great consumer of high-grade merchandise. In Europe the consumer of small financial position does not aspire

to have a high-grade article in his home. Thus, we capitalize democracy and optimism to make big business possible, and the machinery of capitalizing these great forces is the time-payment purchasing system.

Freshman Radio Featured in Attractive Catalog

Merits of Masterpiece Receiving Sets and Accessories to Be "Broadcast" Through Booklets for Distribution to Consumers

An attractive catalog and instruction book covering in complete detail the entire Freshman Masterpiece line of receiving sets and accessories, has been prepared by the Chas. Freshman Co., New York, for the benefit of Freshman dealers, who in turn will supply these booklets to radio consumers. The booklet is illustrated throughout and not only describes each model in the Masterpiece line, but gives full instructions on installation, operation and maintenance problems. The new Freshman ABC power supply, B eliminator, special A battery, power amplifier and Master speaker are also illustrated and the functions of each are described. The A battery is a specially designed 30-ampere hour unit for use in conjunction with the ABC power supply.

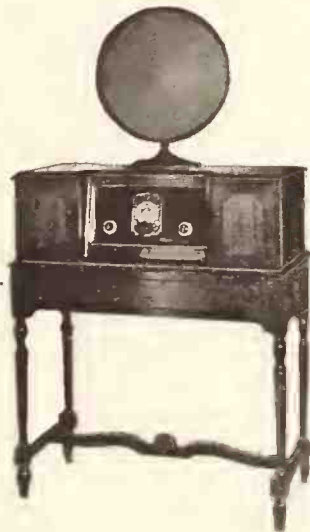
Frank Wright Opens Store

DALLAS, TEX., November 3.—A new talking machine store was recently opened on Elm street and operates under the name of the Music Box. Frank Wright, known throughout the entire country as one of the Radio Franks, record and radio artists, is the proprietor. Mr. Wright will broadcast regularly from Station WRR, of this city.

The Nishkian Phonograph Shop, Fresno, Cal., recently added the Atwater Kent radio line.

The Holiday Appeal— The Holiday Profit!

1. Perfection of tone quality.
2. Selectivity.
3. Long range.



4. Thunderous volume controllable to a whisper.
5. Fine appearance.
6. Single tuning control.

In the

New MU-RAD Super Six Receiver

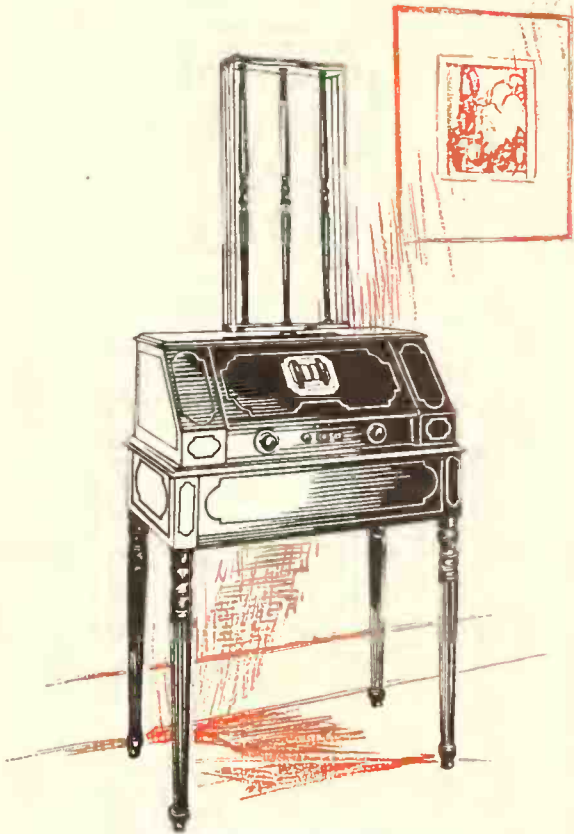
The set that will make your sales increase with leaps and bounds! People are looking for the new Mu-Rad! Thunderous volume, controllable to a whisper, beautiful tone qualities, faithful reproduction and one dial

control are powerful selling factors. We are backing your sales with productive advertising, quality merchandising and sane, fair and square policy. Get your orders in now!

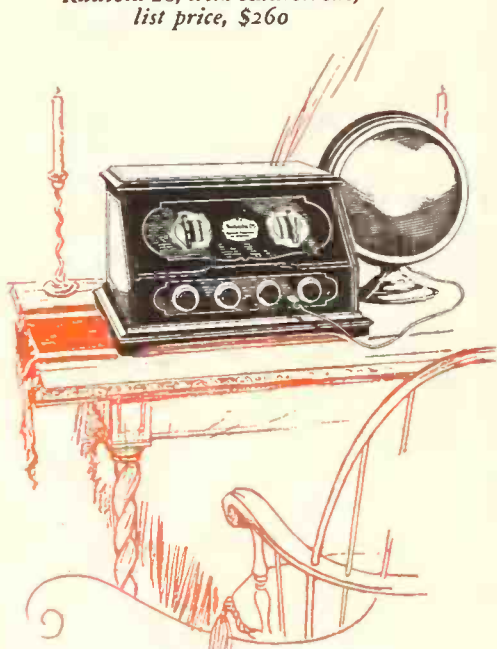
Write for proposition.

MU-RAD
Radio Corporation
Dept. W, Asbury Park, N. J.

Another GREAT SEASON ahead for Radiolas *tried-tested-perfected.*



Radiola 28, with Radiotrons,
list price, \$260



Radiola 20, with Radiotrons,
list price, \$115

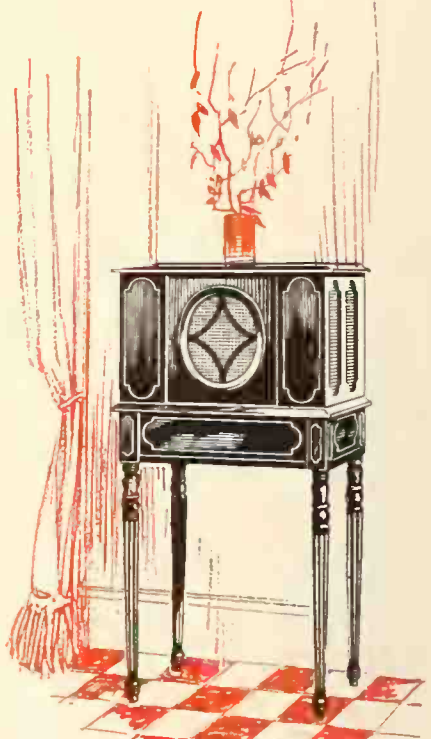
We made a big summer prophecy — that RCA Radiolas would sell strongly all summer long. And they did.

We made a big fall prophecy — that RCA Radiolas, tried, tested and perfected, would outsell the "new" things of the opening fall season. And they did.

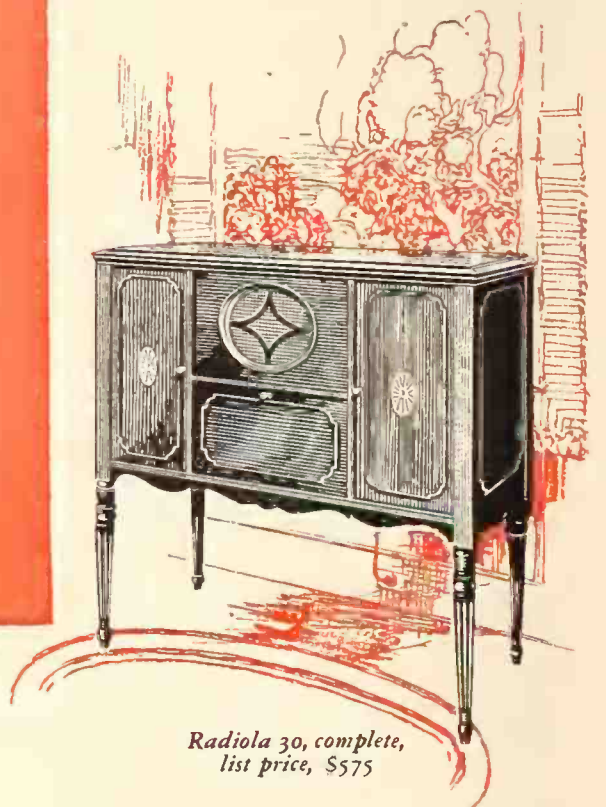
Now—with pre-Christmas selling already started, the road is clear ahead to unprecedented selling. Never before was the public so confident about anything in radio, as about the proved quality of RCA Radiolas today. Never before was there such an easy path to replacement sales. The newest Radiolas are so far ahead of the millions of old sets in use that one real demonstration makes the old ones obsolete forever.

With an RCA Radiola of today, you are selling the finest *musical instrument*. Start now on your Christmas campaign. You can make it a record-breaker in RCA Radiola profits.

This sign marks the leading dealer in every community.



RCA Loudspeaker 104,
list price, \$275



Radiola 30, complete,
list price, \$575

RCA Radiola

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

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

unmatched-

in tone

—at anywhere *near* its price! Dealers everywhere acclaim it! And big national advertising—with bigger neighbor-to-neighbor advertising—has put the fact across to the public.

in sales

A demonstration makes a sale! Competition with other speakers sells the Loudspeaker 100. It sells for all sets—and is the only type of speaker even to talk about with the new power-tube sets. With a big market of new sales and replacement of old speakers, it can keep your business moving fast from now to Christmas.

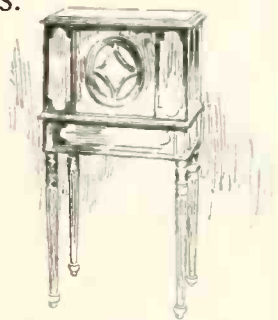
RCA LOUDSPEAKER 100, List

\$35.



RCA LOUDSPEAKER 104

—the remarkable power speaker that is remaking radio. List, \$275



RCA Loudspeaker

MADE · BY · THE · MAKERS · OF · THE · RADIOLA

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

Wholesale Volume of Radio Industry Reached \$170,390,572 in Year of 1925

Federal Manufacturers' Census Showed Total Increase of 215.5 Per Cent Over 1923—Tube Type Receiving Sets Showed Total Sales of \$88,800,538, 1045.4 Per Cent Increase

WASHINGTON, D. C., November 5.—The tremendous progress of the radio industry during the past few years is demonstrated by figures recently made public by the Census Bureau,

\$170,390,572 (manufacturers' prices), as compared with \$54,000,470 in 1923.

The greatest advance has been made in the production of tube-type receivers, the output of

	1925	1923	Percent of Increase or Decrease (—)
TOTAL VALUE	\$170,390,572	\$54,000,470	215.5
Loud speakers:			
Number	2,606,866	623,146	318.3
Value	\$19,162,591	\$5,608,330	241.7
Head sets:			
Number	1,397,443	1,781,793	-21.6
Value	\$2,264,527	\$5,345,380	-57.6
Receiving sets:			
Tube type—			
Number	2,180,622	190,374	1045.4
Value	\$88,800,538	\$13,326,116	566.4
Crystal type—			
Number	112,656	223,303	-49.6
Value	\$344,079	\$669,906	-48.6
Transmitting sets:			
Number	1,076	1,082	-0.6
Value	\$1,355,430	\$919,930	47.3
Transformers:			
Number	3,413,993	1,571,817	117.2
Value	\$7,457,805	\$3,929,581	89.8
Rheostats:			
Number	3,531,871	1,085,171	225.5
Value	\$2,084,188	\$955,396	118.1
Lightning arresters:			
Number	2,971,379	1,758,723	69.0
Value	\$506,034	\$422,036	19.9
Radio tubes:			
Number	23,934,658	4,687,400	410.6
Value	\$20,437,283	\$9,824,172	108.0
Miscellaneous parts, value	\$27,978,097	\$12,999,623	115.2

comparing production of radio apparatus in 1925 with that in 1923, which shows that, despite the much lower prices which prevailed last year as a result of improvements in quantity production and the development of cheaper apparatus, the value of the 1925 output was more than three times that of 1923.

The total production in 1925 was valued at

which was more than 1,000 per cent greater in 1925 than two years previous; an increase of 400 per cent is shown in the production of tubes, and of 300 per cent in the output of loud speakers. The production of crystal sets has decreased 50 per cent.

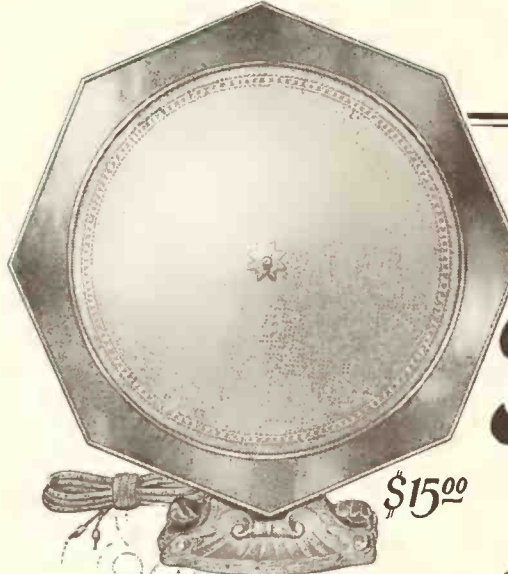
Details of the 1925 production as compared with that of 1923 are given in the table above.

Featuring Peerless Quality Albums as Christmas Gifts

The Peerless Album Co., 638 Broadway, New York City, is making a special campaign this month on its quality record albums as a feature for Christmas sales. Each year the Peerless Co. has aided the dealer in stocking and displaying albums of every description. These, when filled with records, make ideal Christmas gifts and generally result, experience of retail

dealers has proved, in a substantial increase in record sales.

The Peerless Album Co. recently introduced a genuine leather-covered portable talking machine retailing at a popular price and this product, too, is to be presented as an appropriate Christmas gift. Samples of this new portable have already been forwarded to the trade with the result that considerable interest has been aroused and a number of repeat orders indicate that it is a welcome addition with many dealers.



PRESENTING

Tower

Meistersinger
CONE


\$15.00

A

NOTHER Tower Sales Leader — the new Meistersinger Cone for those who demand highest quality both in appearance and performance. Unlike the average model, the Meistersinger serves a double purpose—it may be employed as a table model or hung on the wall by simply detaching base. Mahogany finish frame with plywood, sound-board back, art metal base and many other exclusive features. You must see and hear it.

Write us for your Distributor's name.

TOWER MFG. CORP., Boston, Mass.



MICA DIAPHRAGMS

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

INTERNATIONAL MICA CO.

Phone Baring 535 PHILADELPHIA, PA. Cable Filasoc, Phila.

Crosley "A" Power Unit Takes Place of Batteries

Invention Supplies "A" Power Current Direct From Light Circuit—Unit Draws From Light Line Only When Set Is Operated

CINCINNATI, O., November 5.—A new invention which supplies "A" power current direct from the light circuit to the radio set has been announced by the Crosley Radio Corp. This is not a trickle charger, and does not use batteries



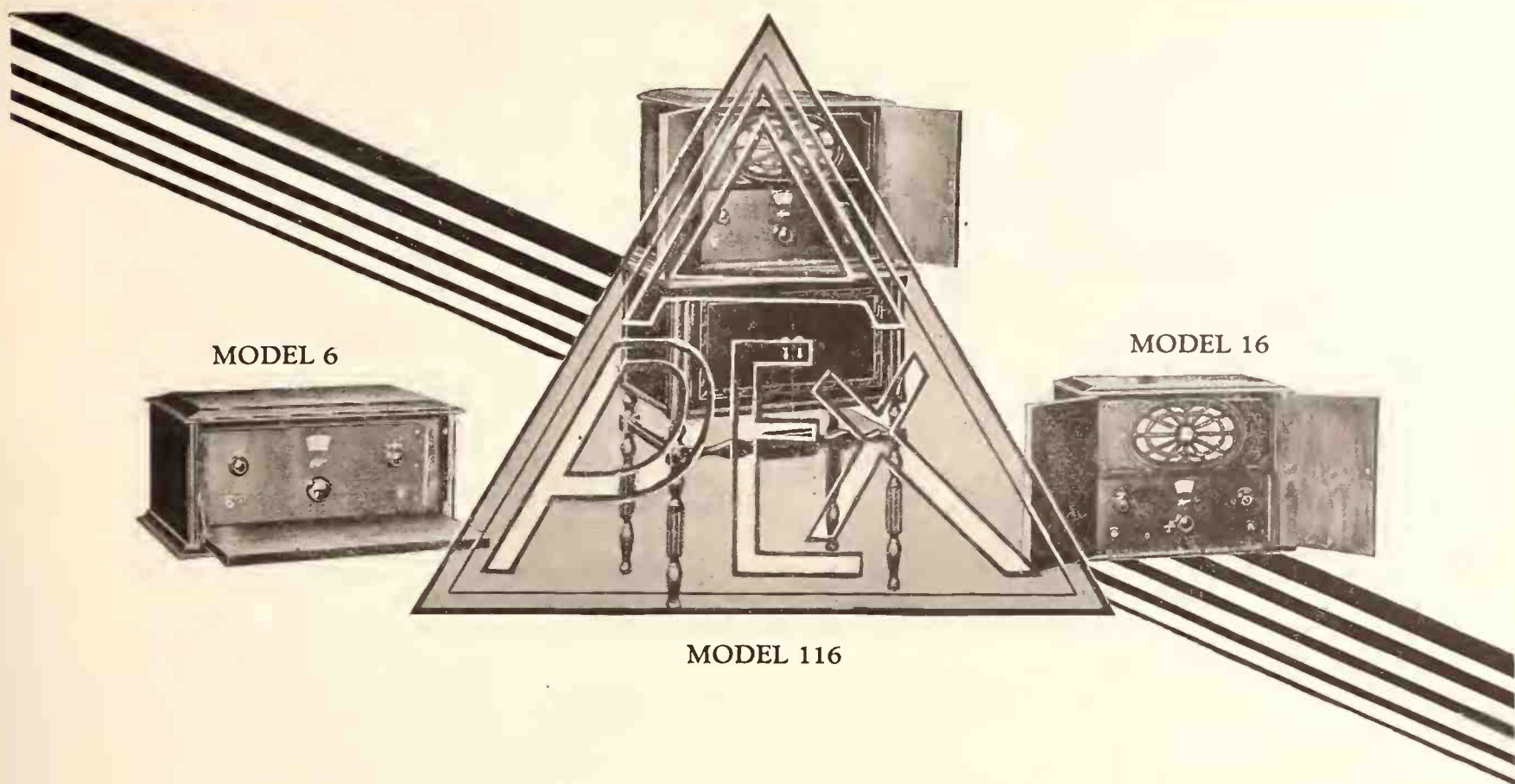
New Crosley "A" Power Unit to store up the current, but supplies rectified current to the radio tubes direct from the house-lighting circuit.

Heretofore the large current requirements of tube filaments have made it necessary to use storage batteries in "A" power units, connected in such a way as to be charged when the set was not in operation. New principles are employed in this device to deliver sufficient rectified current for operating as many as eight tubes, without the use of batteries for storing up the current. The unit draws current from the electric light lines only when the set is in operation. An automatic electric switch in the unit shuts off the electric light current when the set is turned off and closes the light circuit when the set is turned on.

A small cell is used in the unit, but this merely regulates the output voltage and operates the automatic electric switch. It is too small to supply current to the radio tubes and does not undergo continuous cycles of charge and discharge as in the ordinary "A" power unit. A plug in the rear permits the attachment of a "B" eliminator, making both the "A" and "B" units automatically controlled.

Watkin Remodels Store

DALLAS, TEX., November 4.—The Will A. Watkin Co. recently completed remodeling the store front on Elm street, this city, and it now presents a most attractive appearance. The entrance is floored with tile and the show window bases are of Vermont marble with the plate-glass windows held in place by a copper sash of the most modern type. A blue, white and gold color scheme is carried out most effectively. This establishment is one of the finest in the South and carries a most complete stock of musical instruments, including the full line of Columbia Viva-tonal phonographs.



Progressive dealers today recognize the fact that "standardization" has supplanted "novelty." With a one dial, impedance coupled set, Apex presents the one dependable unit which has encompassed every demand of the most discriminating buyer. There is a choiceness of design and an efficiency of construction that guarantee tremendous sales — simply due to the logical appeal which Apex offers.

Surely, a card or a letter will not take more than a moment of your time. We have an interesting story to recite—with a plot that centers around "profits". Write to Dept. C now. Just say, "Give me the details!"



APEX SUPER FIVE
A nationally recognized set of proven performance. Acknowledged by Apex dealers to be a real profit-maker.

Apex Electric Manufacturing Company

1410 West 59th Street • Chicago



Licensed under Lektophone Patents

The Pacent Cone

A CONE Speaker that produces any volume with remarkable tone quality and faithfulness.

An instant favorite since its introduction with radio enthusiasts, and a product you will find it both profitable and satisfactory to handle.

The Pacent Cone is licensed under the basic cone patents, is built by skilled engineers of long experience, and is attractively priced.

Type A (table type), 17 inches in diameter with bronze finished base, cord and Pacent detachable plug.

List Price
\$28.50

(\$31.50 West of Rockies)

Also made in 36-inch size for either floor or wall mounting. Full information and prices will be sent on request.

Write for special dealer proposition on this quick-selling product and for "advertising helps"

Pacent Radio Corporation
156 West 16th Street
New York City

Pacent Radio

American Company Formed to Represent Thorens Motors

Frederic Hermann Thorens Announces the Organization of a New Corporation to Represent Line of Swiss Motors in United States

The Thorens line of Swiss phonograph motors, sound boxes and tone arms, manufactured by Hermann Thorens, of Ste. Croix, Switzerland, will hereafter be represented in the United States by a new company which has been organized by Frederic Hermann Thorens, who is in New York on business matters connected with his firm's product. The offices of the new company are located at 450 Fourth avenue, New York City.

The organization of the new corporation followed the recent death of Louis Henri Junod, of L. H. Junod & Co., who represented the Thorens firm in the United States for many years. Frederic Hermann Thorens is the eldest son of Hermann Thorens, founder and active head of the Thorens metal-working factories in Ste. Croix, Switzerland, and he stated to a representative of The World that the new American company will have an aggressive organization that will push the sale of all Thorens products here.

New Pooley Booklet Gives Sales Points of the Line

Attractive Volume Entitled "Sales Points for Pooley Radio Cabinets and Cabinet Speakers" a Distinctive Dealer Aid

The Pooley Co., Inc., Philadelphia, Pa., maker of Pooley cabinets for Atwater Kent radio, has just issued a particularly attractive sixteen-page booklet bound in red covers, entitled "Sales Points for Pooley Radio Cabinets and Cabinet Speakers." This piece of literature has been well planned and carefully compiled solely as an aid to the dealer in presenting the many distinctive features of Pooley cabinets and thus aid him in making a thorough presentation of the line. Two large photographs on the first page depict the Atwater Kent and Pooley plants housing the huge facilities in the production of these cabinets, and a center spread shows the now famous split Pooley cabinet which has been demonstrated at all the Atwater Kent and Pooley sales meetings. A cabinet selected at random from the stock has been sawed lengthwise showing the interior construction. Each individual point of construction is marked by arrows and described. A number of large photographs of the interior of the Pooley factory on succeeding pages visualize the construction of Pooley cabinets and the Pooley amplifying horns. There are also included several photographs showing tests of the strength of construction and the careful manner in which the cabinet is crated and packed.

The Pooley Co. has also issued an attractive catalog de luxe presenting the many attractive models of the line.

French Nestor Co. Now in Fine New Quarters

JACKSONVILLE, FLA., November 3.—The French Nestor Co., Victor distributor for this territory, recently celebrated the opening of its new quarters at 1024 East Adams street by a "housewarming" which was attended by the many friends of this popular firm. The new headquarters of the French Nestor Co. are housed in a specially constructed building in the Mission style of architecture and it is said to be one of the finest jobbing houses in the country. French Nestor became head of the company about four years ago, bringing with him an experience of approximately fifteen years in the talking machine trade.

"Radiotron Man" Ready for Dealer Literature

Cuts Available for Dealers May Be Used for Reproducing "The Radiotron Man" on Stationery, Catalogs, Circulars

Electros of "The Radiotron Man," one of the newest national advertising figures in radio, are now available to authorized RCA dealers, according to the Dealer Service Bureau of the Radio Corp. of America. These cuts may be used for reproducing this familiar little figure on dealers' stationery, catalogs and mailing pieces. The cuts are available without charge to all dealers who will use them to good advantage in merchandising Radiotrons.

For the convenience of RCA dealers in keeping a carefully indexed record of data sheets, service notes and trade information, a handy binder has been prepared. All bulletins issued to the trade hereafter will be printed on standard binder-sized paper to enable the dealer to place them in the binder for handy reference.

Another new RCA sales promotion feature is a series of four-color blotters on which the dealer's name and address may be imprinted. The blotters are available for free distribution, while imprinting of dealers' names and addresses will be made at the nominal cost of 30 cents per hundred. These blotters are furnished in ten different groups, each bearing a different illustration, which includes the entire line of RCA sets and loud speakers.

McCoy-Robertson Radio Co. Anticipates Good Season

Stromberg-Carlson Authorized Dealer Has Staff of Ten Commission Salesmen Scouring Territory—Weekly Staff Meetings Held

MILWAUKEE, Wis., November 5.—The McCoy-Robertson Radio Co., authorized Stromberg-Carlson dealer, which is located in one of the



McCoy-Robertson Sales Organization

best residential sections of this city, is doing a most satisfactory business and anticipates that this season will be one of the most prosperous which the radio dealer has ever enjoyed. The accompanying photograph shows the sales staff of the store. Ten commission salesmen are employed, some on part time and others on full time. A meeting for all salesmen is held every Monday night, from which no salesman is excused except those who have a bona fide purchaser requiring a demonstration.

The McCoy-Robertson organization is a firm believer in the value of good displays and attractive presentations of the merchandise in stock are made constantly through the show windows. The demonstration rooms are furnished and fitted to represent the home so that purchasers, especially women, can visualize radio sets as they will look in their homes.

Western Radio, Inc., Los Angeles, Cal., of which L. E. Taufenback is president, has been appointed a distributor for the radio products of the Stromberg-Carlson Tel. Mf. Co. and is planning a drive on this line.

Matched-Unit Radio is made Only by Stewart-Warner

Two of the biggest sellers in the Matched-Unit Radio line are the Model 300 receiver and Model 400 reproducer featured in the large illustration.

Model 300 is a five-tube, tuned radio frequency table type receiver. It is handsomely finished in walnut and will add to the appearance of any home. At the astonishingly low price of \$50, this set is the outstanding radio value of the year.

Model 400 reproducer has a rich full sweet tone and has been designed and made especially to work perfectly with any of the Stewart-Warner table type receiving sets.

The Stewart-Warner line includes a wide assortment of 5-tube and 6-tube sets, with 1-dial or 3-dial control, table and console models, priced from \$50 to \$400.

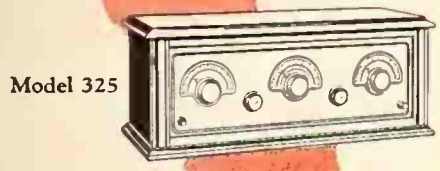
Remember, the only Matched-Unit Radio on the market is made by Stewart-Warner.



The Public is Buying Radio in a New Way— Will You Profit by it ?



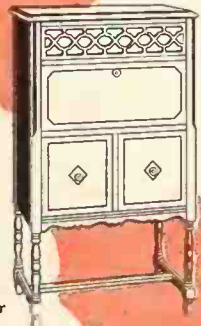
Radio Tube 501 AX



Model 325



Table Cabinet Model 350



Console Model 310

Prices Slightly Higher West of Rockies

It had to come—this new way of buying radio—common sense demanded it.

People today want a radio made complete by one manufacturer. They want the satisfaction of knowing that one maker is fully responsible for the performance of receiver, tubes, reproducer and accessories. They want the Matched-Unit Radio, with all units designed and built by Stewart-Warner—all tested with other Stewart-Warner units before leaving the factory to insure perfect operation, perfect co-ordination.

Your customers know that it is just as

illogical to assemble a radio from units made by several manufacturers as it would be to assemble an automobile by buying an engine here, a body there, a set of wheels another place.

Will you profit by this new way of buying and selling radio? You will if you have a Stewart-Warner Protective Radio Franchise. Thousands of Stewart-Warner dealers have already started on the biggest sales-and-profit season they have ever known. Do you want to join them? Write today for information regarding a franchise in your territory.

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

STEWART-WARNER Matched-Unit Radio

TWELVE MILLION PEOPLE ARE TODAY USING STEWART-WARNER PRODUCTS

First Issue of Brunswick Topics Wins Trade's Praise

Organ Devoted to Products of Brunswick Co.—Makes First Appearance—Prepared by Newly Formed Dept. of which H. E. Yorke Is Mgr.

The first issue of the new Brunswick Topics was recently sent to the trade and its attractive appearance and the wealth of information contained in its pages drew forth enthusiastic comment and high praise from all sections of the country. This house organ of the Brunswick Co., which is prepared by the recently formed publicity department, of which H. Emerson York is the director, contains in addition to listings of latest records and descriptions of new instruments the latest of topical news, especially that in which the Brunswick products feature. For instance, the first page of the first issue is devoted to a photograph of Gene Tunney and a tribute to the new heavyweight champion, together with a photograph of Jack Demp-

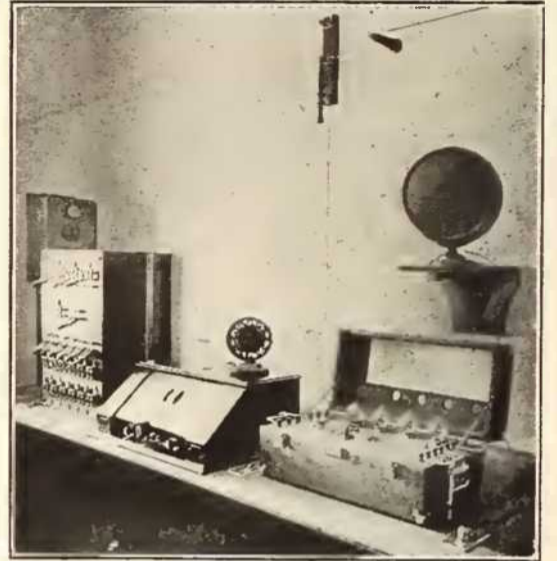
sey, the defeated champion, dancing with his wife, Estelle Taylor, to the strains of music provided by the Panatrope. Other news events pictured and described include the Panatrope taking the place of the striking dance musicians in the ballrooms of Chicago and Florenz Ziegfeld's comment on the utility of the Panatrope, being used in his latest musical production. Many pictures of Brunswick recording artists adorn the pages of the Brunswick Topics.

Four departments that are to be permanent features of the publication and are certain to prove popular because of their usefulness are "On the Air," a column devoted to the activities of Brunswick artists in radio broadcasting stations; "Light Rays from Our Recording Laboratories," devoted to personal chat and news of the artists; "The Letter Box," in which is given information pertaining to Brunswick products and to Brunswick artists, and "With the Music Makers of Melody Lane," in which are given sketches of the composers who are responsible for the popular songs of the day. All in all, the first issue of Brunswick Topics is a most successful one and its contents and their presentation make the periodical one most welcome to dealers and their customers.

Market for Radio Sets in Large Institutions

Multiple Speaker Arrangement Permits Use of One Powerful Radio Receiving Set in Hospitals, Schools and Similar Institutions

A ripe harvest awaits enterprising radio dealers in sales of powerful receivers connected to a number of loud speakers located in various parts of large buildings. From the Acker Electrical Co., authorized RCA dealer, comes the news of



Radiola Hook-up in Sanatorium

an interesting and remunerative installation of radio equipment for the Rocky Knoll Tubercular Sanatorium, a recently completed health project in Sheboygan, Wis. It is illustrated herewith.

A fund of \$3,500 was raised by popular subscription to furnish this institution with radio apparatus. A committee of local radio enthusiasts was formed to select the apparatus and properly apportion the fund. The Acker Electrical Co. was chosen to handle the installation of a Radiola-28 in the lower part of the building connected to a speech amplifier feeding thirteen Radiola-100 loud speakers located in different parts of the building. In addition, every bed, of which there are about one hundred, is equipped with a head-set, and a convenient switch on the wall of each room permits turning on or off a particular loud speaker or head-set in any ward. The whole installation is also controlled by a master switching arrangement in the basement so that programs may be distributed to all or only to desired wards. By means of microphone, announcements may be made or messages directed to either the patients or nurses in attendance.

F. A. D. Andrea Designs Tool for Radio Service

A tool for service jobs, designated as the Fada neutralizing tool, has been designed by F. A. D. Andrea, Inc. Since the development of the Fada 8 and the Fada 6, in which a special type of neutralizing condenser is embodied, the factory has designed this tool for adjusting these condensers, which are known as neutrons. The Fada engineering department states that while these condensers seldom need adjusting, the new tool gives the service men of distributors and dealers a handy means to make the readjustments when they do become necessary.

Harger & Blish Salesmen Have Unusual Business Card

DES MOINES, IA., November 6.—The salesmen of Harger & Blish have adopted a unique business card, the front of which is cut and printed to represent an Atwater Kent single-dial set. On the back of the card is the name of the sales representative, the Atwater Kent trade-mark and company name.

Device Converts Radio Set Into Short Wave Receiver

Crosley Radio Corp. Has Exclusive License to Manufacture New Device Which Will Operate With Any Type of Receiver

CINCINNATI, O., November 6.—A new device which converts any radio set into a short-wave receiver has been invented by W. M. Bruce, Jr., consulting engineer, and will be manufactured by the Crosley Radio Corp. The new unit is simply attached to the antenna post of the radio set. It does not interfere with the reception of ordinary broadcasting wave lengths, a switch being provided for changing over from short to long waves or vice-versa.

Although the new unit is quite simple, its operation is based upon entirely new principles, covered by patent applications under which the Crosley Radio Corp. is exclusively licensed. In appearance the device resembles an ordinary radio set, except that it is but one-third the size of the average five-tube set.

The device will operate with any type of set—even a crystal set. It is intended primarily for use with the usual type of radio receiver having four, five or more tubes, however.

Edward T. King Returns to Columbia Phonograph Co.

Edward T. King, who recently announced his resignation as manager of the New York recording studios of the Victor Talking Machine Co., after a connection of twenty-one years, will join the recording department of the Columbia Phonograph Co., Inc., with which he was associated many years ago.

Mr. King has specialized in the production of dance and popular song records and his duties have brought him into intimate contact with orchestras and performers from Coast to Coast. He is highly regarded by the dance orchestras with whom he has worked and many of them attribute a large portion of their recording success to his efforts.

The Columbia Co. feels that Mr. King will be a valuable addition to the personnel of its recording studios' staff.

Erbes Music Co. Opened

GOLDENDALE, WASH., November 4.—The Erbes Music Co. has opened in its old location, carrying a complete line of phonographs, radio sets and other musical instruments. Among the lines featured are the Sonora phonographs and the Stromberg-Carlson, Federal, Bremer-Tully and Thorola radio receivers.

Now!!

The KENT Attachment with the KENTONE SENSITIZED REPRODUCER



Here is the new KENTONE SENSITIZED REPRODUCER on the Kent attachment No. 1 for playing lateral-cut records on the Edison Disc Phonograph.



The KENTONE Attachment has been a successful and standard product for over twelve years. With the new KENTONE SENSITIZED REPRODUCER these two products in combination now are available at reasonable prices.

Write for catalog of complete line of tone arms and sound boxes

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

Demonstration Policy Wins Public

PAGE
ONE

JUST as we came to you with our offer to let Kolster Radio and Brandes Speakers prove their supremacy, so now we go to the public and urge people everywhere to hear these instruments.

“Hear—*hear*—HEAR”—we urge. In our advertising we emphasize the common

PAGE
TWO

sense way of comparing radio. We give people facts—we tell them how to find the utmost enjoyment from radio.

Instead of a maze of technical descriptions and pretty pictures, we urge people to let their ears be the deciding factor. We bank everything on a demonstration.

This appeal has met with instant approval. It is sensible and sound. It shows people we are selling them real enjoyment instead of claims.

It proves conclusively that we have such faith in our product that we are willing to let it sell itself.

Kolster-Brandes national advertising is all couponed. We know its pulling pow-

er. We know it is being read by millions of people throughout the United States.

Distributors, jobbers and the public unite in approving our policy of advertising—in saying that its lack of over-statements is a refreshing appeal — worthy of super-fine radio.

If you have not yet heard a Kolster Radio and a Brandes Speaker, ask your jobber for an opportunity. He will gladly lend you these instruments for a private demonstration in your own store or home. These instruments will sell themselves to you as they will sell themselves to your customers.

Kolster Radio and Brandes Speakers reveal

PAGE
THREE



their own superiority in any comparative demonstration. Over and over again they have won first choice.

PAGE
FOUR

Send the coupon for the name of the nearest Kolster-Brandes distributor. We will notify him that you would like to hear a Kolster Radio and a Brandes Speaker. In the meantime we will send you a complete illustrated description of our line.

Kolster-Brandes

FEDERAL-BRANDES, INC.
Woolworth Building
NEW YORK, N. Y.

19

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

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

NAME.....

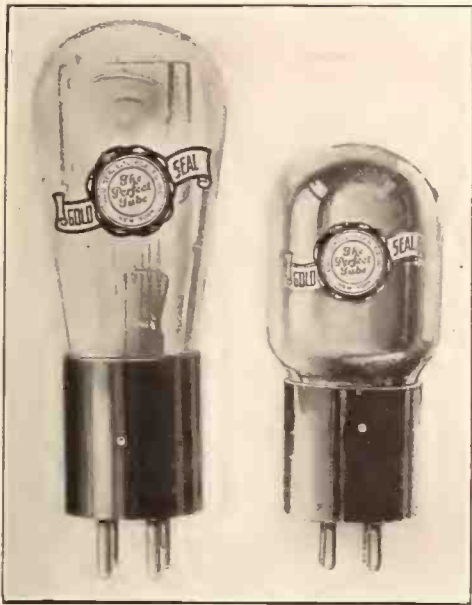
STREET.....

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

Two New Tubes Introduced by Gold Seal Elec. Co.

Tube for Use Only in Last Stage of Audio Frequency Amplification—Another to Rectify Current From A. C. to D. C.

Two new types of dry tubes, GSX-171 and GSX-216B, have been developed by the Gold Seal Electrical Co., Inc., New York, manufacturer of Gold Seal tubes. High-power tubes were originally designed for use only in the last



Gold Seal Tubes GSX-216B and GSX-171

stage of audio frequency amplification, to handle without distortion the large output needed to operate modern loud speakers. Lately there has been a call for a more powerful tube for this use, and GSX-171 was designed to meet this need. It requires no additional "A" battery voltage, but needs plate voltages of 90 to 180 and negative bias voltages of 16 to 40 for best results, which may be supplied by means of a special adapter in sets not wired for this purpose.

The GSX-216B was developed for the purpose of rectification of alternating current to direct current, made necessary by the popularity of battery eliminators taking current from the house light. While there are several methods available, it is claimed that rectification by a two-element tube has many advantages which appeal to the ordinary set owner, and it is said that GSX-216B will furnish up to 65 milliamperes of plate current and a minimum voltage of 550. Both tubes are illustrated herewith.

Influence of Broadcast Events on Radio Market

Pierre Boucheron, Advertising Manager of Radio Corp. of America, Points Out the Effect of Unusual Programs on Sales

The tremendous influence that broadcast events of nation-wide interest exert on the radio market, being directly responsible for moving large quantities of radio merchandise from the dealers' shelves, was pointed out by Pierre Boucheron, advertising manager of the Radio Corp. of America. An instance of the way in which an enterprising dealer can tie-in his sales effort with a broadcast program of universal appeal is the case of the Harder Electric Shop, Kingston, N. Y., authorized RCA dealer. In common with a great many other live-wire dealers, Mr. Harder succeeded in cleaning out his stock on the occasion of the recent Dempsey-Tunney bout in Philadelphia, according to reports received by RCA headquarters. Mr. Harder stated that every tube and battery on the shelves of the Harder Electric Shop, in addition to receivers, was gobbled up in anticipation of this notable broadcast.

Mr. Harder also contracted with a local theatre manager to install RCA-104 power speakers in his theatre, which normally seats 3,000 peo-

ple. The interest in the fight brought more enthusiasts than the theatre could accommodate, resulting in an overflow demonstration in the street, and this stunt resulted in the listing of a large number of fine prospects for sales after the event was over.

"Many examples of this kind have been brought to our attention," said Mr. Boucheron. "Needless to say, the coming months will be crowded with broadcasting events which should serve further to promote consumer interest and a consequent demand for radio."

Atwater Kent at State Fair

LITTLE ROCK, ARK., November 3.—555, Inc., Atwater Kent, distributor, exhibited at the Arkansas State Fair held in this city October 11 to 16. A particularly attractive presentation of the Atwater Kent radio and Pooley cabinet lines was made and many prospects were secured.

Royal Mountain Ash Welsh Male Choir on Long Tour

Columbia Artists to Tour Leading Eastern and Middle Western Cities—Fine Opportunity for Live Phonograph Dealers to Tie Up

The Royal Mountain Ash Welsh Male Concert Choir, exclusive Columbia recording artists, has left the Rivoli Theatre, New York City, where it has been appearing before capacity houses, to make a tour of the principal Eastern and Middle Western cities. It is seldom that anything as fine as the singing of this group of men can be heard away from the concert platform, but the enthusiastic welcome that greeted the Royal Mountain Choir on their previous visit to this country encouraged them to return. That their successes will be repeated is the foregone conclusion of all who have heard them sing.

Ideas that sell



Saal Ec-centric Cone
—based on the principle of the melodious harp with its short and long strings, the short and long sides of the Ec-centric Cone provide vibrating area for both high and low notes. Completely eliminating drum or barrel tone. Operates equally well with or without power amplifier. Price, \$25. Junior model, \$15. All prices slightly higher west of the Rockies.



Saal Horn No. 5
—Latest model of the famous "Saal Soft Speaker." Bell of genuine Bakelite, goose neck of cast aluminum. Nothing to warp, crack or deteriorate. No metallic ring. Guaranteed not to blast or chatter. As used by radio engineers in laboratory tests. Price, \$22.50.



Saal Pedestal
—Has gradually tapering 3-foot wooden tone chamber. Tones emerge from both front and back, hence non-directional. Top is level with your ear when you are seated tuning in. A highly ornamental yet inconspicuous instrument in rich American walnut finish. Price, \$38.

SAAL Soft SPEAKERS

The Saal Ec-centric Cone is Different. For the first time in speakers the stylus is "off center." Why? Note description at left. The Saal is the only cone that gives a real reason for being a better speaker. A reason that anyone can understand. The new Saal Ec-centric principle means complete reproduction of all tones.

The Saal Horn, while not adapted to those seeking innovations, is still the most dependable speaker for all types of sets, requiring no additional power for quality reception. This speaker will give 100% satisfaction regardless of the set or equipment with which it is used.

The Saal Pedestal meets the demand for a speaker that can be readily moved from one room to another. For those who do not like the goose neck horn but prefer the horn tone. Keeps the speaker away from the set and eliminates harmonics.

Read carefully the descriptions in the left hand column for full details on each speaker.

Remember: you do not have to go outside the Saal line for a speaker to suit every type of customer. That means a lower inventory and a house you can always count on.

H. G. SAAL COMPANY
1800 Montrose Avenue, Chicago, U. S. A.

BOSCH

Armored



THE CRUISER—5-Tubes, \$100



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

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

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



RADIO

The New Bosch Radio models squarely meet the popular demand for Receivers of Hair Line Selectivity, Clear Reception, Tonal Purity, Simplified Tuning, as well as Quality Furniture. The Amborada, 7-tube armored and shielded receiver is incased in a cabinet of early American period design—dignified, a welcome addition to the furnishings of any home. Its absence of complicated controls, its single station selector and illuminated dial interest customers and help you sell. Electrically perfect and built on a steel chassis, the Amborada is Bosch precision built to satisfy your most exacting customers

There is ample room in the cabinet for all batteries, charger and power units. The completely armored and shielded 5-tube Cruiser is a powerful, compact receiver of speedy selling possibilities. Its unified control provides a single station selector for most tuning and two dials for "Cruising the Air." The Cruiser is looked upon as the greatest value in radio of today.

ARE YOU THE MAN TO SELL BOSCH RADIO
Tell us in confidence about yourself, your business, financial strength and experience. We will tell you the direct benefits of the new Bosch Radio Plan, for one dealer in a territory.

All prices slightly higher. Colorado and west and in Canada

THE AMBORADA
7 TUBES \$310



AMERICAN BOSCH MAGNETO CORPORATION
MAIN OFFICE AND WORKS: SPRINGFIELD, MASSACHUSETTS
BRANCHES: NEW YORK CHICAGO DETROIT SAN FRANCISCO

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

BOSCH RADIO



The NOBATTRY "B" POWER UNIT

The new precision built Edition 3 Bosch NoBattray "B" Power Unit answers the insistent demand of today for a dependable light socket attachment to give unvarying, full "B" Power. Bosch NoBattray is entirely automatic, no acids to spill or renew, no adding water—mistake-proof, it cannot burn out tubes. It requires no adjustments and operates without a particle of noise or hum. Designed for personal safety as well as safety in performance, powerful enough for any set up to 10 tubes including a power tube, and has a voltage range of from 90 to 135 or better of "B" current. Bosch NoBattray sells readily on its name and performance.

Ed. 3 for Alternating Current \$55. For Direct Current \$42



The AMBOTONE REPRODUCER

Demonstrate the Ambotone, its mellow tone and accurate reproduction will effect quick and satisfactory sales for you. This wood cone producer is absolutely accurate over the full orchestral scale and brings you the human voice with splendid clearness. It is the wood that gives its mellowness and Bosch precision construction that assures perfect reproduction whether on reduced volume or full power for dancing. Bosch Ambotone \$27.50. The Art Pedestal \$11.50.

All prices slightly higher Colorado and west and in Canada

AMERICAN BOSCH MAGNETO CORPORATION
 MAIN OFFICE AND WORKS SPRINGFIELD, MASS.
 BRANCHES: NEW YORK CHICAGO DETROIT SAN FRANCISCO



Money-Making Suggestions for Ambitious Merchants

Prominently displayed in the store of a large metropolitan dealer is an attractively printed poster listing the records of "hit" numbers from popular Broadway musical shows. Inquiry won from the manager the fact that production numbers were always good sellers in record form, even without advertising or publicity. Bringing the records to the attention of the purchaser through attractive posters, naturally, increased these sales. "It is necessary, however," he said, "that the record clerks have an accurate knowledge of the selections from the different shows and be able to talk intelligently concerning the "hits" of this or that show. People come in and inquire for the hits of the 'Follies,' 'Scandals,' 'Queen High,' 'Castles in the Air,' 'Honeymoon Lane' or some other show and the clerk, to secure the best results, must be able to produce the records without having recourse to the catalog."

\$ \$ \$ \$ \$ \$ \$

Apropos of records of production "hits" we wonder why more dealers do not avail themselves of the photographs of actresses from the various musical shows and revues to use on posters, etc. There are several dealers who use these photographs of members of the cast in costume or, as is sometimes the case, lack of costume, and they aid materially in "dressing-up" a window poster or display card of the latest record releases. Practically every listing of releases has one or more musical comedy selections on it and in pushing this number there can be no doubt but that a poster topped off by a photograph of a shapely miss will attract more people than the mere printed announcement of the record. The photographs, we are sure, can be procured from the show's management who never overlook a bet to secure additional free publicity.

\$ \$ \$ \$ \$ \$ \$

A dealer in Lower New York has an interesting display of the latest record releases that cost him little or nothing and which is effective in attracting customers. He constructed or had constructed a three-sided display board, each side about a foot wide, the length being about five feet. On cardboard strips about five inches high, the titles of the latest records are printed and these strips are attached to the side of the sign. Altogether about thirty or thirty-five titles are thus displayed on the display sign, which hangs in front of the door, suspended from a cord so that it can sway from side to side and turn about so that the different titles can be easily read. The fact that the dealer has a machine playing at the door constantly draws the crowds and while they are listening to the selection being played, they read over the

titles listed and many times see one or more which interests them—and thus the cash register is kept ringing merrily.

\$ \$ \$ \$ \$ \$ \$

The friendly spirit of co-operation which should exist between non-competitive merchants in a town was well illustrated in Seattle recently when the University Music Store, owned by Ned Douglass, worked with Heiser's University Ice Co. in a publicity stunt that was beneficial to both. The record "Any Ice To-day, Lady" was the subject of the publicity and banners bearing the title of the record and the fact that



A Tie-up That Sold Records

it could be procured at the University Music Store were attached to every truck of the ice company. Mr. Douglass for his part displayed the records in his window frozen in cakes of ice. Needless to say the idea worked splendidly and many records were sold. The accompanying photo of the office and delivery staff of the ice company tells the story.

\$ \$ \$ \$ \$ \$ \$

Recently the writer was privileged to hear advance records of the "1812" Overture of Tschaiikowsky, played by Sir Henry Wood and His Orchestra on two and a half twelve-inch Columbia records. Upon hearing these records one cannot help but feel that anyone who owned a talking machine and heard the selections could not but purchase them, or at least two out of every three who can be persuaded to listen would buy. How, then, to secure an audience for the demonstrations. The solution rests entirely with the dealers. The Columbia Co. will issue these records in November and they are as nearly perfect as is possible. Perfect sound pictures of the event which they depict. "Napoleon's Retreat from Moscow" is described vividly, and a short explanatory talk from the dealer to an audience would make the sales appeal well-nigh irresistible. It remains therefore for the dealer to continue the work he accomplished so well during the period of the introduction of the new type talking machines. At that time dealers did yeoman service in pre-

senting their products to the public individually and in crowds. There is no logical reason why this work should not be kept up and the Masterworks set and combinations of records, which make large sales units, should not be similarly exploited.

\$ \$ \$ \$ \$ \$ \$

A Western radio dealer in explaining his lack of complaints from purchasers stated that it was because when the set is installed in the home of the purchaser the working of the receiver is thoroughly explained and one much neglected point is especially well covered. The point is the working of the batteries and their functions. This dealer stated: "The batteries are thoroughly explained. The buyer is fully instructed as to the life of a battery and impressed with the fact that it will not recharge itself as an automobile battery will, but pours itself out as does a bottle of milk when the bottle is opened. Many dealers overlook this important explanation and the average customer who, enthusiastic over his set, operates it for several hours each day and then finds that the set will not work naturally places all the blame on the dealer." As any number of dealers have stated that the chief cause of customer's complaints can be traced to batteries, this service hint might not come amiss.

\$ \$ \$ \$ \$ \$ \$

The value of direct-mail advertising is well set forth by Northeastern Radio, Inc., jobber, of Boston, in its interesting bulletin to dealers entitled the "Microphone." A recent issue had the following interesting facts. "A radio dealer out in Louisiana used a mailing list of 100 selected names. A series of six ordinary government post cards, suitably printed, was sent out. The total cost was \$12. A personal, face-to-face, call was also made on every person in the list. Result: the dealer sold sixty-six sets, amounting in money to \$12,900; and all it cost was \$12 in cash and some energy. Naturally, such enormous returns are rare. But they indicate that every dealer can make direct-mail advertising, plus personal activity, a profitable venture—if carefully planned and wisely handled." It's unnecessary to do any "gilding of the lily" by adding comment to these interesting facts.

Big Atwater Kent Shipment

LOS ANGELES, CAL., November 4.—The demand for Atwater Kent radio products of southern California is at a high mark as is evidenced by the fact that Ray Thomas, Inc., Atwater Kent distributor, recently received via the S. S. "Lewis Luckenbach" the largest shipment of radio equipment that ever arrived at the port of Los Angeles.

The Fifty-ninth Street Radio Shop, New York, was recently incorporated, at Albany, with a capital stock of \$5,000. The incorporators are L. Abati, H. and I. Sauer.

The BOSCH combination—

The Armored Radio, the Ambotone and the Nobatry together make, not only radio perfection, but in addition keep your customers happy and your bank deposits healthy.

ARMORED RADIO — AMBOTONE — NOBATRY

WEBER RANCE CORP.

In Brooklyn
1271 Bedford Ave.

Sole Metropolitan Distributors
Circle 7610

In New York
225 West 57th St.

Stromberg-Carlson Sets at the Sesqui-Centennial

Radio Receivers of Stromberg-Carlson Tel. Mfg. Co. Shown in Living Room Setting—Booth Under Direction of Philadelphia Dealers

PHILADELPHIA, PA., November 6.—The radio products of the Stromberg-Carlson Tel. Mfg. Co. have been presented to the many thousands of visitors to the Sesqui-Centennial Exposition in this



Sesqui Display of Stromberg-Carlson

city, through an attractive display booth, pictured herewith, which is in charge of the Philadelphia Stromberg-Carlson dealers. The display represents the living room of a home and demonstrated the pleasing effect obtained by having the loud speaker separate from the receiver. Reports from Philadelphia dealers indicate that a great amount of interest has been shown by visitors to the booth.

Radio Ass'ns Plan to Aid in Broadcast Legislation

Associations Appoint Co-ordinating Committee of the Radio Industry to Work for Early Passing of Broadcasting Control Bill

In a series of conferences during the past three months, an agreement has been reached between the following national radio associations to create a "Co-ordinating Committee of the Radio Industry": National Association of Broadcasters, Radio Manufacturers' Association, Federated Radio Trade Association, American Manufacturers' Electrical Supplies, Radio Magazine Publishers Association, American Newspaper Publishers Association, National Association of Radio Writers, American Radio Relay League and National Institute of Radio Engineers.

This committee, which has L. S. Baker for its executive secretary, met at the Congress Hotel, Chicago, recently and outlined a campaign for bringing pressure to bear upon Congress to pass adequate legislation governing radio broadcasting so that the public may enjoy good radio reception without interference and have the benefit and enjoyment of the fine programs to be broadcast this Winter.

On November 15 the Co-ordinating Committee of the Radio Industry proposes to open headquarters at the Washington Hotel, Washington, D. C., and there they will have L. S.

Baker, secretary of the National Radio Co-ordinating Committee, in charge of the office with such assistants as are necessary, this office to be used as headquarters and a source of information for members of the conference committee who are considering the White & Dill radio bills that are now in conference. The expense of the office, which will be maintained from November 15 to December 22, at which time the Government offices will close for the Christmas recess, is to be prorated among the different associations. In addition to the above, each Association has pledged itself to send each week that the office is open one member to represent his association.

The Mike Makes Its Bow to the Radio Retail Trade

New House Organ of Harger & Blish, Distributors With Headquarters in Des Moines, Ia., Contains Wealth of Interesting Data

The Mike, the new house organ of Harger & Blish, Atwater Kent distributors, of Des Moines, Ia., is meeting with wide approval among dealers and their salesmen. The latest issue of this house organ has just been distributed to the trade and it contains a wealth of merchandising data and information that should prove of benefit to the retail trade. An item of special interest was a survey of the sales field and the relative popularity of radio sets under the name of H. B. Sixsmith. Another very informative article was entitled "Service Problems," and of course one of the featured items was an account of the Atwater Kent dealers' meeting held in Des Moines recently, and sponsored by Harger & Blish.

The Mike certainly is proving a convenient medium for bringing the sales messages and suggestions of Harger & Blish to the attention of the many retail merchants served by this enterprising concern and that this newcomer among the trade house organs is filling a need in the territory covered by Harger & Blish is indicated in a concrete manner by the many letters of approval that have been received from retail merchants and others.

Pooley Co. Files Suit

PHILADELPHIA, PA., November 4.—Announcement has been made by the Pooley Co., of this city, maker of Pooley radio cabinets, of a suit which it has filed in the United States District Court for the Southern District of California, under date of September 27, at Los Angeles, against the Blue Bird Furniture Mfg. Co. of Los Angeles for infringement of the Pooley Co.'s patent on the design of one of its radio cabinets. The bill of complaint charges damages amounting to \$50,000. The design patent for which infringement is charged in this suit covers model 1600.

Viva-tonal Featured in Quarg Music Co. Display

San Francisco Columbia Dealer Makes Beautiful Presentation of New Line—Company's Display Material Utilized in Window

SAN FRANCISCO, CAL., November 5.—The Quarg Music Co., Columbus dealer, Powell and O'Farrell streets, recently devoted the large display window on Powell street to a presentation of the new line of Columbia Viva-tonal phonographs and the Columbia New Process records. One of the most important items of the display was a musical scale which was suspended from the rear of the window and which showed in a clever and clear manner the fact that the Viva-tonal brings out all the purity of the highest



How Quarg Co. Featured Columbia Line

notes as well as the sonority of the deepest bass. The current issue of the regular Columbia monthly window display was utilized in the display and lent a touch of color to the presentation—it also served the purpose of featuring a number of the latest record releases.

The beauty of the display tended to attract thousands to the window and a large percentage entered the store and were given a demonstration of the instruments. The proprietor of the store reports that the display was most successful in stimulating the sales of both Viva-tonal phonographs and records.

New Eby Dial Introduced

PHILADELPHIA, PA., November 4.—The H. H. Eby Mfg. Co., of this city, well known as the manufacturer of binding posts and more lately of cushion proof sockets, has now placed a new product on the market, the Eby dial. This dial, which operates any type of condenser, has a complete metallic shield and is moulded in Bakelite. It may be operated clockwise and counter clockwise. H. H. Eby, head of the organization, reports that the new product has met with approval wherever shown.

TALKING MACHINE WORKS

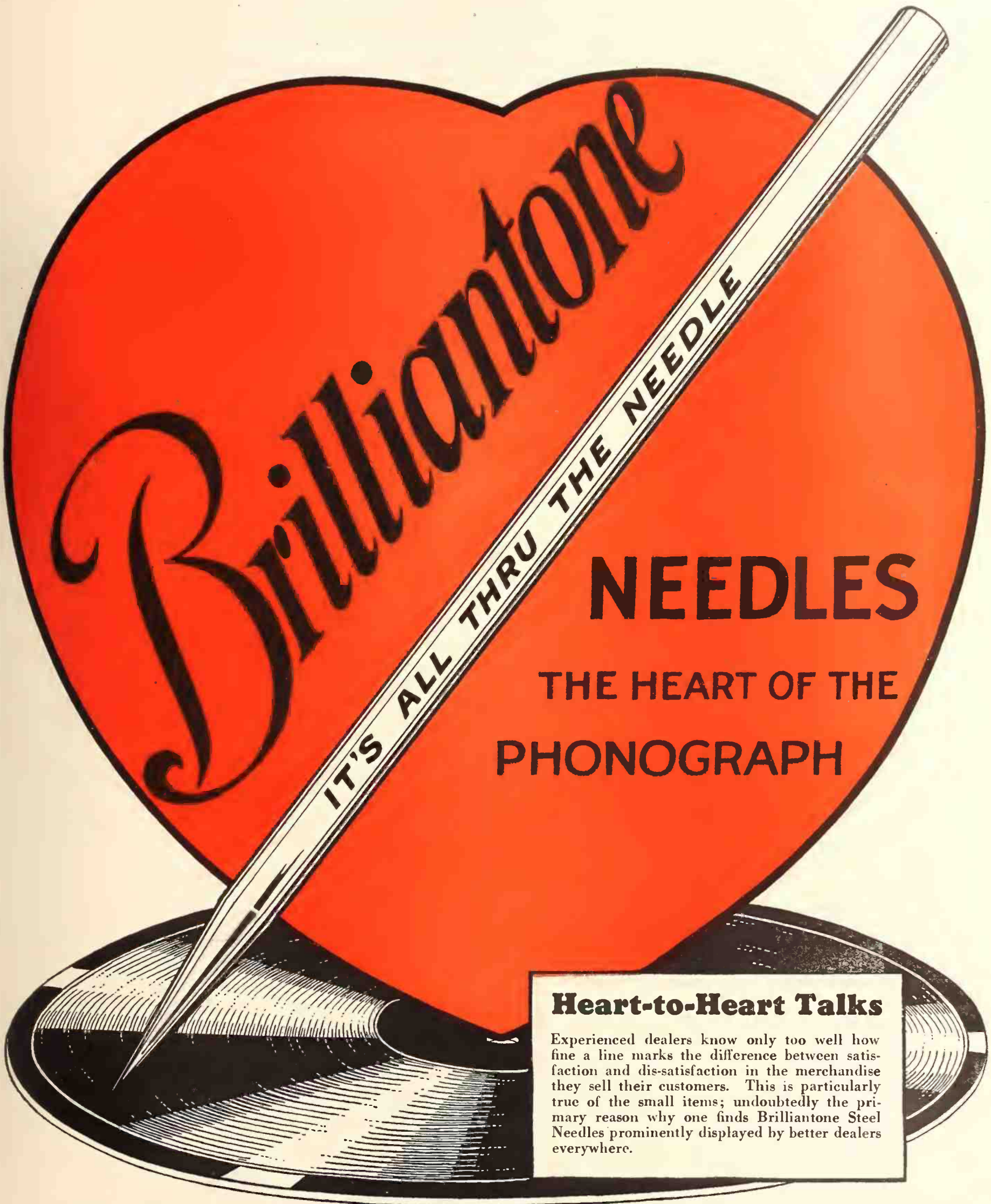
HERMANN THORENS

Ste. Croix, Switzerland
announces the establishment of its

NEW YORK OFFICE

at

450 FOURTH AVENUE, 11th floor
NEW YORK, N. Y.



NEEDLES

THE HEART OF THE
PHONOGRAPH

Heart-to-Heart Talks

Experienced dealers know only too well how fine a line marks the difference between satisfaction and dis-satisfaction in the merchandise they sell their customers. This is particularly true of the small items; undoubtedly the primary reason why one finds Brilliantone Steel Needles prominently displayed by better dealers everywhere.

Brilliantone STEEL NEEDLE CO. of AMERICA, INCORPORATED
370 SEVENTH AVE. NEW YORK CITY

Kansas City Dealers Complete Plans to Take Advantage of Big Year-End Demand

Indications Point to Satisfactory Sales Volumes in All Lines Handled by Talking Machine Dealers in That Territory—Business Outlook Is Bright, Report Trade Leaders

KANSAS CITY, Mo., November 6.—Dealers expect the month of November to be active in talking machine demand. The continued warm weather which has characterized the season here so far has delayed Fall sales in all lines of merchandise, the music stores sharing in the general quietness. Distributors, however, are overwhelmed with orders and every indication points to unusually heavy buying on the part of the public in the phonograph line this Winter. With all the new lines on the market and ready for delivery, consumer interest has been aroused to the buying point.

Radio has opened up with satisfactory impetus, the season being several weeks ahead of last year, according to the dealers. The World Series, and the Dempsey-Tunney fight influenced early sales to a great extent in the opinion of many, and the football season has been another factor in keeping up the sales, while the colder weather has the natural effect of stimulating radio interest. The outstanding feature of the radio sales this season is that the higher-priced merchandise is the most popular. People have experimented with cheap sets and now they are buying something which they can depend upon.

Record Sales Increase

Record trade is the bright spot in the phonograph business just at present. There are a large number of exceedingly good dance records on the market, all of which are so good that every dance enthusiast feels he must have them all. It is remarked here that the vocal records with dance rhythm meet with greatest approval from the public.

A new feature of one of the local papers promises to aid the record business substantially. It is a weekly column entitled "What's New in the Popular Record," and in a breezy, humorous vein the writer discusses the current hits, telling the nature of the record, who gives the performance and makes comments on each. It is a valuable guide to the shopper who wants to be able to go in and ask for records by their name, rather than pick them at random.

Don Bestor's Victor recording orchestra is playing a lengthened engagement at the Hotel Muehlebach grill.

J. W. Jenkins Sons Co. Busy

The J. W. Jenkins Sons Music Co. is finding phonograph business normal for this time of year, but expects a decided impetus to buying this month, according to Burton J. Pierce, sales manager of the phonograph department. Combinations in the higher-priced models have been moving with unexpected celerity, while activity in all lines has been normal.

"Much of our business is with salaried men,"

said Mr. Pierce, "and they are buying clothes for Fall, getting the children ready for school and buying other necessities. The family budget does not allow for added expenditures during September and October. However, with these items out of the way and a few cold nights at home, the need of a phonograph will find a ready response."

Brisk Radio Demand

Radio has been active with the Jenkins firm for the past few weeks. Mr. Pierce finds that the Radio Corp. of America line, which is the exclusive line of the department, is very popular. The higher-priced sets from \$115 up find the biggest demand. "People are done with experiments and after having a few bad experiences with cheap machines they are after something permanent and reliable," said Mr. Pierce. Most of the customers in the radio department have owned radio sets of some description and are sold on the idea, according to the department head.

The Paul Record Shop is enjoying its usual active business in records, along with a satisfactory trade in talking machines.

Everybody's T. M. Co. Adds to Catalog of Repair Parts

Maker of Honest Quaker Springs and Repair Parts Makes Eight-page Addition to Attractive Current Catalog—In Big Demand

PHILADELPHIA, PA., November 6.—Everybody's Talking Machine Co., of this city, maker of Honest Quaker main springs and talking machine repair materials, has just issued an eight-page addition to its already large and attractive current catalog. This eight-page addenda is a condensed catalog of useful tools, hardware and assembling sundries for the talking machine repairman. It lists well-known Honest Quaker items, such as the "Repairmen's Friend," "H. Q." pliers, "Quaker Tap and Drill" sets, etc., which are representative of but a few of the tools which are required in every repair shop. This catalog also lists stay rods, needle cups, door knobs, cover supports, door catches, hinges, etc., all of which are attractively illustrated. In addition to the hardware there are listed a wide variety of amplifiers, motor boards, grilles, etc.

The Everybody's catalog, which was originally issued in March of this year, is of loose-leaf construction and this last addition of eight pages may be conveniently added and become a part of the catalog itself. The 1926 Everybody's catalog has proved very popular and

since its original mailing to the large list on the books of the company very many additional requests have been received for it.

In the new catalog of James K. Polk, Inc., Atlanta, Ga., distributor of Honest Quaker products in the South, the Everybody's catalog of main springs and talking machine repair materials is reproduced in its entirety as part of the Polk catalog. The catalog of the distributor was produced in the same size page as the Everybody's catalog and in co-operation with its distributor, Everybody's Talking Machine Co., Inc., which supplied the exceptionally fine plates that are used in its own catalog.

Rev. Jesse C. Burnette Makes Columbia Records

Noted Negro Evangelist Who Has Met With Great Success as Religious Leader of His Race Makes Recordings of His Sermons

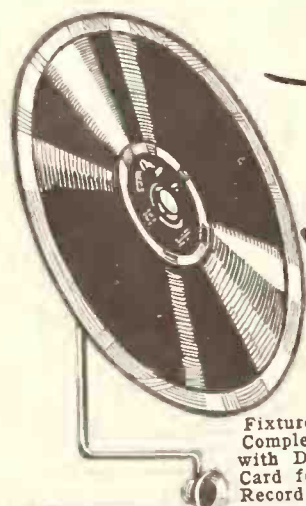
The Rev. Jesse C. Burnette, noted negro evangelist, of Kansas City, Mo., has recorded a series of his sermons for the Columbia Phono-



Rev. Jesse C. Burnette

graph Co. Mr. Burnette's early life was spent in Mobile, Ala., where he was born, overcoming tremendous handicaps; he succeeded in getting an education and prepared himself for the ministry, in which field he has met with great success due to his matchless eloquence, inspiring sincerity and boundless faith.

Mr. Burnette believes that through his recordings for the Columbia Phonograph Co. many more of his people will be brought to God and that his voice will be carried throughout the world—doing good. From the commercial standpoint it is expected that these records will have a wide sale.



Fixture Complete—
with Display
Card for
Record Name.

DISPLAY CARD

60c

\$6.00 doz.

*Increase Your RECORD Sales
With This New, Novel Window Display!*

Utilize Every Bit of Valuable Window Space—Vacuum Cup Locks-on Glass

Here is the greatest Record display ever devised. A display that makes use of the most valuable space in your window, that at present is being wasted. The LOCK-ON Fixture is equipped with a rubber vacuum cup that, after being moistened, locks on the glass.

Will give your records greater prominence in your window, without taking up space that you are already using. Will increase your record business and pay for itself in a short time. Sold with a MONEY-BACK GUARANTEE!

Send Check or Money-Order for Fixture Shown, or Write for Information of Other Displays

LOCK-ON FIXTURE CO., 44 No. 9th Street, Philadelphia, Pa.

Business Is **GOOD!**

—and the Music and Radio Dealer is in the heyday of a wonderful holiday season—

But—

There is ahead that inevitable January, February and March—and that long summer from April to October. You know what that means from past experience. The Holidays will have come and gone. Inventory time—days when profits will be banked and shelves lightened by a season's generous sales.

Then watch out—

Sales will drop as they always do. They will lag and lag until those hard earned profits must be dragged out of the old bank account to pay the expenses of non-productive months.

It's a wise dealer—

Who plans ahead for continued sales. Overhead is the moth of industry—sales, the exterminator. If you keep your local trade interested in you all the year 'round—they will never forget you—that's merchandising.

Ever think of that little corner grocer? He's a real merchandiser, after all. When Christmas cookies have had their run—he's tempting you with the luscious strawberry—the peach—the melon and finally the twanging royal smack of the cranberry. He's everlastingly at it—and you can't pass him up. He just simply haunts your appetite throughout all four seasons of the year—he's "gotcha goin' and comin'."

There's no reason why you should suffer slow sales because your customers won't take their phonograph or radio along in the auto. Go along with them—sell them a line that will make those week ends or vacation spins a greater pleasure. Make continuous profits on events that they can bring back to life over and over again. We will help you find the way.

**Turn to the next page—and
make us prove it!**



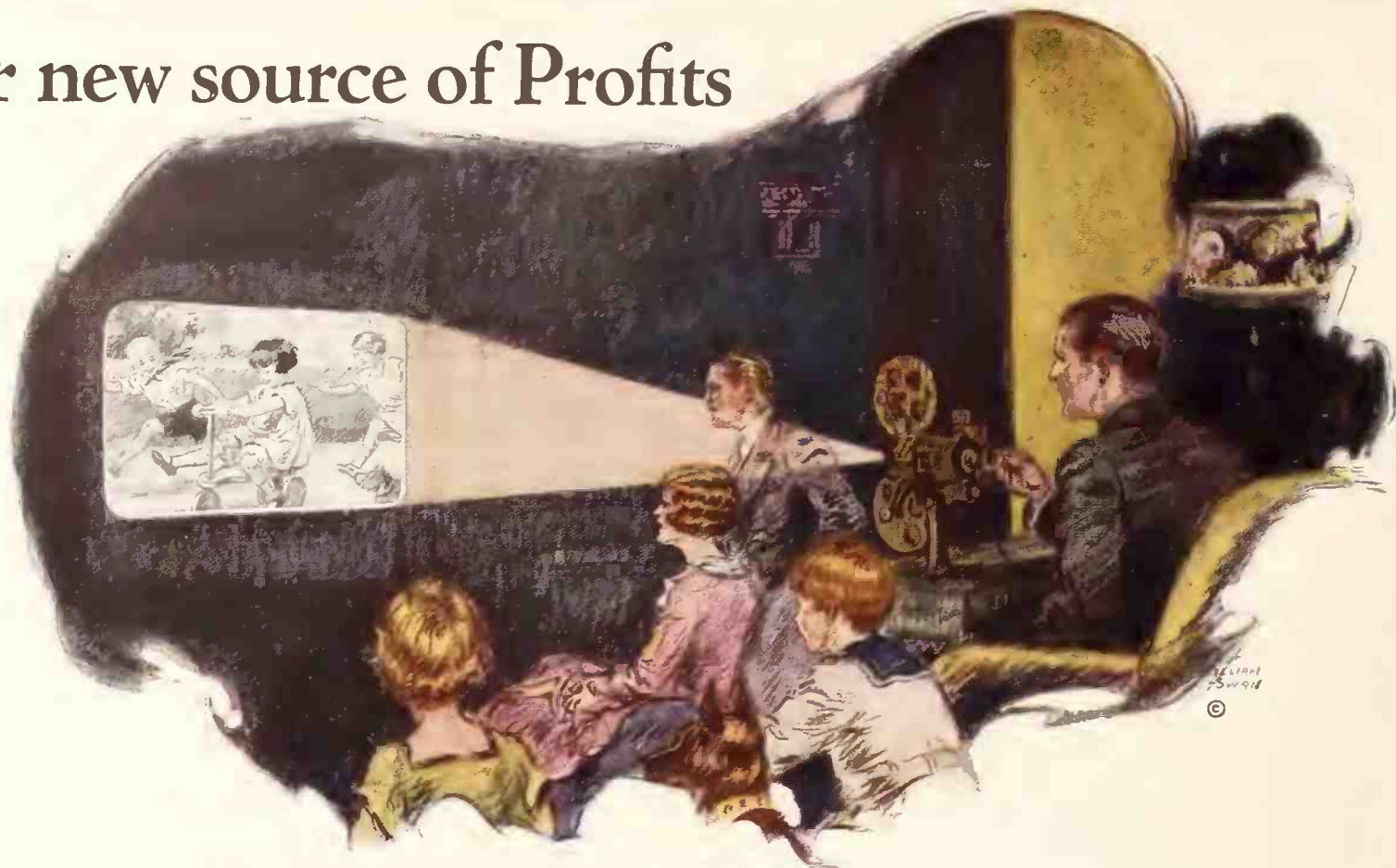
BELL & HOWELL COMPANY

1810 Larchmont Avenue, Chicago, Illinois

New York, Hollywood, London

Established 1907

Your new source of Profits



The demand for personal "movies" is upon us. The public has awakened to this greatest of all pleasures—bringing back animated records—the re-enactment, over and over again, of the pleasures of an event, trip, cruise or vacation. As life-like as life itself—simple, fool-proof purveyors of pleasure-producing evenings for years and years to come.

Put this Prop under NOW—while sales are up —then they'll never go down

You know that the hardest time to get business is when you need it. Now, at the height of your sales boom, put this life-preserver on. Acquaint your old customers with your new line. Then, when you need sales to offset the radio and music slump, you'll already be under way. Nothing can stop you.

As a merchant you know the fundamentals of demand-creating merchandise and sales propaganda. Display a line that has the public's attention and interest and your sales resistance will bend under its weight.

Think of it—over 30,000,000 people visit motion picture theatres each day. And every such visit is helping you sell Bell & Howell personal motion picture equipment.

The demand for personal "movies" is upon us. The public has awakened to this greatest of all pleasures—bringing back animated records—the re-enactment, over and over again, of the pleasures of an event, trip, cruise or vacation. As life-like as life itself—simple, fool-proof purveyors of pleasure producing evenings for years and years to come.

Territory is available today—because we are exercising the greatest care and precaution in

our selection of the right kind of dealers and we are losing no time in granting such dealers territory. That's a frank statement—frank because we are out to do a job and do it right. We're ready to talk business with serious minded, aggressive, responsible dealers who want to do business with a serious manufacturer.

We have neither time nor inclination to experiment. We are all set to go. Twenty years of hard earned experience producing 95% of the professional motion picture cameras in use today has placed Bell & Howell manufacturing ability beyond the element of doubt.

Dealers who are responsible and who will stand back of a manufacturer's policy to do clean merchandising and maintain Bell & Howell ideals, can qualify—where territory is still open.

No product has yet been devised that will fit in so admirably with the Music and Radio Dealer's especial sales policy and organization, as the Bell & Howell line of personal amateur motion picture apparatus. Summer months are peak sales months in the amateur motion picture business—winter sales are, obviously, peak months—especially the Holiday Season.

Our October Saturday Evening Post ad—a full page four-color ad—certainly proved the public pulse. And there are twelve more full page four-color ads to run in the Post. The page opposite this is one of them—to run November 13th. What will be the results when these all get underway—to say nothing of all the other publications we are advertising in? Our dealer sales helps, cut-outs, literature and direct-by-mail campaigns—all to help produce dealer sales—is the most effective and aggressive possible to produce, irrespective of cost.

MAIL THIS FOR DEALER PROPOSITION

BELL & HOWELL CO.

1810 Larchmont Ave., Chicago, Ill.

Please send me complete details of your motion picture camera and equipment Dealer Sales Proposition.

Name.....

Address.....

All in all, we are interested only in the legitimate, responsible dealer trade. Are you interested in making your summer months all Christmas months? If so, mail the coupon and we will explain more than space here will permit.



THESE FEATURES GIVE THE KIND OF PICTURES YOU WANT

These exclusive FILMO features, evolved by the world's largest makers of motion picture cameras, really give you movies of theatre-quality:

1. Spy-glass viewfinder.
2. Adjustable, accurate speed-control—for different objects and lights.
3. Special mechanism for s-l-o-w motion pictures, in same design of camera.
4. Highest-quality, imported anastigmat, 25 m/m F 3.5 aperture lens.
5. Simplest to operate of all movie cameras.
6. Twelve lenses interchangeable for special work.
7. Beautifully finished, compact, efficient.
8. Lifetime service; no depreciation.



FILMO Automatic Projector
For showing movies in your own home—offers same superiority, as FILMO itself; pictures as brilliant and flickerless as you see at best theatres. Runs forward, backward, or stops for single picture. Shows pictures from postcard size up to 7 x 9 feet.

How you can take MOVIES of feature-film clearness, beauty:

TODAY it is simple and easy, with FILMO, to take your own actual motion pictures. Pictures as sharply brilliant and beautiful as the photography in your favorite photoplays!

Bell & Howell's nineteen years' leadership, in making cameras and equipment used almost exclusively by the world's leading movie producers, makes this possible! Nearly all feature films you see are made by Bell & Howell professional cameras. From that vast, practical experience and knowledge we now give you the automatic FILMO.

Naturally, it has features not to be expected in other movie cameras for individual use.

Real Movies!

FILMO is four-and-a-half pounds of motion picture perfection—for personal use. So simple and mistake-proof that an eight-year-old can operate it successfully. In accuracy and movie-taking ability FILMO is matched only by Bell & Howell professional cameras costing thousands of dollars

This camera is the result of 19 years world-leadership in making professional motion picture cameras and equipment. It alone possesses the features necessary for theatre-quality pictures: the Bell & Howell automatic *Filmo*

each. Yet FILMO is within reach of the modest average income.

You can take any moving thing you see and want—as easily as looking through a field-glass.

Because FILMO is the only camera of this kind with a spy-glass viewfinder, with which you can easily, accurately follow the fastest-moving object . . . and get it squarely on the film.

* * * *

It is also the only one capable of giving you beautiful, sharp pictures even when light is poor. The only one with which twelve different lenses are interchangeable for special purposes. The only design of personal movie camera in which you can get special equipment for taking s-l-o-w motion pictures. (Note other important features.)



FILMO is fully automatic. No cranking; no tripod; no focusing for distance. Simply press a button and—"what you see, you get!"

Films are developed free—ready to show.

See It!

Literally, FILMO adds a priceless new delight to living. See it. Ask questions about it. Find out what it does. A very good dealer, in your locality, has it—now.

Mail coupon today—and in that way permit us to tell you who and where your nearest dealer is. Also receive—free—a new book on this fascinating subject of taking your own movies.

THE BELL & HOWELL AUTOMATIC

Filmo
REGISTERED

There is also EYEMO . . . using standard film . . . for professional work

FREE: Interesting, new book

BELL & HOWELL Co.,
1811 Larchmont Ave., Chicago, Illinois.
Send new book on taking personal movies—with full description of FILMO.

Name.....
Address.....
City..... State.....

BELL & HOWELL CO.

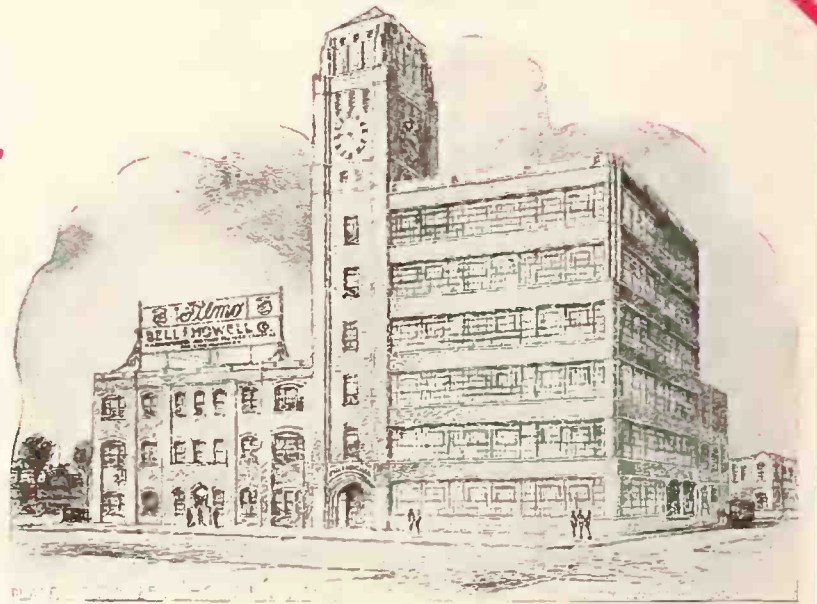
1811 Larchmont Ave., Chicago
New York, Hollywood, London
Established 1907



Gentlemen:

Look at This Growth!

BELL & HOWELL CO'S. Fourth Expansion to Accommodate Increasing Business



TWENTY years ago Bell & Howell Company began as pioneers, manufacturing professional cameras for the motion picture industry.

The first Bell & Howell Cameras were so good that many of them are still in use. They were so good that Bell & Howell became camera manufacturers-in-chief to the entire industry.

Bell & Howell helped motion pictures to grow in popularity—and the growth of motion pictures, in turn, expanded the business of the Bell & Howell Company. Three new and larger factories were built to take care of the growing business.

Then, out of their years of experience in building professional cameras, Bell & Howell perfected the *Filmo* Camera and equipment for the amateur. Acceptance was immediate. Because *Filmo* Cameras were no experiment. They were *right* to begin with. So demand has, within a short time, made necessary the new factory building shown here.

This new factory, anticipating ten years of growth, makes possible the addition of new dealers. Under the old production program new dealers could not have been accommodated, because *demand exceeded factory supply*.

Here you stand looking into a cream market on a product that is setting the country afire. This is your opportunity to put cash into your registers instead of eventual vain regrets. Get the details.

The smaller structure to the left is the front of the Bell & Howell factory as it was a year ago. The six-story reinforced concrete and brick addition with the 118-foot clock tower is the new day-light factory in which *Filmo* Cameras, Projectors and equipment are now made.

GROW
with a
WINNER!
Starting Now ●

Turn back and
Mail the big
COUPON



TRADE MARK REGISTERED

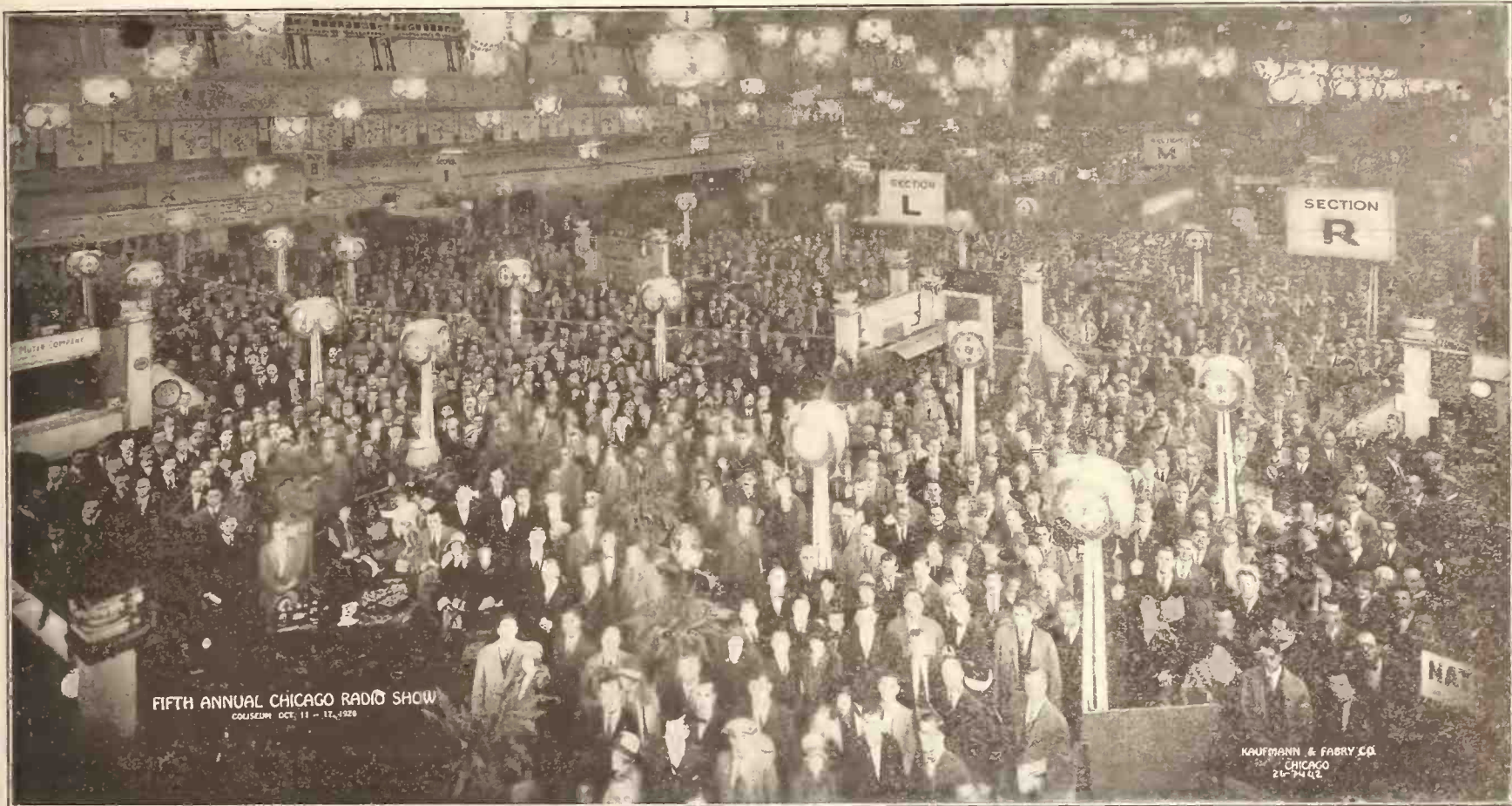
Chicago Radio Show Scores a Big Success

Fifth Annual Radio Show, Held in Chicago Coliseum, During the Week of October 11, Under Auspices of R. M. A., Considered Best in History of Radio—Thousands Viewed Fine Exhibits

The Fifth Annual Radio Show, which was held at the Chicago Coliseum the week of October 11, under the auspices of the Radio Manufacturers' Association, was regarded by all exhibitors at the exposition as the most successful radio show that has been held in the history of the radio industry. In point of attendance the figures were slightly less than the record-breaking figures at the Third Annual Radio World's Fair, held in New York in September, under the direction of the R. M. A., but even

The majority of the wholesalers had one complaint at the show, namely, the shortage of merchandise and they emphasized the fact that this merchandise was needed for immediate delivery, with the dealers urgently demanding the products. The manufacturers convinced the visiting wholesalers that their factories were working to capacity with increased facilities at their command, but the fact remained that a shortage was apparent for practically every prominent make of radio set and accessory.

with simplicity of operation and attractiveness of cabinet design sharing in the public's general interest. The latest models of speakers, as well as the newer developments in the power unit and battery eliminator field, were closely inspected by the visitors to the show, and the manufacturers of tubes were kept busy explaining the various distinctive qualities of the newer types of tubes. In fact, the public as a whole, seemed to be thoroughly informed on the most recent developments of the radio art, although



A View Showing Crowds Present at the Chicago Coliseum to View Exhibits at the Fifth Annual Radio Show

with this slight difference in attendance it was generally conceded by the exhibitors that for genuine jobber, dealer and public interest the Chicago radio show of 1926 was without a doubt the leader of all radio expositions.

Jobbers and dealers from all parts of the country visited the Coliseum during the week of the show, and in addition to the fact that orders were placed at the show itself, there was evidenced a keener realization of the sales possibilities for radio products, which was gratifying to every factor of the industry. The wholesalers and retailers seemed to be convinced of the importance of making radio an all-year-round sales proposition rather than a seasonal one, and conferences were held by the manufacturers with their representatives for the purpose of laying out plans and policies for 1927 that would make the year a banner one for all concerned.

Signs of Stabilization

Practically without exception the jobbers and dealers merchandising the products of the standard makes of radio sets and accessories were keenly enthusiastic as to the outlook for the future of the radio business, pointing out that the industry was becoming more stabilized month after month and that practically all of the merchandising evils had been eliminated. Full credit for the development of the trade was given to the Radio Manufacturers' Association, which has accomplished phenomenal results in the past two years and which is recognized today as a most powerful and constructive force in the development of the industry.

The development of the industry to an all-year-round stage will undoubtedly solve many of the manufacturing and marketing problems confronting the trade at the present time, and at the Chicago show definite steps were taken by prominent manufacturers and their wholesalers to provide for a far more logical manufacturing and marketing program than exists at the present time.

200,000 Paid Admission to Show

Over 200,000 paid admissions to the Coliseum reflected the keen enthusiasm of the public regarding radio, and although no retail sales were made at the exposition, dealers throughout the city of Chicago reported direct sales as a result of the show in addition to securing the names of many valuable prospects. The value of the show, as a general incentive to public interest in radio, was commented upon by all of the exhibitors as well as the visiting wholesalers, and U. J. Herrmann, managing director, and G. Clayton Irwin, Jr., general manager of the show, were congratulated upon the efficient manner in which they had presented the exposition to the public. The Chicago newspapers gave adequate space to the daily programs broadcast at the show, as well as the various novelties introduced during the week, and many points outside of Chicago, were represented in the daily attendance of the public during the course of the week.

Consumers Want Tone Quality

From a consumer angle there was manifested a marked interest in the tone quality of the radio sets, which seemed to be a most important factor,

there was a noticeable decrease in the number of inquiries that were made as to the distance possibilities of the various sets on exhibition. While distance seemed to be something that was highly desirable, at the same time it was not considered quite as important as tone quality, simplicity and attractiveness of design. Loud speakers, batteries, tubes, battery eliminators, antenna kits and other incidental accessories are apparently regarded with equal importance as the set itself, for the consumer realizes today that a quality set with inadequate accessories cannot give proper radio reception.

Important Meetings of Association

During the course of the show week the Radio Manufacturers' Association held a series of important meetings at which various topics of general interest to the trade were discussed by representative members of the industry. The meetings were well attended and the remarkable progress made by the R. M. A. in the past year was one of the subjects of general interest while the show was in session. The R. M. A. is planning a trade show in June which promises to be one of the outstanding features of the radio industry, and which will give manufacturers, wholesalers and retailers an opportunity to solve the ever-present problem of twelve-month radio. The show will be held during the course of the R. M. A. annual convention at Chicago, and attendance will be limited to the trade exclusively. Full details regarding the show will be announced by B. W.

(Continued on page 50b)

Chicago Radio Show Scores a Big Success—(Continued from page 50a)

Ruark, executive secretary, very shortly, and there is every reason to believe that the trade show will prove a tremendous success and a direct reflection of the importance of the R. M. A. as a factor in the growth of the radio industry.

From the point of actual business closed and actual trade interest, the 1926 Chicago radio show surpassed all preceding expositions and the exhibits themselves were exceptionally attractive. The character of the exhibits at these R. M. A. shows is a tribute to the tremendous achievements of the radio industry, for year after year the exhibits have increased in attractiveness and this year's exposition far out-distanced all preceding shows in beauty and effectiveness. Among the exhibitors at the Chicago Coliseum this year were the following:

Abox Co., Chicago, Ill.; Alden Manufacturing Co., Springfield, Mass.; All-American Radio Corp., Chicago, Ill.; American Bosch Magneto Corp., Springfield, Mass.; American Electric Co., Chicago, Ill.; Amplion Corp. of America, New York City; Amrad Corp., Cincinnati, O.; Amso Products Co., New York City; Anylite Electric Co., Chicago, Ill.; Apco Mfg. Co., Providence, R. I.; Apex Electric Mfg. Co., Chicago, Ill.; Argus Radio Corp., New York City; Atwater Kent Mfg. Co., Philadelphia, Pa.; Bakelite Corp., New York City; Baldwin, Nathaniel, Inc., Salt Lake City, Utah; Belden Mfg. Co., Chicago, Ill.; Best Mfg. Co., Irvington, N. J.; Borkman Radio Corp., Chicago, Ill.; Brach, L. S., Mfg. Co., Newark, N. J.;

Bremer-Tully Mfg. Co., Chicago, Ill.; Briggs & Stratton Corp., Milwaukee, Wis.; Buckingham Radio Corp., Chicago, Ill.; Burgess Battery Co., Chicago, Ill.; Carter Radio Co., Chicago, Ill.; Chelsea Radio Co., Chelsea, Mass.; Cornell Electric Mfg. Co., Long Island City, N. Y.; C. E. Manufacturing Co., Providence, R. I.; Crosley Radio Corp., Cincinnati, O.; Cunningham, E. T., Inc., New York City; Davis, Richard T., Inc., Chicago, Ill.; Day-Fan Electric Co., Dayton, O.; De Forest Radio Co., Jersey City, N. J.; Diamond T. Radio Mfrs., South Bend, Ind.; Dictograph Products Corp., New York City; Dubilier Condenser & Radio Corp., New York City; Duro Metal Products Co., Chicago, Ill.; Electrical Research Labs., Chicago, Ill.; Electric Storage Battery Co., Philadelphia, Pa.; English-Whitman Co., New York City; Empire Electrical Mfg. Co., Chicago, Ill.; Fansteel Products Co., Inc., North Chicago, Ill.; Farrand Mfg. Co., Long Island City, N. Y.; Federal Radio Corp., Buffalo, N. Y.; Federal Brandes, Inc., New York City; Forest Electric Co., Newark, N. J.; Freed-Eisemann Radio Corp., Brooklyn, N. Y.; French Battery Co., Madison, Wis.; Chas. Freshman Co., Inc., Chicago, Ill.; Garod Corp., Belleville, N. J.; General Instrument Corp., New York City; General Radio Company, Cambridge, Mass.; Gould Storage Battery Co., New York City; Grebe, A. H., & Co., New York City; Grigsby-Grunow-Hinds Co., Chicago, Ill.; Indiana Mfg. & Electric Co., Marion, Ind.; Jefferson Electric Mfg. Co., Chicago, Ill.; Jewell Electrical Instrument Co., Chicago, Ill.; Jones, Howard B., Chicago, Ill.; Kellogg Switchboard & Supply Co., Chicago, Ill.; Kokomo Electric Co., Kokomo, Ind.; Liberty Transformer Co., Chicago, Ill.; Magnavox Co., Oakland, Cal.; Minerva Radio Co., Chicago, Ill.; Mohawk Corp. of Illinois, Chicago, Ill.; Montrose-Hast Radio Lab., New York City; Music Master Corp., Betzwood, Pa.; National Carbon Co., New York City; National

Co., Inc., Boston, Mass.; National Lead Battery Co., St. Paul, Minn.; Newcombe-Hawley, Inc., St. Charles, Ill.; Operadio Corp., Chicago, Ill.; Pacent Radio Co., New York City; Pathe Phono. & Radio Corp., Chicago, Ill.; Perlesz Radio Corp., Chicago, Ill.; Perryman Electric Co., New York City; Pfanstiehl Radio Co., Chicago, Ill.; Pooley Co., Philadelphia, Pa.; Precision Products Co., Ann Arbor, Mich.; Pressed Metal Co., Waukesha, Wis.; Priess Radio Corp., New York City; Radio Corp. of America, New York City; Radio Master Corp., Bay City, Mich.; Raytheon Mfg. Co., Cambridge, Mass.; Reichmann Co., Chicago, Ill.; Runzel-Lenz Electric Co., Chicago, Ill.; Saal, H. G., Co., Chicago, Ill.; Shamrock Mfg. Co., Newark, N. J.; Showers Bros. Co., Bloomington, Ind.; Slagle Radio Co., Fort Wayne, Ind.; Sleeper Radio Corp., Long Island City, N. Y.; Sonatron Tube Company, Chicago, Ill.; Sonora Phonograph Co., New York City; Sparks-Withington Co., Jackson, Mich.; Splitdorf Electrical Co., Newark, N. J.; Sterling Mfg. Co., Cleveland, O.; Stevens & Co., New York City; Stewart-Warner Speedometer Corp., Chicago, Ill.; Stromberg-Carlson Tel. & Mfg. Co., Rochester, N. Y.; Stuart Products Corp., Chicago, Ill.; The Talking Machine World, New York City; Tectron Radio Corp., New York City; Timbretone Mfg. Co., Hoosick Falls, N. Y.; Timmons Radio Products Co., Philadelphia, Pa.; Tower Mfg. Co., Boston, Mass.; Trimm Radio Mfg. Co., Chicago, Ill.; United Cabinet Mfrs. Corp., Chicago, Ill.; Utah Radio Products Co., Chicago, Ill.; Vesta Battery Corp., Chicago, Ill.; Walbert Mfg. Co., Chicago, Ill.; Webster Company, Chicago, Ill.; Westinghouse Elec. & Mfg. Co., East Pittsburgh, Pa.; Weston Electrical Instrument Co., Newark, N. J.; Willard Storage Battery Co., Cleveland, O.; Windsor Furniture Company, Chicago, Ill.; W. K. Electric Co., Kenosha, Wis., and Zenith Radio Corp., Chicago, Ill.

Cleveland Dealers Prepare for Holiday Business—Trade Gains Create Optimism

All Types of Talking Machines in Demand—Acme Elec. & Mfg. Co. Plant Damaged by Fire—Local Music Week Proved a Big Success—Tie-up With Exposition Scores—Other News

CLEVELAND, O., November 8.—Business continued to improve during the month and it looks as though it would continue to do so. All types of phonographs have been selling well and there has also been a demand for combination instruments. Radio sales have been big. The great amount of advertising done by manufacturers in local newspapers has helped business along in fine shape. Quite a few discontinued sets have been advertised widely, but the public do not seem very keen for them.

Fire Damaged Acme Plant

The Acme Electric & Mfg. Co.'s Hamilton avenue plant was severely damaged by fire on October 28, the entire second floor being destroyed. The fire started in the stockroom, from an unknown source, and threatened to destroy the entire plant. The company manufactures radio products, including B eliminators, automatic control switches and A power units at the Whitney Power Block plant, and they immediately started work on installing a battery charger department in this building to take the place of the one wiped out by the fire.

"Talker" Tie-Up With Exposition

A feature of the Woman's Christmas Exposition, held on November 3 to 9, was the Victor Auditorium Orthophonic Victrola, which was brought to Cleveland especially for the Exposition. The demonstrating was in charge of F. C. Erdman, Victor district representative, in conjunction with the Cleveland Talking Machine Co., Victor distributor. There was a very striking tie-up of Victor dealers with the event.

Stage Local Music Week

Cleveland put on a Music Week for the first time in its history. It took place October 24 to October 30 and was a big success. The affair was actively participated in by practically the entire trade and all musical organizations throughout the city. Free concerts were given in the various arcades. Studios were opened for public receptions and, in short, there was something special doing every day along musical lines. Considerable advertising was done by the music trade and the various newspapers gave a great deal of publicity to the event. It was planned to have a large pageant on the last day in which floats of music dealers would have played a big part, but this had to be

called off on account of heavy rain. It was a fine boost for all classes of music and helped considerably in stimulating business.

Cleveland Ignition Co. Remodeled

The Cleveland Ignition Co. recently completed remodeling and redecorating their radio showrooms and offices and the photograph gives some idea of how attractive the



An Artistic Setting for Radio

place now looks. All the models of the Atwater Kent and Pooley lines are attractively displayed. The showrooms have been entirely refurbished and make a handsome setting for the various models. The company has been extremely busy shipping out sets about as fast as they arrive.

E. M. Scott a Winner

E. M. Scott, northern Ohio representative of the Cleveland Brunswick Co., is the proud possessor of a fine new Gladstone traveling bag that he received as first prize in the national sales contest for getting the largest number of subscriptions to the Brunswick window display service. The Brunswick branch expects to do the largest business in its history, basing its belief on the amount of shipments. There has been a very good demand for all types of Panatropes and mechanical instruments and the shipping facilities of the branch have been strained to the utmost to get orders out promptly.

Columbia Artists Appear Locally

Quite a few Columbia artists have visited Cleveland recently, among them being Ruth Clifford, Ignaz Friedman and the Russian Art Choir. As a result there has been an extra good demand for records. Another good

stimulant has been the advertising done by the Columbia Co. in the local newspapers and tie-ups by local dealers. The 1926 record cut-out has been greatly appreciated by the trade, District Manager R. J. Mueller reports. The Viva-tonal machines are all selling well and being featured in many window displays by dealers all over the city.

Renie Burdett Resigns

Renie Burdett, who had charge of the retail sales of Gennett records and Q R S and U. S. rolls for the local branch of the Starr Piano Co., has resigned and is now with the Guenther Art Gallery.

Sistak Music Co. to Open

A new music store is to be opened on Broadway, near East Fifty-fifth street, under the name of the Sistak Music Co. It will carry a full line of general musical merchandise.

Weber-Rance Corp. Starts Sales and Service School

A sales and service school for dealers has been inaugurated by the Weber-Rance Corp., New York distributors of American Bosch, Crosley, Ferguson and other lines of radio sets and accessories.

The object of this school, according to M. L. Miller, vice-president of the Weber-Rance organization, is to increase the proficiency of the dealer in settling, with a minimum amount of time and expense, service matters that come up from time to time. Mr. Miller stated that experience has shown that in numerous cases a few minutes' work on the part of the dealer's service man could have saved the dealer several days' delay and prevented constant calls from the customer.

In a letter to all of the Weber-Rance dealers in the metropolitan district, Mr. Miller invites the attendance of dealer sales and service representatives at the school which meets each Tuesday evening at 7.30 o'clock at the Weber-Rance offices, 225 West Fifty-seventh street, New York. The school has been established on the well-founded theory that "better service means better sales."

Exterior and interior of the store of W. H. Keiser, of Milton, Pa., has been placed in the hands of the builders and decorators. The store now is among the artistic shops in the thriving manufacturing town, and is equipped with more booths to accommodate its patrons and the rapidly advancing Victor business enjoyed by the firm.

Dealers in the Cincinnati Territory Look Forward to Busy Holiday Season

All Indications Point to Heavy Buying of Talking Machines, Records, Radio, Etc., as Holiday Gifts—Steinway & Sons in New Home—Sees Need for More Experienced Salesmen

CINCINNATI, O., November 8.—Dealers in talking machines and records are unanimous in the statement that the demand is brisk, and all are looking forward to an unusually busy Fall and Winter season. Everything indicates that the holiday trade will be greater than ever before and it is forecast that sales will break previous records in the matter of Christmas buying. At this time last year, it will be remembered, business conditions were not as good as they are now. All of the demand was for the new machines, but only a few of the improved instruments were available for delivery. The public had been persuaded that the new machines were the only ones to buy, and in spite of sweeping price reductions on the old machines very few buyers wanted them.

This year the talking machine trade finds conditions much more favorable. In the first place, while there still may be a slight shortage of some of the latest models, the scarcity is not great enough to be a serious handicap, and the manufacturers are rapidly removing this difficulty by increasing their output. In the opinion of some dealers the new styles of cabinets have done nearly as much to make the talking machine more popular as has been done by mechanical improvements and the adoption of electrical principles.

The demand for radio, it is stated, has shown a wonderful increase in the past few weeks, both in combination with the talking machine and as a separate instrument. Up to this time the dealers have had no difficulty in getting goods, but it is said that the stocks of manufacturers are getting low and there may be some shortage during the holidays.

Steinway & Sons in New Home

Steinway & Sons, who have moved into a fine building that adjoins the Hotel Gibson on the west, have added much better facilities for handling talking machines and records than they had in their former store. "We carry the Victor and the Brunswick lines, and in the future we will pay much more attention to this branch of the business than heretofore," explained R. E. Wells, district manager. Plenty of demonstration booths are now available, with adequate space for instruments and records nearby, this section being on the main floor, at the rear, and opening into the hotel. The new Steinway store was formally opened to the public on October 14 and 15, and on the evening of the latter day there was a large banquet in the Hotel Gibson at which President Frederick T. Steinway was present, and also Mr. and Mrs. Paul H. Schmidt and Mr. and Mrs. Herman Irion, all of New York City.

Need for Experienced Salesmen

"Business has been improving for several weeks, and it has now reached the point where one may without exaggeration say that it is excellent," stated Howard L. Chubb, head of the Chubb-Steinberg Music Shop. "What we need more than anything else right now are a few good salesmen—men who can go out and close with the prospects for talking machines. We have become so busy in the store that we cannot spare men to go out to get these orders, and therefore we are not able to sell as much as we might. It seems to me that the talking machine trade needs some kind of a school for the development of salesmen."

New Reproducers as Aid to Machine Sales

"Undoubtedly the talking machine is coming back into its own," stated Frank Gaul, of the William R. Gaul Co. "The reproduction of the old types of machines when fitted with the new reproducers has been improved so much by the new records that they give satisfaction, and for this reason there is still a good market for the old machines. The salesman who will push

them in the right way should meet with success in moving these products."

Viva-tonal Phonograph Popular

A recent visitor to the city was W. C. Fuhri, of New York, general sales manager of the Columbia Phonograph Co. Miss Rose Helberg, local manager, is extremely enthusiastic about the company's latest product, the Viva-tonal phonograph, which, she states, has already attained wonderful popularity. "Our record business is truly phenomenal," stated Miss Helberg, "but still the demand seems to be increasing."

Enjoy Good Business

"Our talking machine and record section is now quite busy," said G. E. Hunt, of the retail department of the Starr Piano Co. According

to S. T. Spargens, manager of the new radio department in the Starr store, that section is doing fine and its sales are increasing rapidly. "Radio is becoming more popular every day," stated Mr. Spargens.

"Aside from a slight shortage of the new combination instruments, everything is running fine in our talking machine department," stated Fred C. Grau, of the Otto Grau Piano Co. "The demand for records is greater than ever before."

Perryman Tubes in Demand

With the Perryman factory operating at full capacity, a very successful season is being enjoyed by the Perryman Electric Co., New York, manufacturer of Perryman radio tubes. H. B. Foster, sales manager of the company, reports that the Perryman jobbers and dealers are experiencing a splendid demand for Perryman tubes, and plans have been made to continue factory operation at full capacity for an indefinite period.

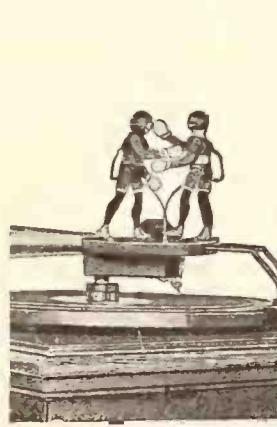
NATIONAL PHONOGRAPH TOYS

STOCK THEM FOR CHRISTMAS

Display Them; Their Funny Antics Make Quick Sales
Order the Complete Assortment—Here It Is:



Shimandy
Price \$1.65



The Boxers
Price \$1.25



Ragtime Rastus
Price \$1.25



The Magnetic Dancers
Price \$1.00



Phonograph Phollies
Price \$1.00 per set



(Usual Trade Discounts)

Don't pass up this proposition. Give it your immediate attention. You will be glad you did. It takes just a minute to fix the whole thing. Get your letter in tonight's mail. Quick action at this end.

NATIONAL COMPANY Inc.

110 Brookline Street

W. A. READY, President

Cambridge, Mass.

ATWATER KENT RADIO

To Atwater Kent Dealers

Read carefully the advertisement opposite.

It is Mr. Kent's personal message to the radio-buying public, reproduced from the Saturday Evening Post.

The public demanded simplicity. To meet this demand we have placed in your hands the Atwater Kent ONE Dial models—the simplest receiving sets ever built—so simple you can tune them in the dark!

To every Atwater Kent dealer this means SALES. For what the public wants is what you have to offer—Atwater Kent Radio, with ONE Dial.

ATWATER KENT MANUFACTURING COMPANY
4725 Wissahickon Avenue A. Atwater Kent, President Philadelphia, Pa.

THE SATURDAY EVENING POST

ATWATER KENT RADIO

SO SIMPLE. you can tune it in the dark!

BY
A. Atwater Kent

EVER SINCE I first became interested in radio, this idea has been uppermost in my mind: Simplicity is what Radio needs. The first radio sets were cumbersome—big, ungainly contrivances, hard to fit into home surroundings—and extremely difficult to operate. We said to ourselves: If we could only make receiving sets so simple that you could tune them in the dark! And this has been our objective here in our Philadelphia laboratories.

It has taken us years to work out the right principle. It has taken months to perfect it. But now we have it—in Atwater Kent ONE Dial Control. This ONE Dial control, with us, means just what it says. All the finding of stations is done with ONE Dial. There are no additional adjustments to make—you actually and accurately bring in the station you are seeking. Every station broadcasting within range is brought into your

home as you turn this ONE Dial. You can sample them all just as you scan the headlines of your newspaper—then select the program you like best and settle down to an evening of enjoyment.

To enjoy this ONE Dial control at a reasonable cost requires that sets be produced in large quantities.

Today we are making them by the hundreds of thousands in the largest radio factory in the world, backed by more than a quarter of a century of experience with scientific electrical instruments.

ONE Dial control is the goal of simplicity toward which we have been working since Radio began. It is today an accomplished fact.

EVERY SUNDAY EVENING!—The Atwater Kent Radio Hour brings you the stars of opera and concert, in Radio's finest program. Hear it at 9-15 Eastern Time, 8-15 Central Time, through:

- | | |
|---------------------------------|-------------------------|
| WEAF . . . New York | WGN . . . Chicago |
| WEAR . . . Providence | WFEL . . . Philadelphia |
| WEEI . . . Boston | WCAE . . . Pittsburgh |
| WRC . . . Washington | WGB . . . Buffalo |
| WSAI . . . Cincinnati | WOC . . . Davenport |
| WTAG . . . Worcester | KSD . . . St. Louis |
| WEAR . . . Cleveland | WWJ . . . Detroit |
| WCCO . . . Minneapolis-St. Paul | |

Prices slightly higher west of the Rockies and in Canada
Write for illustrated booklet of Atwater Kent Radio

ATWATER KENT MANUFACTURING COMPANY
A. Atwater Kent, President
4708 WISSAHICKON AVENUE, PHILADELPHIA, PA.

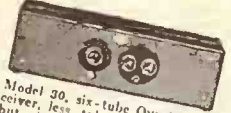
Of course you'll want a speaker as good as your set. With an Atwater Kent Radio Speaker you are sure of natural tone and all the volume you wish. Model E shown at right; finished in dark brown crystalline. \$16.00.



A good set deserves a good speaker—that means nothing less than an Atwater Kent Radio Speaker. It is the standard of good tone reproduction everywhere. Model H shown at left; finished in dark brown crystalline. \$21.00. Model G, same design in amber buff and sage green \$25.00.



Model 39, seven-tube ONE Dial receiver, less tubes and batteries, but with battery cable attached, \$140.00.



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



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



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

High-priced Instruments Lead the Demand in the Toledo Territory, Dealers Report

Standard, Nationally Advertised Merchandise in Such Demand That Trade Experiences Difficulty in Filling Orders for Certain Models—Big Sales Gains Reported—The News

TOLEDO, O., November 6.—Seasonable buying of phonographs and radios has started at a brisk rate here. The surprising element of the purchasing is that people are not buying the low-price instruments but are demanding the best. They are fed up on cheap, nameless goods and are therefore now seeking advertised, branded merchandise. So completely has this change gone into effect that merchants are having difficulty getting sufficient machines to fill orders. One prominent dealer reports orders for eight combinations with only six in stock and his jobber refusing to take orders for immediate delivery. Since this oversold condition exists already what will the situation be in three or four weeks at the peak?

A Record Day's Business

The Lion Store Music Rooms, on the first day of the Store Anniversary Sale, put over the biggest day's talking machine and record business in the past five years, according to Lawson S. Talbert, manager. The radio department, likewise, enjoyed its largest total for a single day. Doyle Wyre, manager, stated. Talbert reported further that customers in all but three instances made larger down payments and purchased better machines than the average. Record demand too is moving along at a good pace. Sales girls here are given special credit for unit sales of three discs, provided one of the three is a standard number. The reason for this is that by selling one of the better records to a patron interest in the phonograph is maintained for a longer period, which naturally makes for the sale of more records. Wm. Markwood is a new member of the outside sales force.

Reports 50 Per Cent Sales Gain

At the J. W. Greene Co. talking machine and radio sales are more than 50 per cent better than a year ago, Manager E. A. Kopf reported. A large share of this increase is coming from the sale of combinations. The new Panatrop P-10 Radiola combination is making friends rapidly. Ernest Tiedtke, retired merchant, recently purchased three Panatropes—two for gifts and one for his fine home. The store is experiencing very little difficulty through trade-in allowances on old machines towards new

models. Allowance of about one-half of the cut-price instruments or 25 per cent of the old purchase price is working out satisfactorily.

Activities at Grinnell Bros.

Grinnell Bros. are co-operating in a large way with the concert attractions booked for the near future here. Folders of the Famous Artists Series, which include Marion Talley and the Rivoli City Concerts, sponsored by the University of the City of Toledo, are going to customers and prospects along with the November Victor supplement and Melody, the house organ.

The fact that most grade schools are excellent prospects for talking machines has been proved by the ring of the cash register here. Nearly all class rooms now use records for Folk dances, gymnastics, music appreciation and the like. In the radio department Atwater Kent and Garod lines have been added recently. These, with Zenith and Freed-Eisemann, round out the line.

Stages Tie Up With Edison Artist

The Hayes Music Co. coupled its Edison efforts to the Keith Theatre act of Signor Friscoe, Edison artist. Through this performance several prospects for machines were developed and not a few records were sold, according to Nicholas Baertschi, manager.

Columbia Dealers Active

The Frazelle Music House is promoting sales of talking machines by means of newspaper and direct mail publicity. Miss Lovina Terry, formerly with the Lion Store Music Rooms, is now in charge of the department here. Each day a record is exploited by means of the Electrola and loud speaker at the store entrance. Many record sales are resulting from this effort.

Several local Columbia dealers are coupling their promotion plans with the weekly Columbia drive on records and machines. They include Flightner's Music Shop, Korona Music Co., Joseph Toth, The Home Furniture Co., and Goosman Piano Co.

The Quality Music Shop, Inc., Columbus, O., has taken on the complete Columbia and Harmony line in addition to the Brunswick.

Machine and record sales are brisk, it is said.

Piqua Music Shop, Piqua, O., operated by Etter & Thompson, Columbia dealer, has moved into new larger quarters made necessary by the growth of the business. Everything in music is carried by the enterprise.

Campbell's, Piqua, O., have remodeled the listening booths and rearranged the phonograph section in order to give the Viva-tonal Columbia line prominence on the main floor of the store.

The Mammoth Furniture Co., Urbana, O., has remodeled the store and installed new attractive display windows. A house-to-house canvass for talking machine sales is in progress and will be extended to the rural districts.

H. H. Conner Now Cable Co. Manager

H. H. Conner is now manager of the local Cable Piano Co. store. He has held executive positions with music houses in Richmond, Norfolk and Baltimore. He came here from Washington, D. C., where he was connected with the music business. The store is pushing both the Orthophonic and Brunswick lines.

Many Dealers Add Sparton Radio

The Toledo Radio Co., Sparton radio wholesaler, has closed franchises with a formidable list of new dealers, including the J. W. Greene Co., W. G. Greiner, United Music Co., Toledo Edison Co., Norman Witzler, Perrysburg, O.; Stilson Music Store, Gibsonburg, O.; Hudson & Herkel, Genoa, O.; G. L. Lathrop, North Baltimore, O.; Sylvania Electric Co., Sylvania, O.; Bryan Buick Co., Bryan, O.; Archbold Battery Shop, Archbold, O., and others. In the short space of four or five weeks this new set has won a high place with radio fans, Chas. H. Womeldorff, president, stated. An advertising campaign in local papers will be carried on throughout the season. The Brach totem pole aerial is a new item of merchandise added by the house.

Detroit Kolster Dealer Uses Home Demonstration

Effectiveness of Testing Radio Set in the Home of Prospective Purchaser Concretely Illustrated by Live Retailer

Illustrating the effectiveness of the "home demonstration" policy of Federal-Brandes, Inc., manufacturer of Kolster sets and Brandes speakers, an incident is related of the experience of a Detroit dealer. A customer was leisurely looking over the Kolster models and said he hoped to own a big eight-tube set some day, so he could listen in on distant stations, but could not "see his way clear to spending the money now." In answer the dealer tucked under his arm the small six-tube Kolster table model and drove to the customer's home for a demonstration. That evening the dealer and the customer are said to have listened to forty-two stations in all parts of the country, and the set was sold on the spot.

Interesting Issue of the A-K Jumbo Bulletin

The Jumbo Bulletin, the interesting and instructive house organ of the Atwater Kent Mfg. Co., Philadelphia, Pa., celebrated its first anniversary with the appearance of the October issue. This particular issue of The Jumbo Bulletin contained a wealth of news of interest and value to dealers, including an outline of the Sunday evening radio broadcasting programs sponsored by A. Atwater Kent and in which leading artists are scheduled to participate throughout the Fall and Winter. Another article showed the tremendous growth in A-K sales, namely, a 60 per cent gain this year over last year. Considerable space also was devoted to reproductions of dealer ads prepared by the Atwater Kent Co., and a poster that will be displayed on 6,000 billboards.

WALL-KANE

THE ORIGINAL 10-RECORD NEEDLE PUT UP IN ATTRACTIVE COUNTER DISPLAYS



GIVES YOU 150% PROFIT

Also Jazz, Concert, Petmecky and Best Tone Phonograph Needles

WALL-KANE NEEDLE MFG. CO., Inc., 3922—14th Ave., Brooklyn, N. Y.

Clean Up Aerial Item Sales



Sell the
BRACH
Aerial Outfit
COMPLETE
in one package

includes
the Famous
BRACH
LIGHTNING
ARRESTER



CARRYING WITH IT
\$100 INSURANCE
GUARANTY

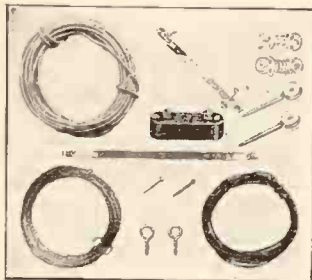
Dealers everywhere agree that this Brach innovation—Aerial Outfits Complete—is one of the best things that has happened to the trade. Being able to pass over the counter in one motion—in one sale—every needed part of an antenna means saving time, labor and fuss. More money is made and customers are tickled.

All Brach Aerial Outfits include the well-known Brach Lightning Arresters which are backed by a \$100 Insurance Guaranty. Every part has been carefully selected by experienced radio engineers so that maximum satisfaction is assured. There will be a lot of Brach Aerial Outfits sold during the holidays. It will more than pay you to have a generous stock ready for the demand.

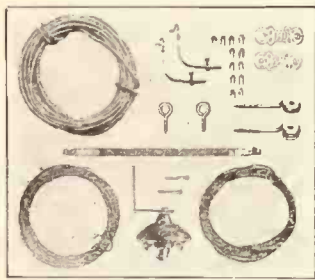
One of the Most Popular Outfits Is the Master
—Retails for only \$3.50

4 OTHER FINE OUTFITS also in packages

Storm King
\$4.00



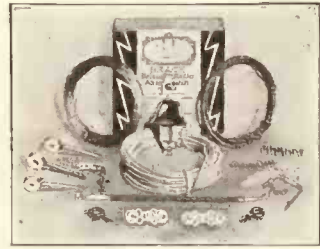
Storm Guard
\$4.50



DeLuxe Junior
\$5.00



DeLuxe Senior
\$5.50



Brach Radio Products

20
years
in the
lead

L. S. BRACH MFG. CO.

Newark, N. J., U. S. A.

Toronto, Canada

SONORA'S *Twin Contribution*

The New Reproducing Sonora

Critics agree that this new Sonora achievement is the outstanding triumph in the new field of music reproduction. All the rich tone-color, warmth and magic of living music itself. A remarkable instrument that gives Sonora's world-famous tone *full range of the entire musical register*. Exquisite in design and finish.



AT \$275 · SONORA'S GREATER PHONOGRAPH · THE SYMPHONY

CRESCENDO of the full symphony—Limpid, flowing solo melody—Softest whispers from muted violins—*Here at last is full musical justice for them all—in the New Sonora.*

For a remarkable method of reproduction perfected by Sonora has added to the renowned Sonora tone new volume, range, and artistic completeness.

Hearing is believing! Ask your dealer to demonstrate the New Reproducing Sonora. And as you listen, note that Sonora cabinet craftsmen have produced *new masterpieces of design and finish!*



At \$95—The PRELUDE—*greatest value in quality phonographs today—a genuine New Reproducing Sonora, with the perfected Sonora tone that gives new beauty to phonograph music. Cabinetwork of typical Sonora quality.*



At \$125—The CONCERT—*another model of the New Reproducing Sonora. Rich simplicity of design to harmonize in any setting. A real treat in the reproduction of any type of music.*

S O N O R A
C L E A R A

This advertisement appeared in Black an

Lovers of Music



The New Shielded Six Radio

Produces, we believe, a rich depth and purity of tone never before heard in Radio. A six-tube set completely shielded against interference. New improved Twin Unit Control combines single-dial convenience with double-dial distance. Typical Sonora cabinet beauty.



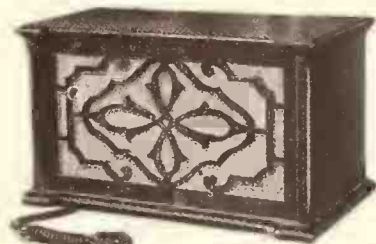
AT \$185 · THE "1927" STANDARD RADIO CONSOLE

WHEN Radio enthusiasm swung away from mere tuning in and demanded clearer, truer reception, Sonora made a big contribution. The world-famous Sonora achievements in music reproduction were successfully adapted to Radio.

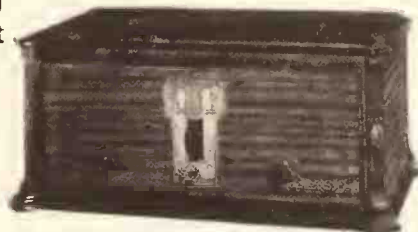
Now, in the new Shielded Six, Sonora presents a receiving set that puts Radio on a still higher plane of perfection.

Not only does this great set improve and combine every latest technical convenience, but it produces a rich depth and mellowness of tone never before heard in Radio music. And we honestly believe that it is the most beautiful radio you can buy today.

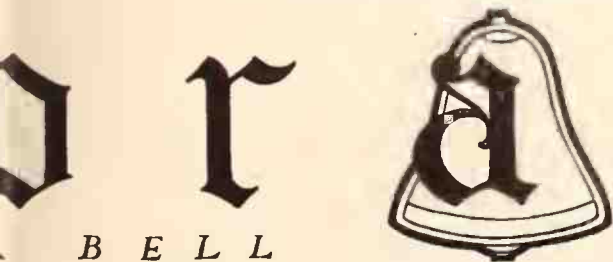
Your dealer shares this opinion! Ask him for a demonstration.



The new SONORA RADIO CONE SPEAKER. Attaches to any radio set—no extra batteries needed—\$25. Console model—with space for batteries—\$50. The Cone Speaker is built into the Sonora Shielded Six Console Radio shown above.



Sonora's new SHIELDED SIX RADIO is available as a straight set, at \$125, or in your choice of Console models priced up to \$225.



Argus Radio Corp. Granted Twenty-three Patent Claims

Patent Office Grants Claims Covering Electrification of Radio Receivers to Dr. Wallace, Who Has Assigned Them to Argus Corp.

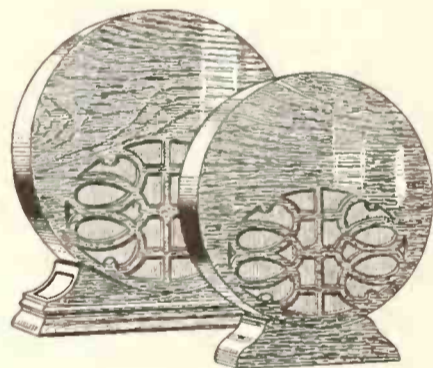
The Argus Radio Corp., New York City, maker of the Argus electric radio set, has been advised by its patent attorneys that twenty-three claims out of a possible twenty-five have been allowed by the United States Patent Office on its patent on electric radio receiving sets filed April 27, 1925.

The patent was made by and claims allowed to Dr. Marcel Wallace, chief of the laboratory staff of the Argus Radio Corp., and in turn assigned by Dr. Wallace to the Argus Radio Corp. It is stated that these claims cover in general the complete electrification of radio receivers and it is pointed out that the granting of these claims also establishes the Argus type

TELEPHONE

Radio Speaker

Built like a violin—
the world's finest
musical instrument



Telephone
Radiospeaker 60
An exquisite LARGE radio-
speaker, in American wal-
nut or African mahogany
\$32.50

Telephone
Radiospeaker 62
Precisely like radiospeaker
60 . . . but slightly smaller
\$22.50

Telephone Corporation of America

449-453 West 42nd Street

New York City



of rectifier as basically an Argus patent. The granting of these claims is referred to as a protection to the Argus distributor and dealer in the merchandising of Argus radio sets.

Freed-Eisemann Issues New Sales Promotion Booklet

Varied Line of Dealer Helps Described and Illustrated in Attractive Booklet—Details of Direct Mail Campaign Are Included

A new thirty-two-page booklet, attractively illustrated and outlining in detail many forms of forceful sales promotion, has been prepared by the advertising department of the Freed-Eisemann Radio Corp., Brooklyn, N. Y., under the direction of R. R. Smith, advertising manager, for the benefit of dealers. The booklet describes the varied line of dealer helps and gives many suggestions as to novel uses to which they may be put. Included also are the details of an important direct-mail campaign to be sent by dealers to their prospects at a cost of ten cents per name for a series of four mailing pieces.

A wealth of artistically designed advertising material is available to Freed-Eisemann dealers, including window and counter cards and displays, banners and signs, window and door transparencies, window strips and price cards. Movie slides for use by the dealer in local motion picture houses are also available, as well as a striking electric flashing sign. Sales literature, with the dealer's imprint if desired, is furnished, as well as a twelve-page catalog describing and illustrating the entire Freed-Eisemann line of sets, speakers and power devices.

The booklet describes the extensive national advertising campaign in magazines and newspapers, which Freed-Eisemann is now conducting, and illustrates the effective way in which dealers can tie-in locally with this national publicity through the use of local newspaper advertising.

The industrial products division of the Freed-Eisemann organization is represented in this booklet by displays and dealer helps on the new Freed-Eisemann phonograph sound box and Turbox portable electrical washing machine.

D. F. Goldman Enthusiastic Over New Farrand Product

Sees Wide Need for Combination Power Amplifier and "B" Eliminator Produced by the Farrand Mfg. Co.

D. F. Goldman, of the North American Radio Corp., distributor for Farrand Mfg. Co. products in the metropolitan area of New York, believes the new combination power amplifier and "B" eliminator, manufactured by Farrand, has solved one of the problems confronting radio fans. This device now supplies both "B" battery power and amplification as well, and does away with the use of batteries. This product, while doing double duty, is enclosed in a single compact case and can be operated at very small cost.

The Farrand amplifier and "B" eliminator uses two rectifying tubes and one amplifying tube, delivering 400 volts of "B" power. It is particularly effective when used in connection with a cone speaker enabling the set to reproduce full volume of an orchestra.

New Stora Distributor

SAN FRANCISCO, CAL., November 3.—The Factory Sales Agencies Co., 693 Mission street, was recently appointed California representative for the Stora Mfg. Co. of Cleveland, and the Pacific Coast representative for the O'Neil Mfg. Co. of West New York, N. J. A vigorous campaign is planned.

Two-Tone Panel Features Finish of New Sleeper Sets

Metal Artistically Finished to Simulate Wood Grain—Two-control Tuning on Both the Sleeper and Scout Models—Other Features

An artistically finished two-tone panel on which actual wood graining is reproduced on metal, with simple two-control tuning, are features of the Serenader and Scout models being offered this season by the Sleeper Radio & Mfg. Corp., of Long Island City, N. Y. Both models use the same chassis, but the Serenader has a built-in tone chamber with a forty-inch air column using the Amplion adjustable unit. Gold pointers operate by reduction gears over scales calibrated in wave lengths. Battery compartments are provided. A cushioned detector socket provided with reversible grid leak connections permit use of either the 201-A or 200-A type tubes. A five-tube tuned radio frequency circuit developed by Sleeper engineers is employed. A special output transformer permits use of voltages up to 200 volts for power tubes without distortion or harm to speaker unit.

Other distinctive features of the Sleeper receivers are special wiring for electric power devices and instant accessibility to all parts and connections. This year's models are developed from the successful Scout and Serenader models brought out last year to succeed the three-year Monotrol series.

Radio Aids Concerts, Says Walter Damrosch

Orchestral Conductor Argues That Without It Millions Miss Good Music

Walter Damrosch, conductor of the New York Symphony Orchestra, who recently inaugurated a series of radio concerts from Carnegie Hall, does not agree with William Boosey, English music publisher, that the broadcasting of musical programs is killing the concert business and closing music halls.

"We are 3,000 miles from England," said Mr. Damrosch, "and I am in no position to speak with authority on music conditions in that country at present. The supporters of music in England have been steadily decreasing for a number of years, however, and I don't think that it can be attributed to radio."

"The decision of different radio companies in this country to raise the musical standard by means of radio is commendable. When you consider that the population of the United States is 110,000,000 persons, an infinitesimal part of this public has attended high-class musicales. This is due to the fact that the other parts are not acquainted with music."

"If New York has 6,000,000 inhabitants, and 50,000 of them, at a generous estimate, attend orchestral concerts, that means that 5,950,000 still live in Egyptian darkness so far as music is concerned. These millions are human beings with human emotions and aspirations just the same as the fortunate 50,000. I can see no reason why the greater part of them should not be made to understand this most beautiful language of the emotions—music."

"What is true of New York is true of every city, town and village in our country. Radio offers such opportunities and can reach so far beyond the limits of the concert hall that I am overcome with its marvelous possibilities. Broadcasting is not killing the concert business—it is helping it."

Shows New Thorola Products

SAN FRANCISCO, CAL., November 4.—M. J. Friel, representative of the Reichmann Co., has on display three new models of Thorola receiving sets and four models of speakers, three of the horn type and one cone speaker.

Geneva —
\$185 List



Winona —
\$80 List



*The Pioneer
 is reaping
 his reward!*

NOT long ago we wrote here of the pioneer and the reward that is his by right of his pioneership. We spoke of Mohawk One Dial Radio as a pioneer on the threshold of its reward. For years we trod alone a path which now is thronged—we strove to perfect One Dial Radio, and now, with that accomplished, we are beginning to garner the profits that are the just due of costly experimentation to establish Mohawk One Dial Radio as first and finest and the best value in the growing One Dial field. The fight has been ours—you have but to write us for our dealer proposition to share the fruits of victory!

Mohawk Corporation of Illinois
 Established 1920—Independently Organized in 1924
 2220 Diversey, at Logan Boulevard, Chicago

SENECA—Mohawk one-dial, six tube shielded radio set in walnut drawer. List price **\$57.50**

CHEROKEE—Shielded. Rich walnut hand rubbed piano finish. Full piano-hinged. 10¾ ins. high, 13¼ ins. deep, 15½ ins. long. List price **\$65**

WINONA—Shielded. Rich walnut. 24 ins. long. List price **\$80**

CHIPPEWA—Shielded. Rich walnut, two-toned. Built-in loud speaker. List price **\$110**

PONTIAC—Shielded. Burl walnut, drop front. Built-in loud speaker. 46 ins. high. List price **\$140**

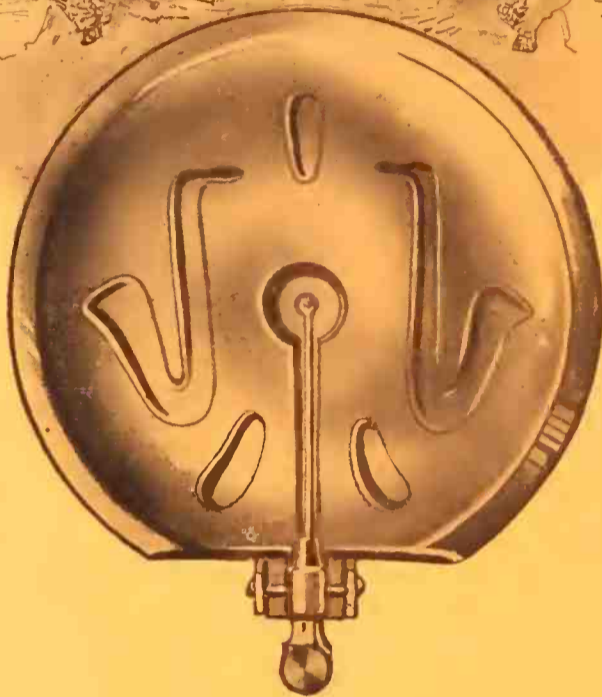
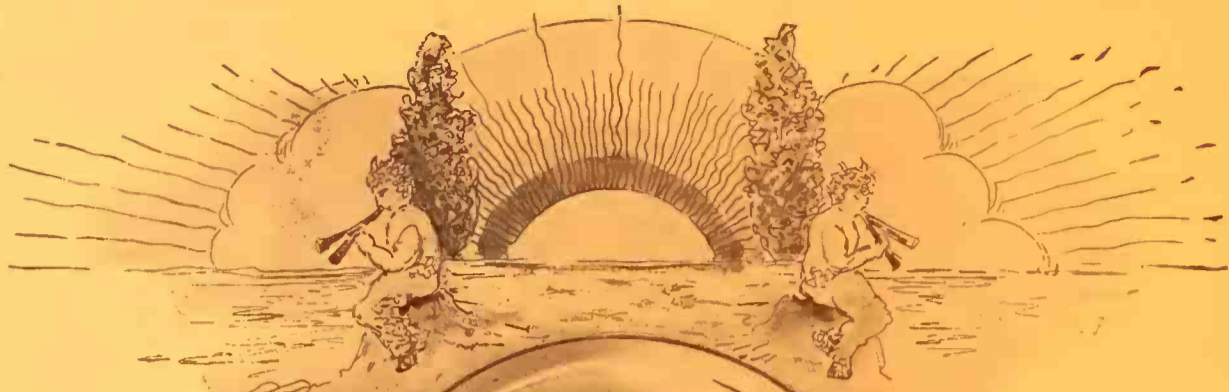
GENEVA (In large illustration)—Shielded. Front full burl walnut, inlaid. Loudspeaker built into dome, 44 in. high. List price **\$185**

POCAHONTAS—Shielded. Burl walnut inlaid. Built-in loud speaker with 7-foot horn. 45½ inches high. List price **\$300**

Prices west of the Rockies slightly higher. Canadian prices 40% higher.

Mohawk Corporation of Illinois Established 1920 Independently Organized in 1924

Mohawk One  **Dial** **Radio**



The Improved Saxophonic

Possesses a tone exclusively its own

The diaphragm (the only patented diaphragm on the market) is hand-spun. This is an *exclusive* Saxophonic feature and is protected by the following patents:

*U. S. 1334435, English 162163, France 513232,
Canadian 202923 and various other countries.*

The tonal quality is incomparable and vibrations longer due to the fact that the center of the diaphragm is heavier than the edge, which causes faster vibration, as the heavier center acts as a pendulum to the outside edge.

Saxo-Tone Arm

When the Saxophonic is attached to our new brass Saxo-Tonearm. This reproducer presents valuable sales arguments as it "Speaks for Itself."

Our new Saxophonic is guaranteed not to blast and to reproduce the record in its natural tones.

*If you haven't the NEW
SAXOPHONIC Reproducer
with the METAL Diaphragm
send for sample for your test.*

Mutual Phono Parts Mfg Corp.

DISTRIBUTORS Canadian Acme Screw & Gear, Ltd. 1209 King St., West, Toronto, Can.
Industries Unidas, S. A. Balderas 110, Mexico City, Mexico
Targ & Dinner Music Co. 229 W. Randolph St., Chicago, Ill.
Playertone Talking Machine Co. 632 Grant St., Pittsburgh, Pa.
Shapleigh Hardware Co. 4th St. and Washington Ave., St. Louis, Mo.

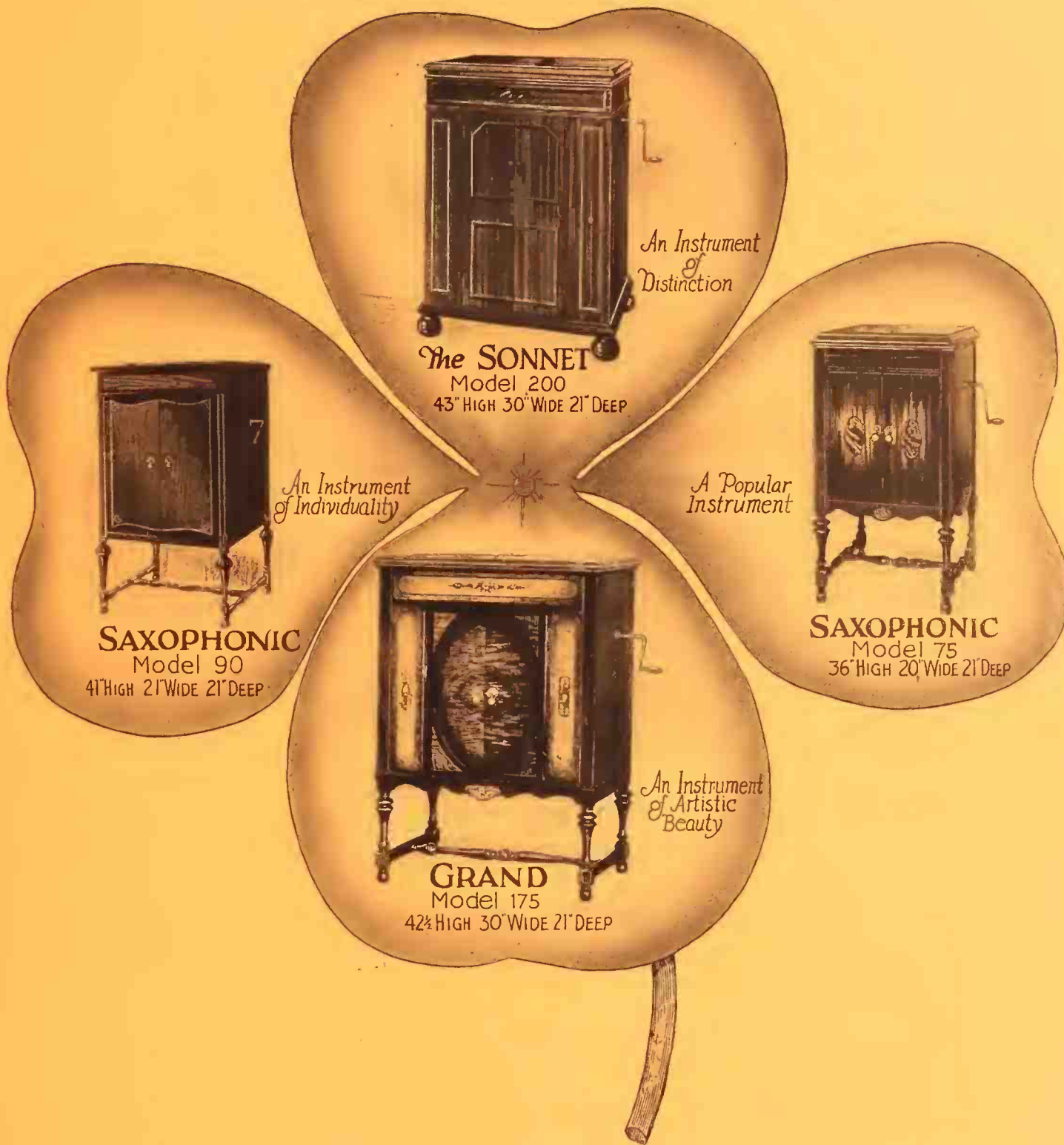
610-614 Broadway,
(Cor. Houston Street)

New York City, N.Y.

The Player-Tone

IT'S SIMPLY GREAT

The New Saxophonic Instruments with the Magic Voice



Be in clover to offer your trade twelve models of the new Saxophonic Consoles and Uprights

Write at once for booklet and special discounts.
Be first to sell these instruments to your trade who are ready to receive them.

PLAYER-TONE TALKING MACHINE CO.

Office and Sales Rooms: 632 Grant St., Pittsburgh, Pa.

[NO AERIAL LOOP]



10 TUBE DE LUXE MODELS



*De Luxe
Models
\$650.00 to
\$2,500.00*

Zenith is one of the oldest radio manufacturers. Our long experience, combined with the best of engineering, has produced in the Zenith Ten Tube DeLuxe models the finest radio instrument obtainable.

They contain Zenith patented *ten tube* circuit, having *five radio frequency tubes*, *one detector tube*, and *four audio amplification tubes*. *Dual loud speakers*, operating simultaneously, faithfully reproduce all of the tones in the musical scale. Our DeLuxe sets have *single control*, electrically lighted dials and receive on wave

lengths of 105 to 550 meters, the greatest range achieved by a nationally known, regularly manufactured broadcast receiver. DeLuxe cases were created by a famous designer of period art cabinets and are masterpieces of craftsmanship.

A Zenith Franchise may still be available in your territory—write or wire for details.

ZENITH RADIO CORPORATION

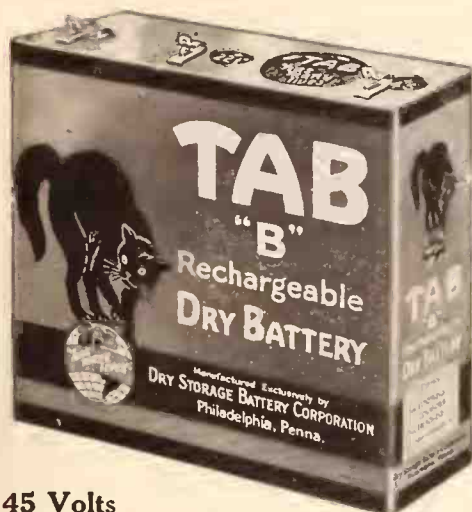
3620 Iron Street, Chicago, Ill.

Manufacturers of

Super Zeniths (no batteries—no chargers—no acids)—\$280.00 to \$395.00.
Zenith "B" Eliminator—a durable, dependable eliminator—\$60.00.

YES SIR!

Something New
has really happened
in Radio



45 Volts
30 Cells
Retail at \$4.50



It Can Be RECHARGED

When the ordinary dry Radio "B" battery "runs down" it is in the same class as last summer's straw hat. When a TAB battery is exhausted it can be recharged with any standard "B" battery charger or chemical rectifier.

TAB batteries can be recharged to full original voltage six to eight times—a clear saving of 83-1/3 cents on the battery dollar. In addition TAB batteries have a longer original life than any other dry "B" battery.

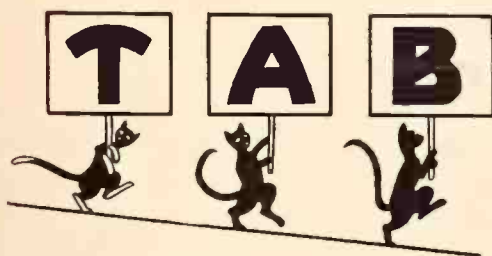
There is no sales resistance to TAB batteries. They represent the greatest scientific invention since the inception of Radio. Their unanimous acceptance and approval by the leading authorities in radio forecasts their immediate popularity and wide use by consumers everywhere.

Write for literature and discounts.

Patented and Manufactured Exclusively by

Dry Storage Battery Corporation

213 South Broad Street,
PHILADELPHIA



Radio Corp. of America Reports Profit of \$2,116,090

Report for Quarter Ended September 30 Shows
Large Increase in Profits Over Similar Period
of 1925—Detailed Statement

The Radio Corporation of America reports for the quarter ended September 30, 1926, net profit of \$2,116,090 after depreciations, patent amortization, estimated Federal taxes and accrued reserve for year-end adjustments, equivalent, after allowing for 7 per cent preferred dividend requirements, to \$1.53 a share earned on 1,155,400 shares of no par common stock. This compares with net profit of \$82,020 in preceding quarter, equal to 20 cents a share (par \$50) earned on \$19,779,870 preferred stock, and net loss of \$358,275 in third quarter of 1925.

Net profit for first nine months of 1926 totaled \$3,986,621, equal to \$2.55 a share on common, against \$1,179,001, or 12 cents a share on common in the same nine months of the previous year.

G. W. Walker to Promote New Idea in Set Building

Resigns From the George W. Walker Co. to
Embark in Manufacture and Marketing of
Radio Products for Amateur Set Builders

After having successfully merchandised Victoreen radio products for several years, George W. Walker, Cleveland, O., has embarked in the manufacture and marketing of an entirely new line of radio products, with headquarters at the Carter Mfg. Co., 6300 Euclid Building. The line will revolutionize amateur set building, it is claimed.

The new Walker line will consist of individual units—attractively designed and well built. These will be completely assembled and shielded. The units will be those employed in all popular circuits.

The Walker units will offer much relief for the fan who prefers to build his own set. As an example—one desiring a tuned radio frequency receiver will go to his favorite radio dealer and procure Walker-built stages of tuned radio frequency, a Walker detector unit and a Walker audio unit. These the fan can put together in less time than it ordinarily takes to heat up the soldering iron. Too, there will be intermediate frequency units, wave traps, crystal detectors, etc. A wide sale for these products throughout the country is expected.

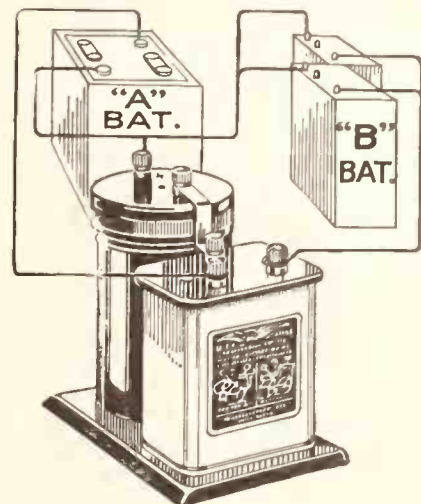
Federal Tel. Co. Opens Oakland Radio Station

A new radio telegraph station has been opened in Oakland, Cal., by the Federal Telegraph Co., of California, a subsidiary of Federal-Brandes, Inc., manufacturer of Kolster Radio and Brandes speakers. This new station will send and receive radio telegraph messages between all major Pacific Coast cities and points reached by United States Government lines in Alaska. It will also be in constant touch with all radio-equipped ships on the Pacific. This new station is an important link in the chain of Federal radio stations on the Pacific Coast.

Jobs A-C Dayton Line

LOS ANGELES, CAL., November 4.—The Great West Electric Co., 1149 Santee street, of which B. Prior is president, was recently appointed distributor for the A-C Dayton radio receivers, made by the A-C Electrical Manufacturing Co., Dayton, O.

Kenneth Quencer has been appointed receiver for the Tri-Electric Co., Inc., New York, under bond of \$750.



Eagle "TRICKLER"

The One Trickle Charger that Charges
both "A" and "B" Batteries

Eagle "Trickler" not only charges an "A" battery but will also charge storage "B" and rechargeable dry "B" batteries.

This little charger with the extraordinary sales features is shipped dry and does not use harmful acids, eliminating danger and corrosion of terminals. And the cost of operation is less than 2c a day.

Your customers will appreciate both the practicability and economy of the Eagle "Trickler" and you can sell it profitably at the list price,

\$10.00 complete

Eagle "MASTER"



Eagle
Master

With the Turn of a Switch You Can Charge "A" or "B" Batteries at will. Connect the "Master" permanently to your batteries and set. If you want to charge "A" batteries, set the knob for Trickle, 1/4, 1, 1 1/2 or 2 amps. For rechargeable wet or dry "B" batteries, just throw the switch to "B" and set the knob to 45, 67, 90 or 135 volts. That's all there is to it—a quiet, complete, economical power unit that puts back the voltage you use day by day.

\$25.00 (With Tube)

If your jobber can't supply you, write
direct to Charger Headquarters

EAGLE CHARGER CORP.

121 N. 8th St. Philadelphia, Pa.

EAGLE CHARGERS

Fada Sales in October Passed \$2,500,000 Mark

Figures, Based on Shipments Made and on Reports From Dealers, Indicate Expectations of Banner Season Are Justified

Gross sales of Fada radio products for the month of October exceeded \$2,500,000, according to an announcement made by the general offices of F. A. D. Andrea, Inc., New York. These figures were based on shipments made and on reports from dealers throughout the country. It was pointed out that since October is not a peak month in radio sales, these figures indicate that leaders of the radio industry are justified in their belief that this is radio's banner season.

Frank A. D. Andrea, president of the company, stated that despite the fact that many departments of the Fada factory are working night and day, the organization is unable to keep pace with the early season demand for Fada products.

Pacific Radio Trade Ass'n Urges Early Xmas Buying

SAN FRANCISCO, CAL., November 4.—The Pacific Radio Trade Association has commenced a big drive to get the Christmas orders for radio into the dealers' hands in late October and in November. The committee handling the matter consists of Tommy Thompson, chairman; E. A. Portal and Robert Eastman, while the detail work is being handled out of Secretary Aschenbrenner's office.

The committee has secured a design, usually used in two colors, showing a Christmas tree with the words "Select Your Christmas Radio Now." These have been gotten up in a number of forms, among which are two-color cards for

use in dealer windows, two-colored posters for wall use and two-colored envelope enclosures with a message from the trade association asking the help of the buyer in early selection so that a complete and careful installation job may be done, and a series of newspaper articles and illustrated publicity material.

Carryola Co. Executives on Visits to the Trade

D. T. Allen, Vice-President, Visited Distributors in East—George Hough, Sales Manager, Calls on Trade in Southwestern Territory

D. T. Allen, vice-president of the Carryola Co. of America, Milwaukee, Wis., manufacturer of Carryola portable phonographs, spent ten days in the East during October visiting Carryola distributors and the trade in New York, Philadelphia, Boston, and other cities. He returned to his desk on October 22.

George Hough, sales manager of the Carryola Co., left on October 11 for a three weeks' trip throughout the Southwest. Mr. Hough visited the trade and Carryola distributors in St. Louis, Kansas City, Dallas, New Orleans and other important business centers.

Gus Blancand, president of the Southern Aluminum Co., New Orleans, La., Carryola distributor, spent several days at the Carryola Co.'s plant in Milwaukee during the middle of October. Mr. Blancand is well known throughout the music trade as one of the most progressive and successful distributors of musical instruments in the United States.

Record Sales Show Increase

COLUMBUS, O., November 4.—The W. F. Minck Piano Co., which recently put Columbia Vivaltonal phonographs in all its demonstration booths, reports a large increase in record sales.

Argus Radio Corp. Puts Radio Table on Market

Product Made for Use With Table Model of Argus Electric Receiver—Finished in Burl Walnut and With Recess to Fit Set

The Argus Radio Corp., New York City, has presented to the trade a radio table produced specifically for use with the table model of the Argus electric radio receiving set. This table is finished in burl walnut to match the set, and so that the set and table may appear as one unit a



New Argus Radio Table

recess has been provided on the top of the table into which the Argus set rests. As this table is made by the same manufacturer as the cabinet of the set an exact match is made possible.

The Argus set is operated directly from the electric light socket and no batteries are needed, and, as may be noted from the accompanying illustration, the usual battery compartment in the radio table is completely eliminated.

During the past month the distributing organization of the Argus Co. has been augmented by the addition of the following distributors: National E. & A. Supply Co., Peoria, Ill.; Rocky Mountain Radio Corp., Denver, Col.; Sutcliffe Co., Louisville, Ky.; Nebraska Auto Distributor, Omaha, Neb.; Joel Gutman & Co., Baltimore, Md., and the Lewis Electric Co., Boston, Mass.

In addition to distributors located in strategic points throughout the country a number of direct factory representatives have been appointed to provide factory contact with these various distributors. In the territory including New England and South as far as Washington there has been appointed Herman Smith, well-known in radio circles, with headquarters at Green Spring avenue and South Road, Baltimore, Md.; Southern territory from Florida to Texas, the Electron Engineering Co., Whitney-Central Building, New Orleans, La.; western Pennsylvania, Kentucky and Ohio, W. A. Bitner, 422 First avenue, Pittsburgh, Pa.; Chicago and vicinity, Hawthorne-Stemm, 28 East Jackson Boulevard, Chicago; Northwestern territory, N. Thompson, Central National Bank Building, St. Louis, Mo., and the mid-West territory, Southwestern Sales Co., Bristow, Okla.

Walker on Recording Tour

Frank B. Walker, of the Columbia Phonograph Co., recently left for the Southern branch of the company in Atlanta, Ga. Mr. Walker will record the Southern artists who have proved so popular on the Columbia lists.

Correction of an Error

In the September issue of The World it was reported that John L. Dean, of Naples, N. Y., had opened a furniture and musical instrument store. This was an error as Mr. Dean does not deal in musical instruments, selling furniture, rugs and art goods only.

The ABOX Filter

Real "A" elimination at last. Filters current direct from charger to set. Employs an entirely new condenser. The first device of its kind ever offered to the public.



\$19.50

East of Rockies

Gives "A" Current from Light Socket —Contains No Batteries!

THE Abox Filter is in no sense a Battery. It is a filter circuit consisting of a choke coil and two of the new Andrews electrolytic condensers which operate on a new principle and permit enormous capacity with small space, cost and weight.

The Abox Filter handles as much as five amperes and renders the current absolutely smooth and suitable for proper operation of the tubes.

It is only half the size and less than half the weight of a storage battery. Used with a suitable charger the Abox Filter provides a

complete "A" eliminator drawing power from the light socket. Can be installed by anyone in a few moments.

It is never charged or discharged and supplies no power of its own. It is always ready for immediate use, even after long periods of idleness. There is nothing to wear out. It does not deteriorate either in use or lying idle, and will last for many years.

For an explanation of this remarkable development write for folder, describing in detail its construction and use.

THE ABOX COMPANY - 215 N. Michigan Ave., Chicago

Time—

The proof of the policy!

A SOUND business policy and a strict adherence thereto can cement two commercial organizations in a bond of mutual interest and understanding which can never be written into a document.

This truth is emphasized by the Federal policy, in force during the past year. This policy is a permanent institution. It has proved highly successful, ample evidence of its success being found in the constantly growing list of Federal Designated Retailers.

These six reasons for Federal's success are outstanding in the radio industry:

- 1 Financial solidity, organization stability, and years of consistently good business tactics to point to.
- 2 A product properly engineered, popularly priced, easy to merchandise, and permanently sold.
- 3 A carefully selected list of financially sound wholesalers, selected for their ability to give the maximum of service and attention to retailer requirements.
- 4 Federal Sales and Service (S&S) Plan, which gives the retailer a proper producing territory in which to work, and brings sales help to augment the efforts of the retailer.
- 5 The maintenance of a large organization of trained representatives in the field. This is evidence of Federal's willingness and ability to put forth its financial resources to help the retailer in his radio problems.



No Signed Contracts!

No "scrap of paper" is needed to strengthen the bonds between Federal and its trade

If you ask an old Federal customer why he doesn't insist on a signed contract he is likely to answer, "From Federal? Why, no one needs a contract from that house. Their word is the best guaranty I know of."

And that faith—built upon years and years of honorable business methods—is the most priceless asset this firm possesses.

A contract never kept a customer with you. A contract fulfilled under pressure never can be profitable. Therefore we do not have any. Federal's word is Federal's bond. And Federal never forfeits its bond. That is why we are proud to have the implicit faith of the finest class of wholesalers and retailers in the radio industry.

The new, simplified Federal line is off to a glorious start. Ortho-sonic meets the growing demand of the public for lifelike tone production. Our powerful national advertising is putting the message over. Sales plans—sales helps—are at your command.

The Federal proposition gives you a nationally advertised line that is widely and favorably known—a name that will bring you prestige and profit—a discount proposition that allows you to make money—and an agreement based only upon mutual satisfaction.

If you haven't read the details of this unusual proposition, write us. We will promptly send you a copy.

FEDERAL RADIO CORPORATION, Buffalo, N. Y.
(Division of Federal Telephone and Telegraph Company)
 Operating Broadcast Station WGR at Buffalo

Federal ortho-sonic Radio

"Rivaled only by Reality"

This advertisement appeared in November, 1925

- 6 The employment of a large and capable research force to the end that Federal Retailers may always enjoy the benefits of the development of the art.

Write the nearest Federal Wholesaler!
 If you haven't his name, write us.

FEDERAL RADIO CORPORATION
 Buffalo, N. Y., U. S. A.

(Division of Federal Telephone and Telegraph Co.)

Operating Broadcast Station WGR at Buffalo

ORTHO-SONIC*

Federal Radio

Reg. U. S. Pat. Off.

*The fundamental exclusive circuit making possible Ortho-sonic reproduction is patented under U. S. Letters Patent No. 1,582,470.

Erla Venetian Model Radio Attracts Attention at Show

Super-Six Shielded Receiver First Shown at New York and Chicago Radio Shows—Set Has Many Interesting Features

Among the radio products manufactured by the Electrical Research Laboratories, Chicago, which have won trade and public favor is the Erla Super-Six Venetian model shown here—



Erla Venetian

with, a receiver which was first shown at the New York Radio World's Fair. The Venetian model contains a six-tube shielded receiver with one dial control and will operate on an antenna from one foot to one hundred feet in length, or on a loop aerial. It contains a ninety-two inch air column horn which is said to reproduce both high and low notes with volume and fidelity. The cabinet is of dark American walnut trimmed in satinwood with panels of matched burl walnut.

The Venetian model attracted considerable attention at the Chicago Radio Show and the set itself was commented upon favorably by several Chicago newspaper radio critics.

Southern Distributors Featuring Carryola Line

The Southern Aluminum Co., New Orleans, La., and its affiliated companies, the Aluminum Specialty Co., of Dallas and Atlanta, and the Southern Aluminum Co., Louisville, Ky., are now devoting practically all of their sales efforts upon Carryola portable phonographs manufactured by Carryola Co. of America, Milwaukee, Wis. The firm originally specialized in

the distribution of aluminum ware and has now been acting as distributor for Carryola portable phonographs for the past two years. The Southern Aluminum Co. has attained unusual success in the distribution of the popular instrument, and at present is enjoying a tremendous demand throughout the Southern territory.

Spartan Electric Corp. Triples Factory Space

Demand for Spartan Speakers Made Necessary Expansion of Newark Firm's Manufacturing Facilities—Wide Distribution

Expansion of manufacturing facilities tripling the former factory space has been announced by the Spartan Electric Corp., New York, manufacturer of Spartan speakers. The greater portion of the factory building at Newark, N. J., is now occupied by the Spartan Co., devoted exclusively to the manufacture of Spartan speaking apparatus.

M. S. Despres, general manager of the organization, states that the demand for Spartan speakers this year has been so greatly in excess of early predictions that this important step to increase production was necessary. Ernest Alschuler, president of the company, is now devoting his entire time to production and reports satisfactory progress in establishing the Spartan factory on a large daily production schedule. Mr. Despres states that Spartan speakers are now being distributed by 145 representative jobbers throughout the United States and sales offices have been opened in all of the larger cities.

"Lady of Light" Feature at Kansas City Radio Show

Two popular personages, Miss Gertrude Ederle, conqueror of the English Channel, and the "Lady of Light," a wax model presented in a striking setting of moving colorlight by Curtis Lighting, Inc., makers of X-Ray Reflectors, exchanged cordial greetings at the Radio and Electric Show in Kansas City the first part of October. Miss Ederle was delighted to step up to the special dimmer board and "paint" the "Lady of Light" in one of the several million color combinations made possible by the X-Ray equipment in the exhibit.

The "Lady of Light" was a magnet that drew thousands of visitors to the show, a large number of whom took the opportunity to produce beautiful combinations of colorlight by manipulating the handles of the control board. The exhibit demonstrates the commercial value of color light in motion for hundreds of startling and decorative effects.

Production of Day-Fan Sets Steadily Increased

New High Standard of Efficiency Results in Greater Production at Day-Fan Plant in Dayton, O.—W. E. Baker Responsible

DAYTON, O., November 6.—Production of Day-Fan radio sets, manufactured by the Day-Fan Electric Co., of this city, has been steadily increased during recent weeks. Under the direction of W. E. Baker, general manager of the company, the factory organization has under-



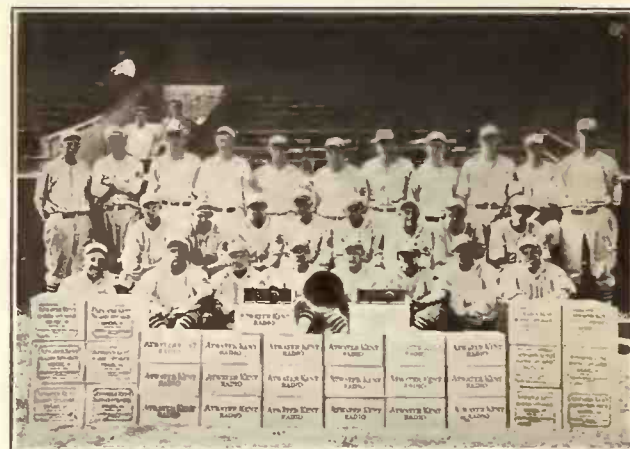
W. E. Baker and Chas. T. Lawson

gone a series of changes, with the result that a new high standard of efficiency and an increased volume of production has resulted. Charles T. Lawson, director of sales for the Day-Fan organization, recently returned from a trip through the Central West, where he talked to seventy-eight dealers served by one Day-Fan distributor. This was an enthusiastic gathering—starting at nine in the evening and ending at three o'clock in the morning—in which a program mapping out activities and solving problems was completed. It is now the purpose of the Day-Fan organization to carry out similar activities elsewhere and a number of new representatives are being schooled for these activities and the Day-Fan sales organization covering the distributors and retail trade will shortly be twice its present size.

Atwater Kent Distributor Helps Reward Cardinals

Brown & Hall Supply Co. Presents Each Member of St. Louis Baseball Team With an Atwater Kent Receiver and Speaker

ST. LOUIS, Mo., November 4.—That the people of this city were proud of their baseball repre-



St. Louis Cardinals With A-K Sets

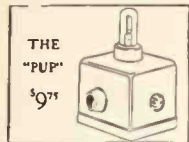
sentatives, the St. Louis Cardinals, is known to all those who read newspapers during the recent World Series. And that pride took the form of showering the players with gifts and trophies as a reward for bringing the baseball championship to this city after a long and weary wait of nearly forty years. Among the business houses that paid tribute to the fighting Cardinals was the Brown & Hall Supply Co., Atwater Kent distributor, which presented every member of the team with an Atwater Kent radio receiver and speaker.

The Cantor Cabinet Co., New York, was recently incorporated at Albany with a capital stock of \$5,000.

CONSTANTLY INCREASING SALES
are testifying to the superior quality of our
COTTON FLOCKS FOR PHONOGRAPH RECORDS
STEP INTO LINE WITH THE BUYERS OF "QUALITY"
CLAREMONT WASTE MFG. CO., Claremont, N. H.

**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.

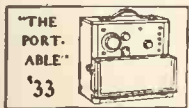
CROSLY RADIO INSTRUMENTS
Each item the utmost in radio at its price. All prices slightly higher west of the Rocky Mts.



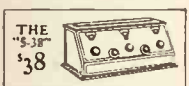
THE "PUP"
\$9.75
This little double circuit one-tube set has brought happiness to thousands and made records for long distance receiving



THE "4-29"
\$29
A 4-tube receiver of amazing efficiency. Crescendon equipped! Everywhere considered marvelous at its price.



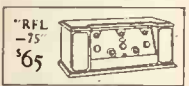
THE PORTABLE
\$33
The 4-29 in portable form handy, compact, efficient.



THE "5-38"
\$38
A five-tube tuned radio frequency set, with two stages of non-oscillating radio frequency amplification. Crescendon control, two stages of audio frequency amplification.



THE "5-50"
\$50
5-tube, single drum station selector, acuminators. Crescendon, power tube adaptability, all-metal shielded chassis.



THE "RFL-75"
\$65
5-tubes. True-cascade amplification; non-oscillating, non-radiating even under any mishandling. Its perfect balancing achieved by Wheatstone bridge in each stage of amplification. Exceptional selectivity and tone.



THE "5-75" CONSOLE
\$75
Beautiful solid mahogany console finished in two tones. Embodies the 5-tube \$50 instrument with single dial control. Crosley Musicone speaker and ample compartment for batteries. Stands 40 inches high.



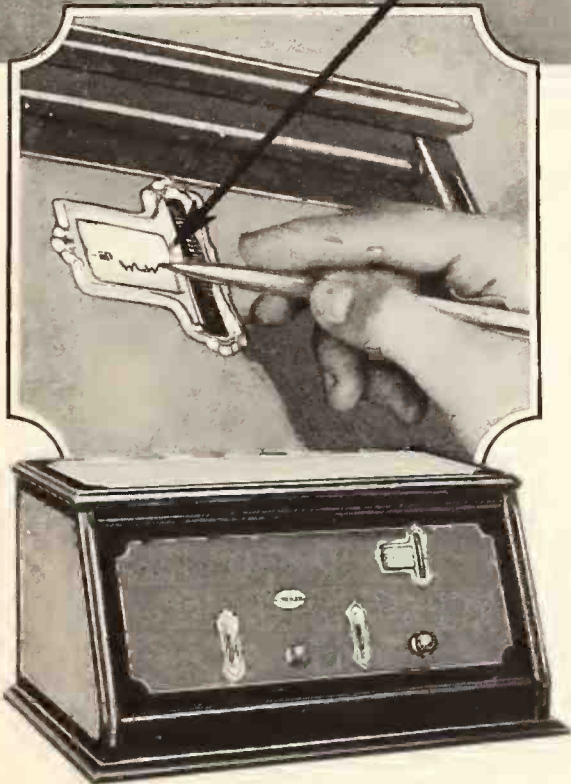
THE "RFL-90" CONSOLE
\$90
Introducing the double drum station selector! Includes Musicone in exquisite console. Room for batteries and all accessories. 41 inches high, 30 1/2 inches wide.



"MUSI-CONES"
\$12.00
\$14.75
\$23.00
Regular 12-inch size, \$12.50 Super Musicone, with still finer volume and tone, \$14.75. Musicone Deluxe in mahogany "clockcase," \$23.50.



THE "MUSI-CON SOLE"
\$32
Embodies the Musicone in a beautiful console of two-tone mahogany finish and provides room for batteries and accessories. 24 1/2 inches long inside.



Single Dial Control 5 TUBES

POWER TUBE ADAPTABILITY

One hand, one dial, one control—the goal towards which radio manufacturers have been striving—is now perfected in the famous Crosley LOW-PRICED models, 5-50 and 5-75.

Other new features incorporated in these remarkable 5-tube sets—features which make Crosley radios amazing in their performance, regardless of price—are as follows:

The Crescendon—a device that builds up full, satisfactory volume on weak and distant stations.

The Acuminators—these auxiliary tuners enable you to receive with great volume, because of sharp tuning, distant stations passed by and entirely missed on ordinary single dial control sets. With the use of the drum selector alone enough stations will parade by to satisfy everyone—but with the acuminators, even wider and better broadcast is opened to you.

The All-Metal Chassis—a type of construction which shields the various units and prevents interstage as well as external coupling. The result is a great saving in production costs and a greater efficiency in reception.

Rich Mahogany Cabinets—Beautifully finished and artistically decorated. The use of such high grade material for cabinet work is possible only because of the tremendous production program for 1927.

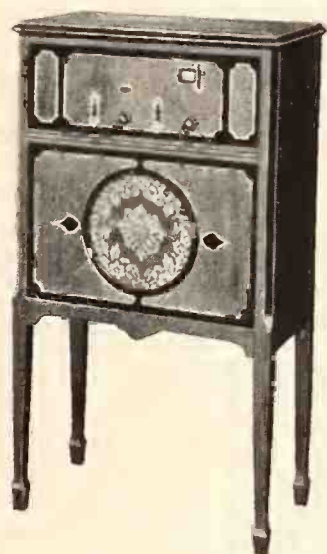
The Crosley 5-50 and 5-75 are being welcomed by thousands of persons who have hesitated to replace their out-of-date equipment with sets containing the latest features because the cost was prohibitive.

Now they can have the very latest developments in radio at a price that is easily within their reach—thanks to the genius of Crosley in reducing costs by mass production.

Go to your dealer—and learn what exquisite tone, wonderful selectivity and satisfactory volume are built into these two incomparable radios.

TABLE MODEL 5-tube 5-50 Single dial control with graphic drum station selector. A mahogany cabinet of two-tone finish, beautifully trimmed with rose metal fittings. Incorporating 6 amazing features,—two of which (Acuminators and Crescendon) are exclusively Crosley's. Price slightly higher west of Rocky Mountains.

\$ 50



\$ 75

CONSOLE MODEL 5 tube 5-75 Single dial control with graphic drum station selector. A mahogany cabinet, two-tone finish, into which is built the famous Crosley Musicone, cleverly concealed behind a silk screen. Cabinet will hold batteries and accessories. Stands 40 inches high. Rose gold trimmings. Price slightly higher west of Rocky Mountains.

THE CROSLY RADIO CORPORATION, CINCINNATI—POWEL CROSLY, Jr.,



President

Crosley manufactures radio receiving sets, which are licensed under Armstrong U.S. Patent No. 1,113,149 or under patent applications of Radio Frequency Laboratories, Inc., and other patents issued and pending. Owning and operating station WLW, first remote control super-power station in America. All prices without accessories.

For Catalogue write Dept. 26

THE "CRESCENDON"

When, on ordinary radios, ears must strain to catch a station miles away, a turn of the Crescendon on Crosley radios instantly swells reception to room-filling volume.

An exclusive Crosley feature. ALL-METAL SHIELDED CHASSIS



This truly great radio achievement, found in

several Crosley sets, furnishes a substantial frame for mounting elements, produces excellent alignment of condensers, shields the units from each other, prevents interstage, improves the stability of the circuit, increases selectivity and saves costs by standardizing

THE SINGLE-DIAL STATION SELECTOR

Nothing in radio equals the joy or the convenience of single dial control. Crosley single drum control enables you to find

THE ACUMINATORS

Crosley Acuminators permit tuning in—loud and clear—weak stations passed over and entirely missed by ordinary single dial radios. In tun-

USE OF POWER TUBE

Power tube adaptability marks the Crosley "5-50", "5-75" and "RFL" sets. This feature typifies Crosley provision for best radio reception at moderate cost.

HEAD PHONES

\$3.00
QUALITY AND BEAUTY IN CABINETS AND CONSOLES

Trade News and Dealer Activities in the New York and Brooklyn Territory

Strong Demand for Machines, Records and Radio—Stages Columbia Comparison Concert—Luscher's Make Successful Drive on Radio—Striking Edison Display at Buckley-Newhall Co.—Egan Specializes in Irish Records and Profits—Other Events of Interest

The outstanding feature of the talking machine and radio trade in the metropolitan New York territory, during the month of October, as compared with the same period last year, is that the activity is centered on no one line or department, but the demand is felt for all lines stocked by talking machine dealers.

The many sales of old type instruments and mechanically cut records which have been held during the past year in conjunction with the record cut-out exchanges granted by the manufacturers have had the effect of ridding the dealers' stores of slow-moving stock and at the present time the only real feeling of concern is regarding the scarcity of models of a great number of talking machines and radio receivers as the holidays approach. Record sales have, for a long time, been one of the brightest spots of the dealers' existence. The sales have not been confined to popular selections, for the better class recordings and the album sets of Masterworks have been selling in a fashion which has gladdened the hearts of the trade. There are a number of factors responsible for the most satisfying volume of record sales, namely, the new electrical process of recording, and then, in the order named, the renewing of interest in the talking machine through the introduction of the new type instruments, the many and various types of reproducers which have increased the entertainment ability of the old type instruments, and lastly the growing popularity and sales of the portable type phonograph.

Features Columbia in Comparison Concert

An interesting demonstration of the new Columbia Viva-tonal phonographs was given at the store of Joseph Friedman, Columbia dealer, at 66 Clinton street, the latter part of last month. Through the co-operation of the wholesale department of the Columbia Co., a number of recording artists made personal appearances at the store and after they finished singing or playing a selection the New Process Columbia record would be played for comparison purposes. Among the artists who appeared were Tommy Christian and His Orchestra, Pesachki Burstein, Irving Grossman and Abe Schwartz and His Jewish Orchestra. The first-named orchestra played for several hours in the afternoon and the others appeared in the evening at a hall above the store. More than a thousand people attended the concerts. Mr. Friedman reports a large volume of sales as a direct result of the concert and he is so enthusiastic that he plans to conduct a series of similar store concerts.

Drive Boosts Luscher's Radio Sales

While both talking machine and radio lines are moving satisfactorily, Luscher Bros., 2712 Third avenue, New York, report that the demand for radio is especially strong. This is due in large part to the aggressive selling campaign which this establishment has put behind this product, backed up by advertisements in the local neighborhood papers and an attractive window display which occupied the store's window during October. This display utilized material supplied by the manufacturer and showed the new model Grebe Syncophrase

table and console models and the chassis of the receiver.

Piser & Co. Report Sales Activity

Activity in the Atwater Kent, Stromberg-Carlson and Radiola lines of radio receivers and in record sales features the business of Piser & Co., 2887 Third avenue. Charles Buckner is manager of these departments and he reports that a good proportion of record sales can be traced to the policy of playing the latest releases at the store door. Mr. Buckner has inaugurated a novel system of playing these records. The record is actually played and amplified on an Electrola in the rear of the store and is reproduced by the machine at the door through connections being made. This arrangement does away with the necessity of having a clerk change the records.

Stern Bros. Ship "Talker" to Sweden

The talking machine section of Stern Bros., large department store, is enjoying a brisk business which started late but which is steadily increasing in volume. Miss B. B. Steele, manager, recently sold a \$1,000 model combination Victrola and Radiola to the Hon. Robert Woods Bliss, United States Ambassador to Sweden. The instrument has been shipped to the Embassy at Stockholm. Miss Steele states that record sales are good, particularly of the better type of music. This store recently secured the agency for the Aristocrat "double-duty" lamp cone speaker.

Eye-Arresting Edison Display

An attractive and effective display of the new models of the long-playing Edison phonographs and the new Edison long-playing records recently occupied a large window in the store of Buckley-Newhall Co., on Sixth avenue and Forty-first street. The display was devoted entirely to the showing of Edison products and for comparison purposes there was shown a model of one of the first phonographs invented by Thomas A. Edison. The difference between this small cylinder-type instrument and the beautiful instruments of to-day housed in cabinets of fine furniture proved an attraction that drew many to the window. To the rear of the display an oil painting of Thomas A. Edison was hung and on the sides of the display reproductions of a page advertisement which recently appeared in the Saturday Evening Post were shown. These advertisements stressed the long-playing records and also pictured the new instruments. Attractive signs told of the twenty-four and forty-minute records, giving prices. The manager of the phonograph department stated that the display was most effective in stimulating sales and that many orders had been received for instruments, records and for the long-playing attachment and the dance reproducer to be used on the old-type phonographs.

Landay Bros. Featuring Brunswick

The various Landay Bros. music stores throughout the metropolitan territory, which recently added the complete Brunswick line of Panatropes, phonographs, combination instruments and records, put themselves strongly behind the line and backed up the campaign with large advertisements in the leading newspapers

and with displaying the Brunswick products prominently in both window and interior displays. Both machines and records are selling well with the dance recordings in especial favor.

Egan Specializes in Irish Records

James Egan's Music Shop, 630 Columbus avenue, reports a large increase in sales over October of last year. This store has, for a number of years, specialized in the selling of Irish records and it is this item of trade which is largely responsible for the increase of profits. Mr. Egan attributes the larger sales to a number of factors, namely, the recent Columbia cut-out exchange, which enabled him and other dealers to rid themselves of "dead" stock and purchase live selling numbers; the new Columbia policy of devoting space in the regular monthly catalog to a listing of Irish records; frequent issuance of Irish records, and lastly the great number of Irish "hit" records which sell briskly for months after release, and then, unlike popular "hit" numbers, continue in demand for years to come. Mr. Egan added a line of radio equipment recently and is experiencing satisfactory sales with the Atwater Kent and Freed-Eisemann lines.

Rio Shop in New Home

The Rio Talking Machine Shop, which moved to larger quarters at 434 Lenox avenue the latter part of last month, celebrated the event with fitting ceremonies. Both the Columbia Phonograph Co. and the General Phonograph Corp. co-operated with A. H. Fox, the proprietor, in making the affair a gala one and artists from the recording staffs of both companies made personal appearances. Large crowds attended the concert and listened to the following artists, all of whom have a large following in Harlem: Clarence Williams and His Blue Five; Eva Taylor, Perry Bradford, Sam Manning, George McClennon and Porter Granger. The concert continued until a late hour and Mr. Fox states that the business accomplished exceeded all expectations.

International Co.'s Sales Gain

George Sklar, manager of the International Phonograph Co., 103 Essex street, states that the radio season, which opened the early part of September, is continuing satisfactorily and the volume of sales is increasing steadily, with the Atwater Kent and Stromberg-Carlson lines in great demand. Talking machine sales are consistent—the bulk of the business coming mostly from the work of four outside canvassing crews, covering the entire city territory and Westchester, Long Island and New Jersey.

Weekly Sales Reach \$1,000

The sale of radio parts and accessories continues to bring profits to the Terminal Radio & Music Shop, 244 West Thirty-fourth street, the average weekly sales of this merchandise being in the neighborhood of \$1,000. In addition the Garod electric receiver has proved popular. The store sells for cash only.

Direct Mail Proves Profitable

Some time ago the New York Band Instrument Co., 111 East Fourteenth street, sent to customers on its mailing list circulars describing the Ultra reproducer and the results have been most gratifying. The average weekly sales of the new reproducers for the two stores operated by this company are in the neighborhood of twenty. The gratifying part of these sales is that in addition to the profit of each

(Continued on page 66)

VAN VEEN SOUNDPROOF BOOTHS

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

Complete equipment for musical merchandise dealers. Write for details and catalogue.

VAN VEEN & COMPANY, Inc.,

313-315 East 31st Street, New York City
PHONE LEXINGTON 9956-2163



*Licensed under the
Lektophone
patents.*

\$ 27.50

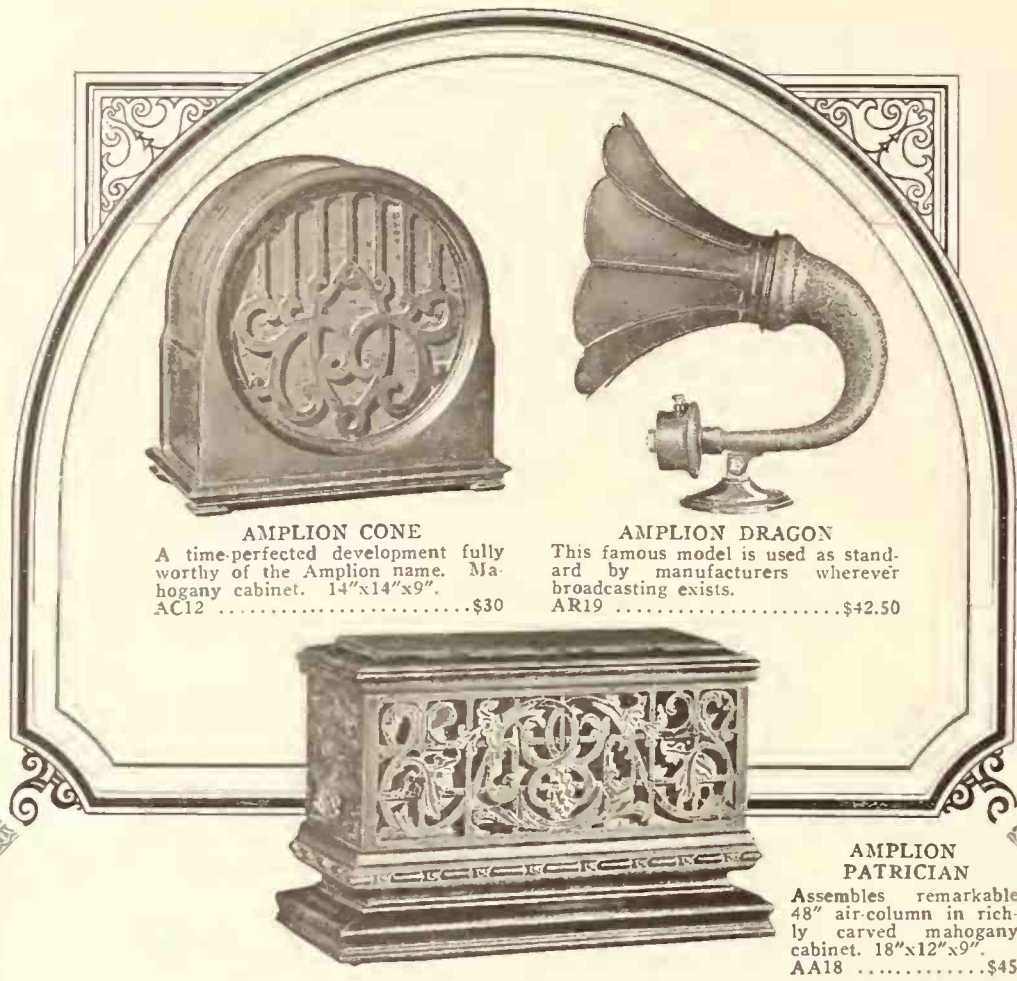
*Slightly higher
west of the Rockies.*

EMPHATIC success has attended SANDAR, the new cone type speaker, ever since its arrival in the field of radio several months ago. Instant and widespread approval greeted its unparalleled receptive accuracy and tone-retaining ability, its downright good looks which enhance appearance of a set, and its surprisingly moderate price—\$27.50—lower than any other licensed speaker of its size! Fans everywhere are installing Sandar as their favorite speaker, dealers are naturally hustling to meet the demand, and the manufacturers are working at high pressure to keep ahead on production. Sandar spells profits in big red letters these busy days. There's still time for you to get aboard if you act promptly. Write us for terms and full information.

SANDAR CORPORATION

Crescent Plaza Building, Long Island City, New York

**SANDAR
SPEAKER**



AMPLION CONE
A time-perfected development fully worthy of the Amplion name. Mahogany cabinet. 14"x14"x9".
AC12\$30

AMPLION DRAGON
This famous model is used as standard by manufacturers wherever broadcasting exists.
AR19\$42.50

AMPLION PATRICIAN
Assembles remarkable 48" air-column in richly carved mahogany cabinet. 18"x12"x9".
AA18\$45

Amplion quality—is profit insurance

EVERY Amplion unit represents a genuine and exceptional "Value for Money" proposition.

Amplion has a background of 40 years' reputation for *guaranteed*, high-grade products sold at fair prices. Every Amplion unit justifies and maintains this reputation.

The Amplion 1927 Line is being **NATIONALLY ADVERTISED** throughout the year—strictly for the benefit of the Trade.

Amplion quality—Amplion profit-making possibilities—and nothing else—are responsible for the overwhelming approval given by the Trade to our new models. Our plants in New York and in Muskegon are operating to full capacity!

Write for name of Jobber in your territory

THE AMPLION CORPORATION of AMERICA

Suite C, 280 Madison Avenue, New York City

The Amplion Corporation of Canada Ltd., Toronto

DRAGON MODELS

AR19 Amplion Dragon	List \$42.50
AR114 Amplion Junior de Luxe	List \$27.50
AR111 Amplion Junior	List \$24.00
AR102 Amplion Dragonfly	List \$12.00

Phonographic Attachments

AR35 Amplion Concert Grand	List \$20.00
AR67 Amplion Standard Unit	List \$12.00



Dealer Activities in New York and Brooklyn

(Continued from page 64)

sale of a new reproducer the transaction means a renewed interest in the talking machine and an increase in record sales. Foreign language recordings and album sets, particularly the Columbia Masterworks series, are in great demand.

Wissner Co. Expands

The Wissner Piano Co., Flatbush avenue, Brooklyn, N. Y., has added considerably to its floor space through the taking over of the building adjoining the one now occupied by the company. The store on the street level has been renovated to present the same attractive appearance as does the long-established Wissner warerooms. In addition to its line of pianos, the Wissner organization carries a complete line of talking machines and radio receivers.

J. Modell & Co. Plan New Store

J. Modell & Co., well-known metropolitan radio dealers, plan opening a new store at 10 Fourth avenue, Brooklyn, N. Y., in the near future. This store will be in an excellent location, being opposite the Atlantic avenue terminal of the Long Island R. R. The store was until recently occupied by Gibbons & Owens, talking machine dealers.

Adds Okeh Record Line

Klaidman's Music Shop, 388 Flatbush avenue extension, Brooklyn, N. Y., recently added the Okeh line of race records and reports a brisk demand for the new line. This store is doing a large and consistent repair business and sales of talking machine parts and accessories.

I. Stein Now Owns the Hub

The Hub Music House, 348 East 149th street, formerly the Bronx Music House, is now owned and operated by Isaac Stein, who has had wide experience in the retail talking machine business, having been formerly connected with the Century Talking Machine Co. and other music stores.

Leading Artists Broadcast During A-K Radio Hour

The Atwater Kent Hours broadcast on Sunday evenings since the last issue of The Talking Machine World went to press presented a particularly imposing array of grand opera stars that delighted the millions listening in to the chain of stations connected up with WEAf for the events.

On October 17 Mme. Matzenauer, Metropolitan star, whose remarkable voice has both a contralto and soprano range, and Frank La Forge, pianist, appeared in joint recital; on October 24 Charles Hackett, tenor, and Paul Kochanski, violinist; on October 31 Jean Gordon, contralto, at the Metropolitan Opera Co., and John Powell, violinist; on November 7 Lea Luboshutz, violinist, and Maurice Dumesnil, pianist, and on November 14 Frieda Hempel was the principal artist, assisted by Rudolph Gruen at the piano, and Ewald Haun, flutist.

Merits of Apcoradio Are Featured in New Folder

The Apco Mfg. Co., Providence, R. I., has issued a new folder on the Apcoradio receiving set which it has newly presented this season. Interior views of the arrangement of the cabinet are shown visualizing the relative position of the receiver, speaker and A, B and C supply units. Separate photographs are shown of the Apco receiving unit totally shielded with its dual control and one switch for set and A, B and C power supply, and also the simplicity of the connection for the A, B and C power supply. There is also shown the new trade-mark of the "Apcoradio Armored Seven."

Just Plug in



\$ 375



ARGUS ELECTRIC RADIO

PATENTED MAY 15TH 1923 - OTHER PATENTS PENDING

First in the field of Electrically
Powered Radio in 1923.

Acknowledged leader in that field today. Without batteries, trickle chargers or attachments of any kind, "Just Plug In" and—well—demonstration makes the sale.

Order from your Distributor NOW

COLORADO

Rocky Mountain Radio Corp.,
Denver.

CONNECTICUT

Plymouth Elec. Co., 218 State Street,
New Haven.

ILLINOIS

Central States Gen. Elec. Co.,
316 S. Wells St., Chicago.

Motor Car Supply Co.,
1451 Michigan Ave., Chicago.

National E. & A. Supply Co.,
Peoria.

KENTUCKY

The Sutcliffe Co., Louisville.

MARYLAND

Joel Gutman & Co.,
112 North Eutaw St., Baltimore.

Eugene Rosenfeld Co., Baltimore.

MASSACHUSETTS

M. Steinert & Sons, 35 Arch Street
Boston.

Hub Cycle & Auto Supply Co.,
1737 Portland St., Boston.

Lewis Elec. Co., Federal St., Boston.

MICHIGAN

Bush & Lane, Holland

NEBRASKA

Nebraska Auto Distr., Omaha.

NEW JERSEY

North Ward Radio Co.,
367 Plane St., Newark.

NEW YORK

North American Radio Co.,
1845 Broadway, New York.

OHIO

C. & D. Auto Supply Co.,
907-11 Main St., Cincinnati.

Lake States Gen. Elec. Co.,
Chester & 18th St., Cleveland.

PENNSYLVANIA

Anchor Lite Appliance Co.,
417 Wood St., Pittsburgh.

Dyke Motor Supply Co.,
800 Webster Ave., Pittsburgh.

E. R. Keene & Co.,
Philadelphia.

ARGUS RADIO CORP.
257 WEST 17th STREET., N. Y. C.

Just Plug in



\$ 250

ARGUS
23 U.S.
PATENTS
GRANTED

Baltimore Office:
HERMAN A. SMITH, Greenspring Ave. & South Road
Mount Washington

Chicago Office: HAWTHORNE & STEMM, 28 East Jackson Boulevard

Pittsburgh Office:
W. A. BITTNER
422 First Ave.

St. Louis Office:
N. DAVID THOMPSON
308 Central National Bank Bldg.

**First In the Field
of Electrically
Powered Radio**



North Ward Radio Co.
367 Plane St., Newark, N. J.

"Rendering complete Argus service
throughout New Jersey"

No Batteries

—and a reception
that is crystal clear
**Chromatically and
Acoustically Perfect**



**Central States General
Electric Supply Co.**
316 S. Wells St., Chicago, Ill.

"Serving Argus products throughout
Chicago and vicinity"

**The complete and final
answer to the wish of
millions for a
Complete Electric Radio**



**North American Radio
Corporation**
1845 Broadway, New York City

"Rendering complete Argus service
in the Metropolitan District"

**To the eye - - -
An Artistic Creation
To the ear - - -
Chromatically Perfect**



**Lewis Electrical Supply
Company**
Federal Street, Boston, Mass.

"Serving Argus dealers from the 'Hub'
throughout New England"

**Not only Electrically Powered - -
but Chromatically perfect in tone**

No Batteries

No Eliminators



No Rectifying Tubes

No Attachments

C. & D. Auto Supply Co.

907 Main Street :: Cincinnati, Ohio

"Rendering a complete service for the Argus Electric Receiver in Ohio"

**- 13,000,000
A.C. Wired Homes
are prospects for**



**Motor Car Supply
Company**

1451 Michigan Ave., Chicago, Ill.

"Rendering a complete Argus service
in the Central States"

**Just Plug In
with**



**Republic Electric
Division**

**Lake States General Electric
Supply Company, Inc.**

Wholesale Distributors

Cleveland - - Akron

"An organization reputed for service
—write for Argus prospectus"

Blackman

now presents
another dependable product—

Rola LOUDSPEAKER

As carefully considered and deliberate as its original entrance into the radio field, was the Blackman Talking Machine Company's decision to act as eastern wholesale distributor for the ROLA LOUDSPEAKER.

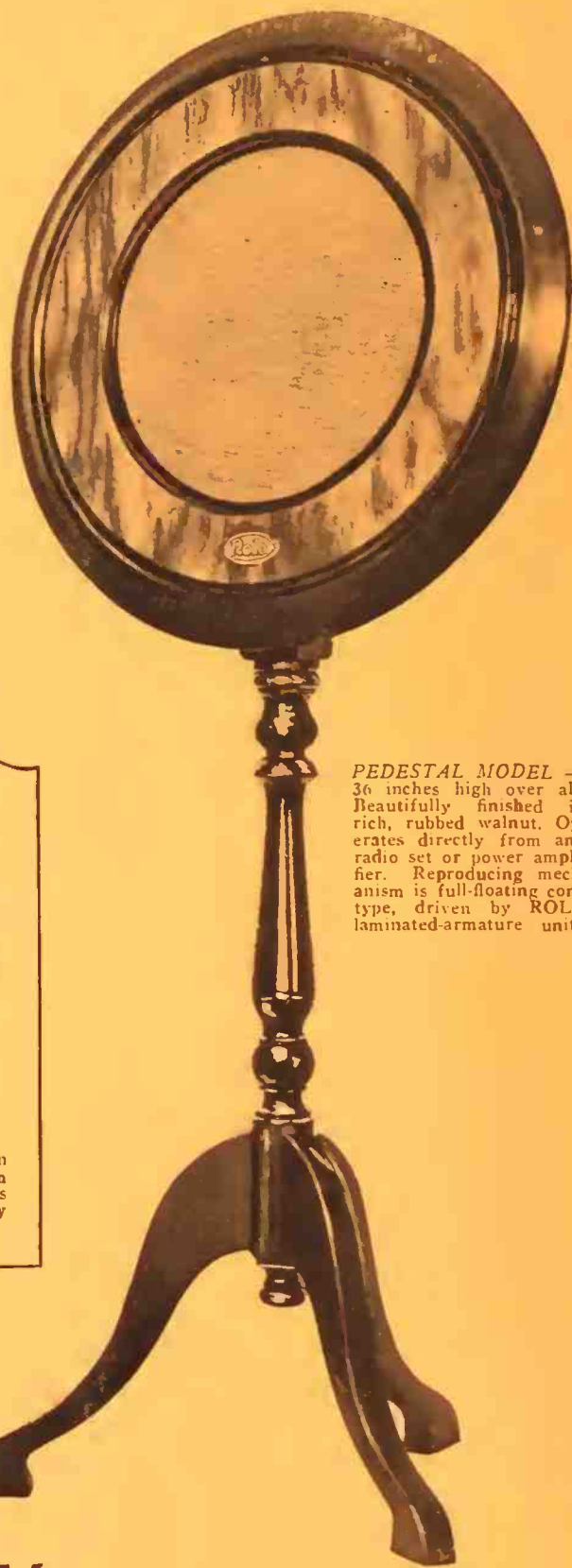
After exhaustive comparisons with the performance and appearance of other cone speakers at or near its price, we are satisfied that the ROLA has positive sales features which make it worthy of recommendation to our dealers.

Our confidence in the ROLA Loudspeaker is being expressed in an aggressive advertising campaign now running in leading newspapers in the metropolitan area. We are creating real interest in the ROLA and are referring prospects to you.

We invite your inquiries regarding prices and deliveries. Until the holiday season is over, at least, orders must necessarily be filled on a priority basis.



TABLE MODEL — Finished in rubbed walnut and equipped with same reproducing mechanism as Pedestal Model. Permanently adjusted.



PEDESTAL MODEL — 36 inches high over all. Beautifully finished in rich, rubbed walnut. Operates directly from any radio set or power amplifier. Reproducing mechanism is full-floating cone type, driven by ROLA laminated-armature unit.

Blackman
TALKING MACHINE Co.
28-30 W. 23RD ST. - NEW YORK N.Y.

Distributors of Dependable Radio Products

“BLACKMAN and DEPENDABILITY—One Suggests the Other”

Quiet Precedes Expected Heavy Sales During Holiday Season in Twin Cities

H. H. Cory, Executive Secretary of Northwest Radio Trades Association, States Retail Business Volume in That Territory Will Approximate \$40,000,000—Month's News

ST. PAUL AND MINNEAPOLIS, November 7.—Not "all is quiet along" the Mississippi, but the sister cities on the river are experiencing a little lassitude in all lines of trade. However, a few merchants refuse to admit any inertia in their business and declare October to have been wholly satisfactory.

Radio seems to be carrying on by the impetus given it at the Northwest Radio Show. There are a larger number of salesmen on the road than ever before, which is indicative of better organization of selling effort. Although advertisers are conservative there has been more lineage so far this season than last. H. H. Cory, executive secretary of the Northwest Radio Trade Association, states that from present indications the volume of retail business in the Northwest will run about \$40,000,000. This district is actively interested in proposed radio legislation.

Prominent Concerns Open Branches

An indication of business conditions is the announcement by two large Twin City radio houses of the opening of branches in North Dakota. A. C. Reinhard announces a new store of Reinhard Bros. in Minot, N. D., and R. M. Laird, president of the St. Paul Electric Co., has opened a branch at Fargo, N. D.

Panatrope in the Limelight

The Brunswick Panatrope has been occupying as much of the limelight this month as Queen Marie could spare. Nick Lucas was at the Orpheum and sang with his own records, which proved highly interesting—and excellent publicity. Six thousand St. Paul women were entertained by the Panatrope at the cooking school, which is an annual event conducted by the St. Paul Daily News. The instrument was exhibited by the Cable Piano Co. Several thousand people viewed the Panatrope at the opening this week of the big new manufacturing plant of the A. J. Krank Co., in St. Paul, which kept open house for the Twin Cities. This event attracted visitors from all over the State and was made notable by a four-page section in the Sunday papers.

Twin City folks who like to check their clocks with authority tune in every morning with Dunwoody Institute, which announces the correct time at three-minute intervals and gives a Panatrope concert.

A most unusual bit of distinction was given the Panatrope when it took part in the Minneapolis Symphony Orchestra program on October 29. The orchestra, under the direction of Henri Verbruggen, played "The Pines of Rome," in the third movement of which the score calls for the song of a nightingale. Brunswick has a record of a real nightingale song and this was played on the Panatrope from the center of the stage with the whole orchestra accompanying.

Foster & Waldo ran a full-page Brunswick advertisement in the papers on October 29 and will repeat a similar one on November 1. It explained the theory of the new instrument and also devoted some space to the contest for a name for the new Brunswick mechanical phonograph.

A new Brunswick account is that of the Emporium, of St. Paul, one of the big department stores of the Northwest.

Here is food for thought for the pessimists: A Brunswick dealer, in a North Dakota town of 3,000, who had never handled a phonograph until last July, has sold seven \$600 Panatropes and twenty-five of the new mechanical Brunswicks since August.

Optimistic Over Sonora Outlook

Among the optimists is J. E. Date, manager of the phonograph and radio department of

Doerr, Andrews & Doerr, Northwest distributors of Sonora and Magnavox. "October," he says, "was a very fine month with a wonderful business done in the cities." There is a regular continued demand for Sonora models and radio and Mr. Date anticipates a good margin over last year's business.

Two new Magnavox accounts recently opened are the St. Paul Housefurnishings Co. and the Whitney MacGregor Co., of Minneapolis. It is apparent that the public is no longer willing to trust their radio investment to obscure companies and nameless goods, for the demand for higher-priced and standard goods is constantly increasing.

Fred. B. Stevens, factory representative of the Magnavox Co., is a visitor in Minneapolis this week.

Viva-tonal Demand Exceeds Supply

At Columbia headquarters Mrs. Helen D. Beggs reports a fair business done in October with Viva-tonal shipments a bit behind the orders. One of the old Twin City music houses, the Howard Farwell Co., has added the Columbia line to its merchandise and is well pleased with the response of the public.

Tom Rockwell, of the Columbia recording department, was in Minneapolis the last of October.

Walter Beckert, mechanical engineer from the factory at Bridgeport, spent several days at the Northwest offices, instructing the local staff in the fine points of the Viva-tonal phonograph.

Big Ortho-sonic Demand

R. C. Coleman, manager of the radio department of George C. Beckwith Co., finds the Federal Ortho-sonic shipments too slow for the orders and with ten salesmen on the road the balance will probably continue the same for some time. Many new accounts are on the books for the Mohawk line, which the Beckwith Co. now handles. There is also a big demand for Philco socket powers.

New Department Going Over Big

Louella Kadlac and Lyal Quam, who are in charge of the new musical instrument division of Foster & Waldo, are well pleased with the way the new department is going. Several nice sales have been made and many inquiries are coming in. There is a steady demand for the popular goods such as ukes, banjos and saxophones.

Corley Co.'s Petersburg Branch in New Home

Large Crowds Attend Formal Opening of New Store—New Quarters Are Four Times the Size of Old Store—Orchestra Entertains

PETERSBURG, VA., November 7.—The formal opening of the Corley Co.'s new store, at 129 North Sycamore street, was held recently. Flowers were sent by a number of local firms and congratulatory telegrams came from many well-wishers in different parts of this territory as well as from more distant points. Such was the success of the opening that more than 500 people had to be turned away.

The new store is four times larger than the old one, on Washington street. It has a frontage of twenty-three feet and depth of eighty-five feet. In the rear of the ground floor there are five sound-proof booths. Throughout the store is attractively furnished. In addition to the street floor there is a mezzanine and second floor. On the mezzanine is the radio department. The piano department is located on the second floor. The store carries a complete line of musical instruments.

SATURDAY EVENING POST

readers own more radio sets than the subscribers to any other publication.

Demand

Music Master

Horn Speaker

The

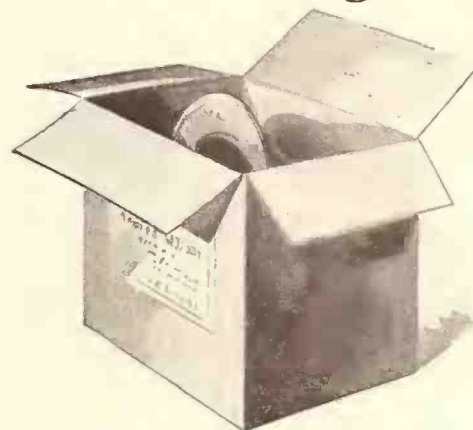
Distinct Musical Instrument of Radio

No Mutilation of Tone



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

an ideal Christmas gift



The complete Music MASTER Horn Speaker is packed in indestructible cartons and with safety can be shipped anywhere.

Price Complete \$22

If your dealer cannot serve you, order direct. Colored illustration sent free on request.

Do Not Accept a Substitute

Music Master Corporation

David S. Ludlum, Trustee

Betzwood, Pa.

P. O. Port Kennedy

This advertisement is appearing in the Saturday Evening Post, November 27th

MATCHED IMPEDANCE

Matched impedance is possible only in the newly developed talking machines. However, very excellent results may be obtained with the old style machines by designing the impedance of the reproducer to the nearest possible value.

Onward—Upward—Forward

in the science of better sound reproduction

IN the ULTRA, you will find the SCIENTIFICALLY proportioned aluminum alloy, as fine as a human hair. Diaphragms by the hundreds were made before this final SCIENTIFIC alloy was achieved, shapes of all kinds were tested, used, improved. And the ULTRA is the final result of all these labors and improvements—the last word in reproduction.

The early experiments produced some really good reproducers — you see some of them pictured below. But we believed that the horn of the old type talking machine was capable of still better results. The creation of ULTRA impedance Valves (see front construction of ultra) conceived and perfected in ULTRA made possible that well-known broad tone of ULTRA.

The ULTRA, improved and perfected, has gained great popularity and demand. But we have not ceased to seek further perfection wherever possible. Under the direction of the well known acoustical and electrical engineer MAXIMILIAN WEIL, experimentation goes on day after day.

ONLY the ULTRA has ADVANCED to meet the exacting requirements of the new electrically cut records.

Other important features responsible for ULTRA superiority and demand will be explained from time to time.

REMEMBER:—The better your records are reproduced the more of them you will SELL.

**There is a little bit of ULTRA—
in most any good reproducer
BUT!**

**only an ULTRA—is
100% ULTRA**

Apologies to Murad



The

- Suggestion**
1. Demonstrate the record on an old type machine.
 2. Then demonstrate it on one of the new models and the tone will never be forgotten.
 3. If the customer is not yet ready to purchase a new model, then sell him an ULTRA reproducer for use until such time as the new model machine is purchased.
 4. Offer full credit on the ULTRA when finally the new machine is bought.



The Standard by which all reproducers are judged and valued!

\$850
Retail



We also feature the New type tonearm

AUDAK COMPANY, Inc.

Makers of high grade Acoustical and Electrical Apparatus for over 10 years

565 Fifth Avenue, New York, N. Y.

Wisconsin Association of Music Merchants Organized at Meeting Held in Milwaukee

Officers Elected and Plans in Process of Development for Activities of New Organization—Good Business Creates Optimism in the Trade—Activities of the Month

MILWAUKEE, WIS., November 8.—Ever since the radio season was formally opened by the Fourth Wisconsin Radio Exposition dealers report a tremendous amount of business and state that they expect it to continue indefinitely. All lines of the music business are enjoying increasingly great activity. A large amount of advertising has been done by phonograph and radio dealers in Milwaukee, with the result that the new models are kept constantly before the public.

Further attention has been directed to the music industry by the formation of the Wisconsin Association of Music Merchants, which met here in convention October 28 and 29. Milwaukee jobbing houses were well represented on the organization committees, Fred E. Yahr, of Yahr-Lange, Inc., wholesaler of the Sonora line in Wisconsin, being in charge of the committee on exhibits, and Carl Lovejoy, representative for the Brunswick in Wisconsin, who assisted in arranging the Music Revue, which was staged in the Sky Room of the Plankinton Hotel.

The following officers were elected: President, W. Otto Miessner, Milwaukee; first vice-president, Hugh W. Randall, Milwaukee; second vice-president, F. B. Hook, Madison; third vice-president, Fred Leithold, La Crosse; fourth vice-president, Carl Seeter, Appleton; fifth vice-president, L. F. Bidinger, Kenosha; secretary-treasurer, L. C. Parker. H. L. Ashworth will be the executive secretary of the association.

Plans are already well formulated for a number of activities which the Association will engage in to promote the interests of the dealers in Wisconsin and further the musical education of children in the schools of the State.

Among the dealers who exhibited in connection with the Wisconsin Association of Music Merchants was Julius Andrae & Sons Co., sole Wisconsin distributors for the RCA line. A representative showing of Radiolas was exhibited in a room off the mezzanine floor of the Plankinton Hotel, close to the hall where the Association meetings were held.

During the past month the Home Appliances & Radio Shop, Inc., has been formed in Milwaukee to sell radios and household furnishings at wholesale and retail. The capital is \$1,000, in 100 shares. James E. Coleman, William J. McCauley and Elton L. Krenzin are the incorporators.

The Wisconsin Specialty Sales Co., Inc., has been incorporated with A. J. Kuehlhorn, M. J. Breslauer and John H. Schlitz as incorporators, to deal in radio apparatus and supplies, with a capital of \$10,000, in 100 shares.

A radio shop has been opened at 405 Ivanhoe place by Otto H. Fiebing and Charles C. Kruse. The new shop will feature the Atwater Kent and Radiola lines.

According to David M. Kasson, vice-president and general manager of the Interstate Sales Co., Freed-Eisemann distributor in the State of Wisconsin and northern Michigan, the activity in this line, which began to be unusually good in July, has continued to the present time.

Among the largest and most complete radio shops in Racine is the one owned by the Wisconsin Gas & Electric Co. and operated under the management of Charles Mikulecky. The company is featuring the Stromberg-Carlson, the Radiola and the Crosley with great success.

Both radios and phonographs were featured in the exhibits in the displays of Milwaukee music houses at the Milwaukee Journal Food and Household Exposition, held at the City Auditorium October 18 to 24, inclusive.

Edward Herzog, of Edmund Gram, Inc., prominent Milwaukee music house, states that the Brunswick Panatrope is selling exceptionally well. The Panatrope has been widely advertised in Milwaukee papers and Mr. Herzog believes that people are becoming better acquainted with its features, and, as a result, sales are increasing rapidly.

Harry Goldsmith, manager of the Badger Talking Machine Co., jobber of the Victor line, says that business has continued consistently above average throughout the season.

A Victrola was used in a music-memory con-

test held for the school children of Milwaukee in the City Auditorium October 30, in conjunction with the appearance of the Sousa Band at the Auditorium November 6.

W. E. Pugh, sales representative of the Columbia in Wisconsin, states that business is very good in Milwaukee and throughout the State. "I have spent some time out in the State and find business out there even better than in Milwaukee," Mr. Pugh stated. "We are having difficulty in supplying our dealers with all the Viva-tonal Columbians they want. It looks like a banner year for Columbia."

The Columbia line has been established in the new store opened by Walter Sowinski at 1387 Eighth avenue, under the name of the South Side Music Store.

Salak Bros. Piano Co., Racine, reports fine results from Columbia records and new Viva-tonal phonographs. A similar report is given by Hook Bros., of Madison, who handle the Columbia line. The Columbia is being intensively advertised in State papers at the present time and similar attention is given to records.

A. Kmentt, of the Columbia foreign record department, was a Milwaukee visitor during the past month.

Cyprian DeLost, treasurer of Yahr-Lange, Inc., wholesaler for the Sonora line in Wisconsin and Michigan, died at his home at 879 Forty-eighth street, October 26.

Atwater Kent Distributors Attended Championship Bout

Among Atwater Kent distributors are a number of ardent fight fans. The recent champion-



A-K Distributors at Big Fight

ship bout between Dempsey and Tunney at the Sesqui Stadium in Philadelphia drew a number of these distributors to the Quaker City, where they made their headquarters at the factory of the Atwater Kent Mfg. Co. In the accompanying photograph these distributors are sitting on the steps of the main entrance to the Atwater Kent plant prior to their departure for the Sesqui grounds. From left to right they are: Lewis T. Ganster, Reading, Pa.; C. A. D'Elia, Bridgeport, Conn.; B. J. Oppenheim, Newark, N. J.; G. E. Hull, Richmond, Va.; D. M. Burke, Detroit, Mich.; T. A. Wildermuth, Brooklyn, N. Y.; L. E. Latham, New York City; N. Elin, Newark, N. J.; Fred Roth, Buffalo, N. Y.; Ray Thomas, Los Angeles, Cal.; C. T. Stevens, Minneapolis, Minn.; C. J. Edmond, New York City; F. T. Jackson, Ottawa, Ont., and Mr. Dickerson, New York City.

Clicquot Club Eskimos at Knickerbocker Grill

Harry Reser's "Clicquot Club Eskimos," exclusive Columbia Phonograph Co. artists, have been engaged by the Knickerbocker Grill of New York, one of the leading hostleries of the Great White Way, to play every evening for dinner and supper dancing.

This snappy dance orchestra will continue the regular Thursday evening broadcasting over the WEA Chain, however, as well as their recording for the Columbia Phonograph Co.

The Toman Reproducer

Retail Prices

Nickel Plated \$7.50

Gold Plated \$10.00

Write for trade discounts.

Sample on approval (5 days) to any responsible dealer.

Will sell itself on quality and volume of tone. We challenge comparison.

Wonderful, deep, rich, mellow and powerful tone.

Surpassed by none.

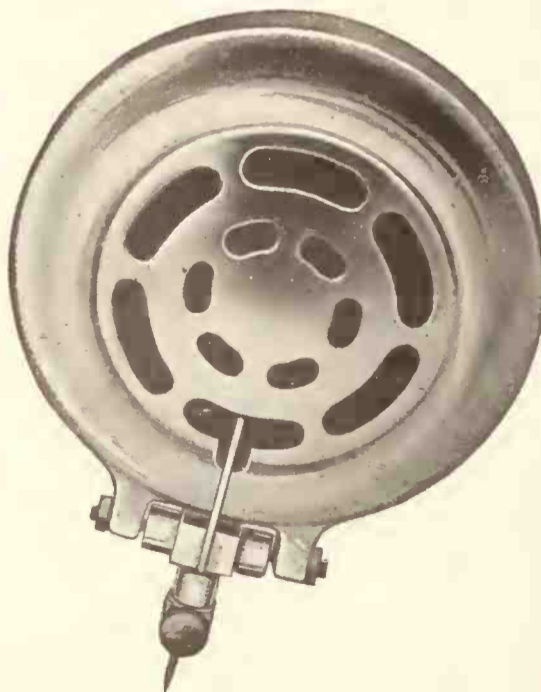
Send for sample NOW!

Manufactured by

E. Toman & Co.

2621 West 21st Place

CHICAGO, ILL.



Sales Distributor

Wondertone Phonograph Co.

216 No. Michigan Ave., Chicago, Ill.

Cable Address—"Wondertone Chicago."

Cable Codes—Western Union—A.B.C. (5th Edition).

Your Customer Should Know that

—the Orthophonic record
—a product of the Victor
Co.—is just so wonderful,
new and different that
everyone *must* have it to
be up-to-date.

Bruno



C. Bruno & Son, Inc.
Victor Wholesale Exclusively
351 Fourth Avenue
New York City

1834—Over 92 Years of Dependable Service to the Music Trade—1926

Distributors

of



New Reproducing Sonora Phonographs . . . Model C Radio Receiving Set . . . Highboys . . . and Speakers

The Artophone Corporation,
1622 Pine Street,
St. Louis, Mo.

Baltimore Phono. Dist. Co.,
422 N. Howard Street,
Baltimore, Md.

Barker Wholesale Company,
Barker Building,
Los Angeles, Calif.

J. H. Burke Company,
221 Columbus Avenue,
Boston, Mass.

Doerr, Andrews & Doerr,
Minneapolis, Minn.

Gibson-Snow Co., Inc.,
Syracuse, N. Y.

Greater City Phono. Co., Inc.,
76 Fifth Avenue,
New York, N. Y.

Hassler Texas Co.,
2216 Commerce Street,
Dallas, Texas.

Kohler Distributing Co.,
63 Minna Street,
San Francisco, Cal.

McPhilben-Keator, Inc.,
68 Thirty-fourth Street,
Brooklyn, N. Y.

Moore-Blrd & Company,
1720 Wazee Street,
Denver, Colo.

Pennsylvania Phono. Dist. Co.,
1015 Chestnut Street,
Philadelphia, Pa.
917 Wabash Building,
Pittsburgh, Pa.
1747 Chester Avenue,
Cleveland, Ohio.

James K. Polk, Inc.,
181 Whitehall Street,
Atlanta, Ga.
811 W. Broad Street,
Richmond, Va.

Reliance Battery Products Co.,
2211 So. Eighth Street,
Council Bluffs, Iowa.

C. A. Richards, Inc.,
100 E. 45th Street, New York, N. Y.
Canadian & Export Distributors.

C. D. Smith Drug Co.,
St. Joseph, Mo.

Sterling Roll and Record Co.,
137 W. Fourth Street, Cincinnati, O.

Strevell-Paterson Hardware Co.,
Salt Lake City, Utah.

The Tay Sales Company,
231 N. Wells Street,
Chicago, Ill.

Yahr-Lange, Inc.,
Milwaukee, Wis.
442 E. Lafayette Avenue,
Detroit, Mich.

Business in All Lines Shows Satisfactory Improvement in the St. Louis Territory

New Artophone Catalog, Just Issued to the Trade, Shows Complete Line—Southwest National Radio Exposition Created Wide Interest—Columbia Salesmen Meet—Other News

St. Louis, Mo., November 8.—The talking machine business shared with other branches of business the demoralization in October which grew out of the world's baseball series and the usual St. Louis Fall festivities. There were compensations, however, in the boost which was given to radio by the broadcasting of the championship games. Many of the dealers gave play-by-play service at their doors, drawing crowds and establishing good will. In the reaction, after the series, radio benefited most, but the talking machines had a healthy comeback and have continued to improve, with the best demand for the improved machines.

New Artophone Catalog

The Artophone Corp. issued the first of this month its annual catalog of 200 pages, setting forth the company's complete line of machines, records and small goods. It calls attention to the improvements in all the Artophone machines and the offering of two new models, the Arlingdale and the Cabinette.

An Artophone sales meeting was held late in October, at Memphis, Tenn., at which the home office was represented by Edwin Schiele, president, and Ray Layer, vice-president. Five Southern representatives attended. The meeting was held at the Peabody Hotel.

L. M. Ott has been appointed Texas representative of the Artophone Corp. He was formerly with the Jenkins Music Co., Kansas City, Mo. He succeeds J. M. Rogers. His headquarters will be at Dallas. F. C. Stewart has been appointed representative for California and the Far West, with headquarters at Los Angeles.

Radio Exposition Creates Interest

Interest in radio was given a great impetus by the second annual Southwest National Radio Exposition, given in October, at the Coliseum by the St. Louis Radio Trades Association. The arena of the Coliseum was crowded with the booths of dealers. Various local stations took turns at broadcasting the daily programs. In connection with the show a radio dealers' convention with daily sessions was held. One of the features was a stag banquet for dealers, exhibitors and their employes at the Marquette Hotel. At the show there were 121 exhibits by the country's leading manufacturers and distributors of receiving sets and accessories. There were hundreds of dealers in attendance from the St. Louis trade territory. In connection with the show a meeting of the National Association of Broadcasters was held.

Columbia Salesmen Meet

A sales meeting of Columbia Phonograph Co. salesmen was held here recently under the direction of N. B. Smith, manager of the St. Louis and Kansas City branches. It was attended by W. C. Ockendon, Thomas Devine, Louis Marks, George Fuhri and C. R. Salmon.

A. G. Bolts, assistant manager of the Columbia Phonograph Co., St. Louis branch, has returned from a two weeks' vacation, which he spent on a hunting trip to the western part of the State of Kansas.

Smith-Reis Co. Liquidates

The Smith-Reis Piano Co. has liquidated its business and closed its doors. The firm's stock of talking machines was purchased by the Thiebes Music Co. and will be merchandised at the Thiebes store.

The Kirkland Piano Co., on North Twelfth street, has gone out of business. It handled the Brunswick line of machines.

Thiebes Co. Adds Brunswick

The latest addition to the Brunswick family in St. Louis is the Thiebes Piano Co., which operates two stores, at 1103 Olive street and 5911 Easton avenue. Thiebes Piano Co. is well-

known to music lovers in St. Louis and now with the opening of the new store at 5911 Easton avenue, in the extreme west end, it is in a position to give even better service than before. The new store is very attractively arranged and has excellent windows in arcade style. Six record booths are included and the floor is sufficient to allow for a really excellent display of Brunswick phonographs, Panatropes and Panatropes with Radiola.

While shipments of the new Brunswick mechanical phonograph have been very limited, Brunswick dealers everywhere are experiencing a tremendous demand for this new and extraordinarily fine instrument and from all indications the public is very much enthused over these new phonographs. Sales of Brunswick Panatropes and Panatropes with Radiola have been very brisk in the past thirty days.

The excellent national advertising which the Brunswick Co. has been running has produced real results for the dealer and sales of instruments in the \$800, \$900 and \$1,000 class have been remarkable.

New York Distributor Adds to Radio Lines

Three new products, Utah speakers, Burns B eliminators and the Enchanter ship model speaker, have been added to the line handled by the Herbert-John Corp., New York wholesalers of radio products. These will be exploited in connection with the Crosley, Eagle and Amrad sets and accessories now being distributed in the metropolitan district by the Herbert-John organization.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912.

OF THE TALKING MACHINE WORLD, published MONTHLY, at NEW YORK, N. Y., for October 1, 1926. State of New York, County of New York, ss.

Before me, a Notary Public, in and for the State and county aforesaid, personally appeared J. B. Spillane, who, having been duly sworn according to law, deposes and says that he is the Editor of The Talking Machine World, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 411, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor and business manager are: Publisher, Edward Lyman Bill, Inc., 383 Madison avenue, New York City; Editor, J. B. Spillane, 383 Madison avenue, New York City; Managing Editor, J. B. Spillane, 383 Madison avenue, New York City; Business Manager, Lee Robinson, 383 Madison avenue, New York City.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.) Edward Lyman Bill, Inc., Caroline L. Bill, Edward Lyman Bill, Raymond Bill, Randolph Brown, II, R. Brown, Carleton Chace, Wm. A. Low, Lee Robinson, J. B. Spillane, B. B. Wilson, all located at 383 Madison avenue, New York City; Edward Van Harlingen, 209 South State street, Chicago, Ill.

3. That the known bondholders, mortgagees and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages or other securities are: (If there are none, so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is (This information is required from daily publications only.)

J. B. SPILLANE.
Sworn to and subscribed before me this 30th day of September, 1926.

Wm. A. Low, Notary Public, New York County,
No. 417, Register No. 7340, Certificate filed in
(Seal) Queens County No. 3294. (My Commission expires March 30, 1927.)

TEN BIG IMPORTANT FEATURES

OF
THE NEW

Pathephonic

REG. U.S. PAT. OFF.



Four
Models

1. It gives unadulterated music over the whole range.
2. Gives equally lifelike rendition of voice or instrument.
3. Not only the higher-priced models, but every model is equipped with Pathephonic amplification.
4. No complicated or electrical parts to get out of order.
5. Easy to operate.
6. Always ready to meet every musical mood.
7. Unlimited guarantee as to workmanship and material.
8. Old records that never can be replaced, as well as the electrically recorded records, are reproduced better than you ever heard them played.
9. You can distinguish each instrument and the individual voices of the chorus.
10. An automatic stop adds to the pleasure of operating the instrument.

Price Range
(List)

\$125—\$275

These ten features have created big sales for the Pathephonic. However, its biggest feature—fidelity of tone reproduction—cannot be described by words. "Only your ear can tell you."

Just Off the Press



A New Catalogue completely describing this new type of Reproducing Instrument is now ready. Send for a copy today.

PATHE PHONOGRAPH and RADIO CORP.

30 Grand Avenue

Brooklyn, N. Y.

Chicago Sales Office: 535 So. Wabash Ave., Chicago, Ill.

Okeh
and
Odeon
Records

A
Complete List
of

Okeh
TRUE ONE

Distributors

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

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

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

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

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

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

FRANK R. WITMAN PHONOGRAPH
SUPPLY COMPANY
Putnam, Conn.

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

CONSOLIDATED TALKING MA-
CHINE COMPANY
1424 Washington Ave. So.,
Minneapolis, Minn.

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

IROQUOIS SALES CORPORATION
210 Franklin St., Buffalo, N. Y.

OKEH PHONOGRAPH CORP.,
(New York Distributing Division)
15 W. 18th St., New York City

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

IDEAL PHONO-PARTS CO.
1231 Superior Ave., Cleveland, Ohio

L. D. HEATER
469½ Washington St., Portland, Ore.

EVERYBODY'S TALKING MACHINE
COMPANY
810 Arch St., Philadelphia, Pa.

JAMES K. POLK, INC.
1315 Young St., Dallas, Texas

JAMES K. POLK, INC.,
811 West Broad St., Richmond, Va.

Okeh
and
Odeon
Records

Special Christmas Displays to Feature Carryola Line

Sales Promotion Department of Carryola Co.
to Aid Dealers' Profit From Sales of Portables
—Extensive Advertising Program

Special Christmas displays which will aid the dealer in promoting the sale of Carryola portable phonographs are now being planned by the sales promotion department of the Carryola Co. of America, Milwaukee, Wis. Complete cut-outs, in which the Carryola portable phonograph is the focal point, are now in the process of preparation, together with window and counter streamers, and miscellaneous literature. The cut-out display, which will hold the Carryola portable will be finished in seven different lithographed colors and according to present plans all of the material will be in the dealers' hands before December 1.

An advertising program for the coming year even more ambitious than that sponsored during the year 1926 was decided upon at a meeting held by the board of directors of the Carryola Co. about the middle of October. The sale of Carryola portable phonographs will be promoted during the coming year by advertisements appearing regularly in the Saturday Evening Post, Liberty, True Story and a number of other publications of national and international circulation.

Thermiodyne "Treasure Chest" Radio Announced

Leo Potter, President of Algonquin Electric Co., Outlines Features of New Receiver—
Exhaustive Tests Made

The new Thermiodyne "Treasure Chest" receiver embraces many distinctive features, according to Leo Potter, president of the Algonquin Electric Co., Poughkeepsie, N. Y., who recently acquired control. This new seven-tube set is distinctive in name as well as in appearance, Mr. Potter states, the hammered all-metal cabinet resembling the pirate treasure chest of old. It has three stages of tuned radio frequency, detector and three audio stages, one of transformer and two of resistance coupling with a new master control device. Newly designed condensers are said to enable the receiver to cover a wave band of from 190 to 550 meters. Separate vernier controls for fine tuning and a number of other refinements are said by Mr. Potter to make the Thermiodyne "Treasure Chest" unique in quality of tone, selectivity and distance.

The Thermiodyne "Treasure Chest" is housed in an all-metal cabinet, Mr. Potter stated, in order to attain better reception due to the additional shielding, and to reduce manufacturing and shipping costs and eliminate breakage in transportation.

Exhaustive tests have been made with this receiver by its designer, Robert J. Mompere, inventor and chief engineer of the master-control Thermiodyne. These tests were conducted during the Summer with both indoor and outdoor antennas.

Also associated with Mr. Potter are W. E. Steinback, former president of the Eismann Magneto Co. and Algonquin Electric Co., who will have charge of manufacturing; Frank G. Jarabin, and many former officers of the old Thermiodyne company.

Remodel Hoermle Shop

COLUMBUS, O., November 3.—The Hoermle Music Shoppe is being completely remodeled and new demonstration booths, record racks and small goods show cases are being installed.

A new store, the Music Shoppe, has opened at 41 West Main street, Lancaster, N. Y.

Sonatron Co. Providing Dealers With Sign Displays

Authorized Dealers of Sonatron Tubes Get At-
tractive and Dignified Sign—A Striking Piece
of Publicity for the Retail Trade

Authorized dealers for the Sonatron Tube Co., Chicago, manufacturer of radio tubes, are now displaying the highly attractive and dignified sign shown herewith. The sign itself is in a rich blue, and the letters show through in pure white, making a striking contrast which gives the sign great attention value.

The new sign is a unit in the very complete



Sonatron Dealer Sign

system of displays with which the Sonatron organization supplies its dealers, and which includes a number of colorful display cards of commanding size. The most recent of these displays is an easel card in six colors which holds an actual Sonatron amplifier, the newest product of the Sonatron factories. The high efficiency of the amplifying unit is well described in the copy on the display card, and when its three red, white and blue tubes are lighted the effect is both artistic and startling.

The Sonatron Tube Co., which produces thirty different types of radio tubes, is a firm believer in the sales-making ability of display devices, tying up with national and local advertising, and this policy has resulted in a consistently rapid turnover of Sonatron products.

Eckhardt Corp. Issues Attractive Dealer Folder

Manufacturer of Eckharmonic Receiver With
Eckophonic Horn Prepares Six-Page Folder
Illustrating and Describing Products

PHILADELPHIA, Pa., November 7.—The Eckhardt Corp., which recently presented to the trade its new product, the Eckharmonic radio with the Eckophonic horn, has issued its first literature on the new instrument. It consists of an attractively arranged six-page folder in colors with space for the dealer's imprint, as it has been designed chiefly as a sales aid for the dealer. The Eckharmonic is pictured with its doors thrown back showing the arrangement of the panel. A feature of the Eckharmonic cabinet is that the doors instead of opening half way, as is usual in most cases, fold all the way back against the side of the cabinet. Its many merits are interestingly set forth for the consumers to read.

Although the Eckharmonic has only been on the market a little over a month, its popularity was instantaneous, according to Walter L. Eckhardt, president of the corporation. Many well-known department stores and prominent dealers have already signed up for the line and deliveries from the factory to the trade have begun.

The Maryland Record Co., Hagerstown, Md., was recently incorporated by Norman B. Scott and Walter E. Baker.



Okeh-Decca Records

OKEH PHONOGRAPH CORPORATION

OTTO HEINEMAN, PRESIDENT & GENERAL MANAGER



MANUFACTURERS OF
OKEH-ODEON RECORDS

SOLE SALES AGENTS FOR
HEINEMAN MOTORS
OKEH-TRUETONE
NEEDLES

MANUFACTURED BY
GENERAL INDUSTRIES CO.
ELYRIA, OHIO AND
PUTNAM, CONN.

25 WEST 45TH STREET

NEW YORK

TELEPHONE BRYANT 6073

CABLE ADDRESS "HOMEFILM"

November 1, 1926

ANNOUNCEMENT

We announce with much pleasure to our many friends the formation of the Okeh Phonograph Corporation, which has acquired the Okeh-Decca Record business of the General Phonograph Corporation.

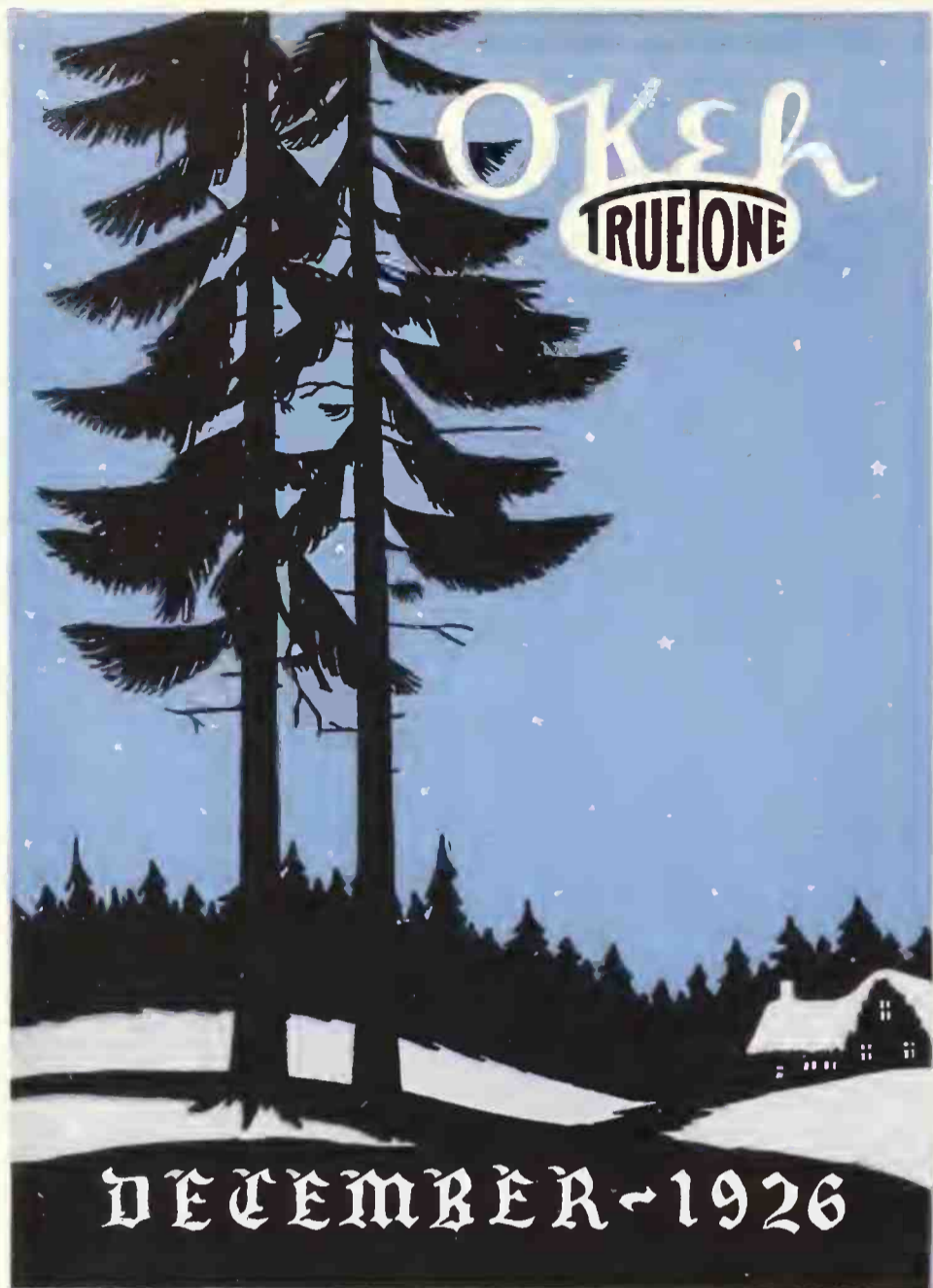
We are now in a position to assure our national trade of greater sales of Okeh-Decca records through increased manufacturing facilities, the latest and improved electrically-recorded records and very liberal merchandising and advertising policies for Okeh-Decca dealers.

We thank our many friends throughout the country for their patronage, which we shall strive to merit in the future even more progressively than in the past.

Very truly yours,

OKEH PHONOGRAPH CORPORATION

President and General Manager



*In almost every home,
where there is a
phonograph, Okeh
Odeon music is heard*

OKEH music—what record owner has not heard the magic of it? What Dealer has not profited by the resultant sales from its satisfaction?

Today Dealers are preparing to supply the best music for holiday festivities—the impelling dance music elaborately arranged is going to give a distinct note of charm to home entertaining. . . . Okeh dance and vocal hits are influencing the choice of buyers.

Odeon European classics give Okeh Dealers the chance to sell wonderful delights in music. Varied enough in nationalities to meet a universal personal demand.

Okeh Records, as you know, are made of the finest quality materials—they will now be electrically recorded. They have a brilliant and rich tone.

You, too, may sell Okeh-Odeon records by obtaining an Okeh Dealer's License

Okeh Phonograph Corporation

OTTO HEINEMAN, President and General Manager

25 West 45th Street

New York, N. Y.

RAQUEL MELLER

The charm of Raquel Meller's personality; her gift to facilely change from one mood to another; the utter simplicity of her art; her triumph over European and American audiences—assure these records a warm welcome.

10 inch \$1.00

- 33001 { VALENCIA
LA MUJER DEL
TORERO
- 33002 { FLOR DEL MAL
MIMOSA
- 33003 { LA HIJA DEL
CARCELERO
HOLA MANOLA
- 33004 { LA TARDE DEL
CORPUS
EL NOI DE LA MARE
- 33005 { ESTROFAS PAISANAS
UNE QUE TRISTEZA
- 33006 { NINERIAS
ANIMAS PURAS
- 33007 { TONTO PERDIO
LA VIOLETERA
- 33008 { AMOR DE ESPANOL
NO INSISTAS MAS
- 33009 { INOCENTE
MARGARITA
PASCUALINA
- 33010 { DIME COMO ANDAS
COMEDIANTA
FAMOSA
- 33011 { CASO CURIOSO
FLORIDOR
- 33012 { INDOSTAN
LOS LOBOS
- 33013 { POBRE GITANA
'AY, QUE COSA!
- 33014 { LA MEJICANA...
VEN Y VEN
COMO SE HACE
EL AMOR
- 33015 { LOS TROVADORES
LA BILLETERA
- 33016 { FIRULI—FIRULA
LA MAS LINDA DE
LA ALDEA
- 33017 { LA ESCLAVA MORA
DAME TU PIQUITO
- 33018 { LA SEGADORAC
LA BOBA DE CORIA
- 33019 { OLVIDAME
CUENTO INFANTIL
- 33020 { !QUE INOCENTE!
!ESO NO!
- 33021 { LA GITANA
HECHICERA
CIEGA DE AMOR
- 33022 { LA VOLUBLE
VERDADES
AMARGAS
- 33023 { UNA MAS
NO SE LO QUE...



EXCLUSIVE ODEON ARTIST

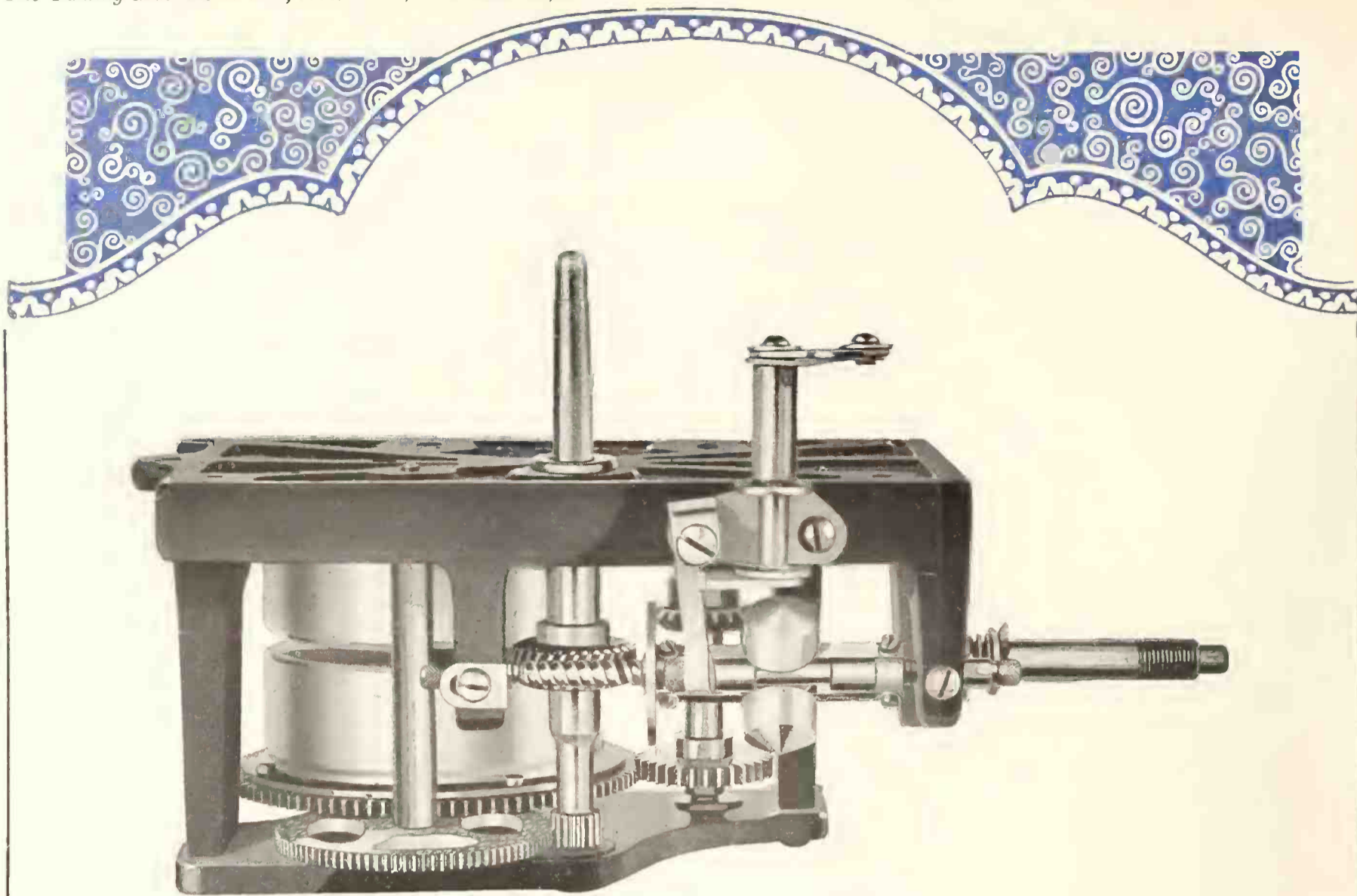
Raquel Meller weaves dreams
of tears and laughter for all...
it is the music of the simple,
loving heart - - - and such
artistry is heard only on
Odeon Records

Okeh Phonograph Corporation

OTTO HEINEMAN, President and General Manager

25 WEST 45th STREET

NEW YORK, N. Y.



HEINEMAN MOTOR No. 77

THE STANDARD MOTOR

Standard means first choice; the best Standards are *earned* not claimed. Millions of Heineman Motors distributed during the past ten years have served the Phonograph Manufac-

turer, the Dealer and the Phonograph Owner with such complete satisfaction that Heineman Motors have *earned* first place in the phonograph industry. They are standard; best.

Phonographs with Heineman Motors are quality phonographs

OKEH PHONOGRAPH CORPORATION

OTTO HEINEMAN, Pres. and Gen'l Manager

Sole Sales Agents for

HEINEMAN MOTORS—OKEH-TRUETONE NEEDLES

25 West 45th Street

New York, N. Y.

Competition grows keener—

Our business grows bigger
from the sale of

Okeh Records

We are proud to record that from a small store we have grown into the largest Southeastern Distributor of Okeh Records. The foundation of our business growth is Okeh Records.

Our experience prompts us to advise you to sell Okeh Records. Although competition has steadily grown keener Okeh Dealers find that thousands and thousands of customers buy Okeh Records from preference.

Becoming a Licensed Okeh Record Dealer is easily effected. Simply write to us expressing such a desire . . . we shall then extend to you our fullest cooperation. Our cooperation is service and personal attention . . . always it has proved profitable to Okeh Dealers.

JAMES K. POLK, INC.

181 Whitehall St., Atlanta, Ga.

Branches: 811 W. Broad St., Richmond, Va.

1315 Young St., Dallas, Texas

Valley Forge Distributor Has Attractive Display

Harmony Shoppe, Valley Forge Distributor, Presents Repair Parts and Val Phonic Reproducer in Effective Window Display

One of the departments of the talking machine store which is frequently overlooked by the dealer is that of repair parts and acces-

self of it, can be made to produce very healthy profits. The new reproducers are selling in a fashion which gladdens the hearts of those dealers who are pushing them, and those people who own the old type phonographs and who hesitate about giving them up to purchase the new type are installing the new reproducers and are having their instruments overhauled, as in many cases they have been merely pieces of furniture for some time back.

In most cases where dealers report success

in handling repair parts and accessories it is found that the only work necessary to bring these products before the eyes of the public is a permanent and attractive window display. This display should be changed frequently, but a showing of the parts with small window cards to explain their uses and advantages is usually sufficient to bring customers into the store. There is reproduced herewith a photograph of a window used by the Harmony Shoppe, of Huntingdon, W. Va., of which Sam Ridenour is proprietor. This establish-

ment distributes the Valley Forge line of phonograph parts and main springs, made by the J. A. Fischer Co., exclusively. As can be seen from the accompanying illustration, the entire foreground of the window is given over to a showing of Valley Forge products with the new Val Phonic reproducer featured in a frame. This display of the Val Phonic was

called the "Evolution of the Reproducer" and showed the types used from the first phonograph through different stages up to the Val Phonic. Tone arms, main springs and other parts were arranged artistically about the floor of the window. Mr. Ridenour is well qualified to lay out a display appropriate for a retail store, as he conducted such an establishment for many years and he relates episodes of the horn machine days when booths were unheard of and when fifteen or twenty gathered in a store to listen to a record being played which found ready sales throughout the crowd.

Amborada Radio Features Have Appeal for Women

Declaring that the growing interest of women in radio is fully as important from the dealer standpoint as new circuits, improved quality and volume, officials of the American Bosch Magneto Corp., Springfield, Mass., point to the seven-tube Amborada receiver as an ideal set for feminine requirements. The average woman desires a receiver not only housed in an attractive cabinet, but one that will bring in distant stations during daylight hours. The Amborada is said to fill this need in every respect. The tuning of this set is said to be very simple, one knob turning an electrically illuminated scale which is calibrated in wave lengths. The appearance of the Amborada makes it particularly appealing to women, according to Bosch officials, in that it resembles an occasional table, its rich finish and simple lines making it a piece of furniture fit to be placed in any home.

An especially attractive feature of the Amborada is the elimination of dials and the old panel system of radio building. This receiver has two drawer-like knobs which serve as station selector and volume control respectively and a small window in the table top gives access to an electrically illuminated wave length scale.



Unusual Display of the Harmony Shoppe

ories and yet this department is one which if properly handled will bring in profits that will compare very favorably with any other in the store, when the overhead of the sections and the time and energy put into them are compared. Particularly at the present time does the repair parts and accessories department occupy a position which, if the dealer avails him-

self of it, can be made to produce very healthy profits. The new reproducers are selling in a fashion which gladdens the hearts of those dealers who are pushing them, and those people who own the old type phonographs and who hesitate about giving them up to purchase the new type are installing the new reproducers and are having their instruments overhauled, as in many cases they have been merely pieces of furniture for some time back.



The record that sells because it satisfies everybody—

You want your business to grow! True. But a record business grows in proportion to the satisfaction your records give people. When Business Growth is your ambition the first thing to do is to look around for profitable, satisfying records to include in your stock.

To the best of our information

Okeh Dealers have had no need to look beyond Okeh Records. This merchandise, wherever sold, dominates the choice of customers. The result is—profit . . . Business Growth.

Become our Licensed Okeh Dealer and sell the records that satisfy everybody.

Okeh Phonograph Corporation

New York Distributing Division

15-17 West 18th Street

New York City

For Profitable Stock

Inquire About



The coming season of festivities brings with it increased home entertaining, there will be new records to make the occasions merrier. For every choice in music there is an Okeh classification that best satisfies it.

You will find more sales are made when Okeh Records are included in your stock.

To carry this profitable stock you must become one of our many satisfied Licensed Okeh Dealers.

The proof is in the selling. Why not write for details.

The list that
satisfies every
choice

Okeh Popular Dance
and Vocals.

Odeon Classical recordings.

Odeon music of all foreign countries.

Okeh Old Time Tunes.

Okeh Race Records.

Sterling Roll & Record Co.

137 W. 4th St.

Cincinnati, Ohio

Amrad Lamp Socket Power Unit Proving Big Seller

Model A-C 5 of Amrad Corp. Line Uses a Principle Which Differs From That of Other Power Sets—Demand Taxes Factory

MEDFORD HILLSIDE, BOSTON, MASS., November 6.—The new lamp socket neutrodyne produced by the Amrad Corp., of this city, known as model A-C 5, is going over in a tremendous way, according to Harold J. Power, president of the Amrad Corp. Although the Amrad factory is a large, well-organized plant, the demand for this new model is already taxing facilities.

In commenting on the new set Mr. Power stated: "The big thing about our lamp socket power unit is that we are using a principle greatly differing from that used by others. We have a very large capacity and small inductance in the filter circuit. This has many advantages. First and foremost is the fact that if an open circuit comes in the choke coil circuit, only a very small voltage is built up. Most of those using paper condensers are having much difficulty due to breaking down, caused by the very high voltages built up in the large choke coils, which, necessarily, must be used with small capacity in order to eliminate the hum. We are using the famous Mershon electrolytic condensers, which give us a very large capacity at a very small cost, thus making it practical for us to use this principle of elimination.

"The next feature of our unit is that the large condenser capacity stores energy directly back of the set to supply the sudden drains of plate current necessary to faithfully reproduce loud or long-sustained musical notes. Here again it is not possible to do this with paper condensers because of the prohibitive cost which would be incurred."

The Amrad lamp socket neutrodyne and power drive unit is produced in a table model,

in conjunction with the Amrad cone table, and also installed in the Amrad console. The Amrad Corp. also continues the production of the Amrad five-tube neutrodyne, which is operated from batteries.

Cunningham Radio Tube Price Cut Is Announced

Reduced prices on three types of Cunningham radio tubes have been announced by E. T. Cunningham, Inc. The CX-300A detector, formerly listed at \$5, is now \$4; CX-112 power amplifier, formerly \$6.50, is now \$4.50, and CX-371 power amplifier, formerly \$6, is reduced to \$4.50.

This step has been made possible through additional production economies and steadily increasing consumer demand, according to Herbert H. Frost, general sales manager of the Cunningham organization.

Effective Poster Service for Gulbransen Dealers

Poster service to Gulbransen dealers has been made more complete by the addition of a Christmas design, being used or scheduled for use in scores of cities throughout the country for November and December posting. The poster is beautifully colored and carries out the suggestion of piano music in the home at Christmas time and the year round. Under the Gulbransen name the slogan is used, "Every Type of Piano for the Home."

The illustration, attractively done by one of the country's leading poster organizations, shows a Gulbransen registering upright, a present from dad to mother, a delighted little miss with her doll and buggy, the boy with his toy railroad train, and a large Yule tree giving a Christmas aspect to the whole scene, an effective bit of publicity.

J. B. Bradford Sales Staff Guests of Gulbransen Co.

H. M. Holmes, sales manager of the J. B. Bradford Piano Co., Milwaukee, Wis., and his corps of salesmen were guests of the Gulbransen Co., Chicago, at a recent dinner meeting at the Milwaukee Athletic Club. This particular meeting was occasioned by an arrangement concluded by the two houses for exclusive representation of the Gulbransen in Milwaukee by the Bradford Co. The Bradford house has sold the Gulbransen for some time, but has not had the sole agency in the city.

Following are those who were present at the dinner and meetings: H. M. Holmes, sales manager of J. B. Bradford Piano Co.; C. E. Oerding, S. I. Drake, Emory J. Norton, T. O. Heaton, J. T. Summers, Herbert E. Senner, M. Kordus, C. M. Navock, all salesmen for the Bradford house; W. A. Holmes, manager of the H. Buchheim Music Co., of Sheboygan, and brother of H. M. Holmes; F. W. Giesel, of the Gulbransen Co., and Ted J. Holzem, salesman for the Gulbransen Co. The dinner was held at the Milwaukee Athletic Club through the courtesy of H. M. Holmes.

Mr. Holzem gave a general sales talk, pointing out the many selling points and advantages that are a part of the Gulbransen proposition. Mr. Giesel spoke on the general policies of the Gulbransen Co., gave a brief outline of the factory and how it functions, and emphasized the latest selling points in connection with the full line of Gulbransen instruments, which now includes uprights, small uprights, grands and reproducing pianos and the registering line.

The close association of a house possessing the prestige and selling activities of the Bradford Co. with the nationally advertised, nationally priced Gulbransen line is one that promises to become one of the most important deals consummated in the local music trade, according to the Gulbransen executives.

Sales Ahead!

Each new release of Okeh records is an event for Okeh Dealers.

Why?

With the announcement of popular Dance and Vocal records, Odeon records of classical music and the greatest selling Race records the Dealer sees—Sales ahead! It isn't his hoping—it is sales history repeating itself. Month after month his profits steadily grow; each sale is a repeat sale; these plus new sales mean—More sales ahead!

The manufacturer is faithfully working to give the Dealer quality recordings and music that has a national appeal. The purpose is accomplished—one release sold is—Sales behind! A new release ordered is—Sales ahead!



Butterbeans and Susie



The Okeh-Kut-Ups



Johnny Marvin



Alma Rotter

HEARD ON OKEH TRUE ONE



Vernon Dalhart

An Okeh Dealer's License Behind You!

We believe in Cooperation with our Licensed Okeh Dealers because unity in purpose brings us nearer the ideal in Business—Growth! We are past the age of "growing pains"! We have fully matured into a large and successful organization. Our success has been built upon the success of Okeh dealers. . . . Because Okeh Dealers have realized a most profitable business from the sale of Okeh records we have shared profits. These records have sold to the mutual profit of both our Dealers and ourselves.

Sincerely interested in the marketing of our merchandise to the Dealers' best advantage we know how much SERVICE means to you—and so, we give our best efforts to serving promptly and satisfactorily.

If you are not a Licensed Okeh Dealer we urge you to inquire of us the details of this plan. When you consider that there is no investment of money needed and that with an Okeh Dealer's License you have an opportunity to enlarge your record business it should seem reasonable to you that such an inquiry should be made.

Please write to us. Your letter will be welcome and will receive promptly our personal attention.



Louis Armstrong



Victoria Spivey

Bertha "Chippie" Hill



Eva Taylor

Clarence Williams

Consolidated Talking Machine Co.

227 W. Washington St.

Chicago, Illinois

Branches: 2957 Gratiot Ave., Detroit, Mich. :: 1424 Washington Ave., Minneapolis, Minn.

F. W. Schnirring Makes Constructive Suggestions on Phonograph Advertising

Advertising Manager of the Sonora Phonograph Co., in Interesting Article, Analyzes Possibilities of Developing a New Type of Copy Appeal in Phonograph Advertising

"Does the Phonograph Need a New Copy Appeal?" is the title of an intensely interesting and constructive article by F. W. Schnirring, advertising manager, Sonora Phonograph Co., that appeared in a recent issue of *Printers' Ink*. Because it contains some radically new thoughts on phonograph advertising the article is reproduced below:

"An operatic star of a silvery and pleasing voice said not long ago that there was a time when a single recording would pay the rent for a Park Avenue apartment in New York. But now, she continued, those royalties won't even pay the garage rent. What she says is true, and it is true despite the fact that phonographs are being sold at a unit price that is higher than ever in the history of the phonograph industry. The records that are being bought for those expensive instruments are the lowest in price in the history of the industry. People are buying the popular-priced dance records and not the recordings of operatic stars. In the days when the royalties on a single recording paid the rent of a Park Avenue apartment for an operatic star the phonograph was a novelty. As a novelty it was easy to sell. People were thinking about phonographs, talking about phonographs. Everyone wanted one. The question was: 'Which one should I buy?' This condition made the matter of advertising and selling phonographs a comparatively simple problem. All phonograph copy resolved itself into saying: 'Buy this phonograph because it has such and such features.' 'Buy this record because it brings you in better form than any other instrument wonderful classical works, great orchestrations and the voices of famous artists.' The advertising message was on the product itself.

"When the phonograph lost its novelty this basic appeal went by the board and it went with such suddenness that it seemed to leave phonograph advertisers at a complete loss to find a message. There has since come on the scene new and better methods of reproduction. This news was seized on and turned into advertising copy. It had its effect in stimulating demand. But copy which talked of these improvements

was nothing but copy of the same class that had been used in the old booming days of the phonograph industry. It was still the novelty appeal. A second use of the same appeal naturally would not have as much force as did the original use of it.

"The phonograph industry is at a period in



For enchanted
hours together

Sonora
CLEAR AS A BELL

RADIOS - PHONOGRAPHS



It's in her home where he plans his

Sonora Publicity Uses Marriage as a Theme in its history that other comparatively new industries, such as the safety razor, automobile industry, and electric light once were in. The automobile industry, for example, came out of the doldrums when its copy got away from 'pleasure car' and racing appeals, and talked 'utility.' The electric light industry picked up when it got away from copy which bragged of the wonders of this great invention and talked about the eyesight of the electric light user.

"Somehow, in my opinion, someone is going

to come along and lift the phonograph industry out of its state of coma by giving it a new and vital basic advertising appeal.

"Right now, Sonora, like others, is trying to find that appeal. Our reasoning, based upon the experiences of other industries which have had to go through a period of transformation, is that this appeal must be one that talks to the readers of copy on the benefits they will get.

"With such a thought in mind, we have tried to determine what particular part of the population would benefit most from the ownership of a phonograph. From a study of phonograph record purchases—the result of which study I have already indicated, namely, that the popular-priced dance record is the large volume seller—it seemed to us that the younger set of this country was the group we wanted to talk to on phonographs. Of that group, it seemed to us we would benefit most the marriageable young lady and her parents.

"If you should ask the average unmarried young lady of to-day, or of any other day for that matter, what she desires more than anything else in this world, and if you could get a frank, honest answer, it would be a request for knowledge about the man who may some day be her husband; about how to attract and how to hold him. Her parents would like very much to have the same information.

"Now a phonograph company can't give that information, but it can, we feel, take advantage of that inmost secret line of thought of the marriageable young lady and her parents. This we have tried to do by copy which fundamentally talks about a phonograph's ability to help make the home a center of social activities.

"The fact that the majority of records sold to-day are popular-price dance records means only one thing—most people using phonographs to-day are interested in dance music. Hence, why not use copy which says: 'Put dancing in the home if you want the home to be the center of social activities?' It is on this basis with the theme of marriage as the interest getter that we have prepared copy for a new campaign. A slogan which says: 'It's in her home where he plans his,' explains how the basic idea of making the home the center of social activities, and the use of marriage as an interest provoker have been used.

"It was with considerable apprehension that we placed this copy before our jobbers at their recent annual convention. Frankly, we felt that those in larger cities might favor such advertising, but we didn't look for an enthusiastic reception of this copy idea and its execution from the small-town jobbers. Yet, they were just as anxious, if not more so than the big city jobbers, to bring the home back as the center of social life for the young. They immediately saw the application of the idea to phonographs.

"With such outspoken approval of the jobbers in back of us, we have gone ahead and put this copy idea into the form of booklets and display material. What the dealer does with those booklets and display material and the reactions he obtains from this idea as we have presented it will determine how far we should go in getting this theme before the public. There is a question in our mind, however. It is this:

"How far should one single company go toward increasing a demand for a product when its proportion of the total phonograph business done throughout the country is less than half?

"The job of making the buying public conscious of a new reason why it should buy a certain type of product rests, it seems to us, on the shoulders of the entire industry making that product. My purpose for setting down the thoughts of the Sonora company on this problem of advertising copy is to stimulate others in and out of the business to think on the same subject and finally to bring about unified advertising action on the part of the entire phonograph business."

Instantaneously—Demonstrate Any Radio Set

With Only One Set of Batteries and
Aerial and Ground

Comparative demonstrations are the biggest factor in radio sales today. You must demonstrate to your prospect, but what will clinch a sale is a quick change from the demonstration of one set to the set right next to it. Equip every one of your demonstrators with the Type B. P. Jones MULTI-PLUG Socket, and from your master set of batteries, and ground and aerial, lead your Jones MULTI-PLUG. In just an instant you can hook up completely and correctly any set you want.

Demonstration Means a Sale

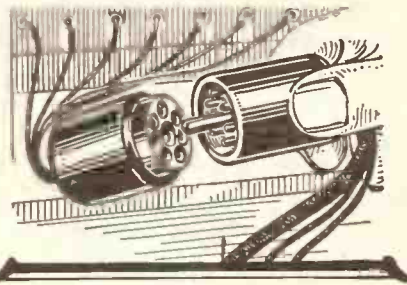
Every time you demonstrate a set equipped with the B. P. Jones MULTI-PLUG and make a sale it means a MULTI-PLUG sale to you. It is unavoidable, and a Jones Plug sale means later on no service calls due to wrong connections or blown out tubes.

Equip your demonstrators with the Type B. P. Jones MULTI-PLUG. Write for full information today.

Jones
MULTI-PLUG
THE STANDARD SET CONNECTOR

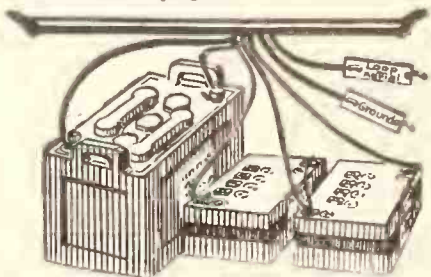
Trade Mark Registered U. S. Patent Office.

HOWARD B. JONES
618 S. Canal St. Chicago, Ill.



Type B. P.

The socket wires lead from the binding post of any set. The plug wires lead to the A and B batteries and ground and aerial wires. Seven connections in one by the use of one master plug.



Oriole Brings Real Entertainment!

The day of temperamental Radio is past—now comes dependable Oriole Radio Performance!



“Carolyn! Listen! Isn't it real! Doesn't it seem like the artists are playing right here?”

ORIOLE RADIO is Profitable because it truly serves!

JUST ask any Oriole owner. You'll find a real enthusiast! You'll find delighted pride-of-ownership. You'll find a real salesman, selling other sets for you. Oriole reception is better, clearer, more natural. Selectivity is amazing, tuning sharp, volume rich and full, tone beautifully rounded and complete, and tonal range surprising—fully six and one-half octaves on the “Mayfair”. And all brought in with sweet fidelity. No wonder Oriole fans are increasing.

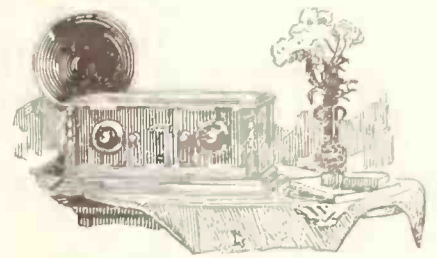
The Sets That Don't Come Back!

And ask any Oriole dealer who has handled these sets for a year or more [they've been marketed for five years], and you'll find the same convincing enthusiasm. Oriole sets sell on performance, stay sold, and sell other sets for you! The Oriole Franchise protects you. There's unusual Dealer-Jobber advertising co-operation, too—a real sales plan, with effective folders, bill-boards, newspaper advertisements and broadsides to back you up. Write or wire for details today.

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

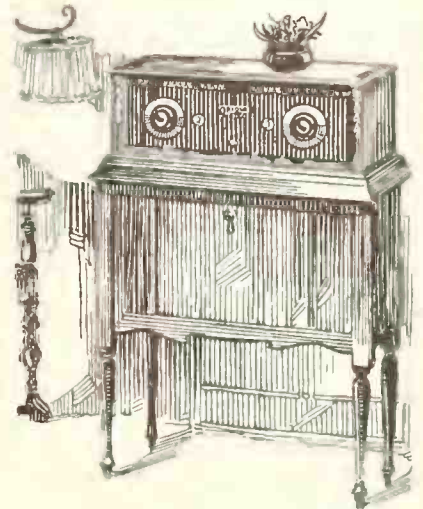
Manufactured by
W-K ELECTRIC CO.
Kenosha, Wis.

ORIOLE Radio Receivers



The “Warwick”—\$125

Every Oriole Set, regardless of price, is the same efficient Radio instrument. The difference is in the cabinets, none in the quality of the Receiver,—for Oriole has only one quality—the finest post to build: This Model 71 offers everything in Radio entertainment possible to obtain at any price. Six tubes, Trinum Circuit, and all Oriole Refinements, at a price in reach of all.



The “Canterbury”—\$150

An attractive consolette. Neat and pleasing. Black walnut, high-lighted finish. Same receiving set, six tubes, two dials, in all Oriole models. Cushion sockets prevent howling. Three aerial posts make possible the use of an aerial from thirty to a hundred and fifty feet.



The “Mayfair”—\$270

The ultimate in rich beauty—a console of high-lighted, transparent-grain, black walnut with genuine Bakelite panels and two vernier dials, gold filled. Six tubes. Trinum Circuit. It has two loud speaker units, one high, one low, giving full six and one-half octaves tonal range. Ample room for all batteries and accessories.

Baltimore Wholesalers Report Large Gains in Sales Volume in Past Month

Demands Made Upon Wholesalers Is an Indication of the Huge Sales Being Made by Dealers
—Sales Activity Expected to Continue Through the Holidays—News of the Month

BALTIMORE, Md., November 9.—"October smashed all previous records, being far ahead of the big October, 1925, the actual increase in business being 153 per cent and being also much ahead of the big September of this year. Columbia dealers, in this section, bought more of the new Viva-tonal phonographs than they had ever purchased of any similar model machine in any one month since this company was organized," declared W. H. Swartz, vice-president of the Columbia Wholesalers, Inc.

"Record sales were the biggest for any month since the company has been in business, with the exception of Christmas, 1925, and it almost equaled that big month. Furthermore, Columbia dealers, in this territory, did more newspaper advertising than in any previous month, with the result that Columbia sales, during October, were all around the biggest the company has ever enjoyed.

"Machines came in by the carloads and went out the same way, never even being brought to the warehouse. On some days as high as three carloads of machines came in. Quite a few dealers have ordered more of the new Viva-tonal Columbias during the last forty days than all machines of the whole year of 1925. Best of all, the dealers are enjoying wonderful retail sales on these new instruments, and have surprised even themselves by the fine quality of better-grade machines such as the big \$275 and \$300 models they have been able to sell. Even the dealers in the smallest country towns are buying these big instruments, and they are tremendously enthusiastic over the beautiful cabinet designs, but more especially the marvelous tone qualities. Several carloads of these particular models came in just the last of the month, and are already having a noticeable effect in further increasing record business.

"In spite of all these big shipments, Columbia Wholesalers still had more machines on back order at the end of the month than ever before in their history. Incidentally, it was interesting to note that record sales alone for this October were larger than total machine and record sales for October, 1925. This makes the

nineteenth consecutive month in which Columbia sales have shown an increase in this territory.

"Dealers have been considerably benefited by Columbia's greatly increased local newspaper advertising which, backed up by big double-page spreads in the national magazines, has helped an already big volume of business.

"Baltimore's high-grade music stores, such as Mueller's Music Shop, Kunkel Piano Co., G. Fred Frantz Co., and such big Washington stores as Lewis & Co., Thomson Bros., have won real approval by their unusual window displays, featuring the new Viva-tonal Columbia.

"Trout's Music Store, in Baltimore, has just moved to its new location, which now represents one of the most attractive stores in the city.

"The Whispering Pianist (Art Gillham) records are selling extremely well, and sales in the Newport News and Norfolk territory were considerably increased by his appearance there. The Columbia Music Shop had Mr. Gillham appear personally in the store, and drew a very large crowd. Mr. Gillham autographed a great many records, which found instant sale.

"Radio business also went splendidly ahead, showing a gratifying improvement over the same month in 1925. The new Harmonated Fada sets have been selling far above factory shipments. The new Fada speaker has created a veritable sensation and dealers are placing heavy orders. Crosley sets are now coming through much better and heavy business will be done when sufficient stock is available. New dealers are beginning to add to the Kolster list, while the single-dial Mohawk sets are moving much better than expected. L. L. Andrews, president of the company, has just returned from a trip to the Philco factory in Philadelphia, where he endeavored to get larger allotment for the big-selling eliminators. These have come in by the carloads, but large quantities are still on back order.

"In order to improve its service in the Virginia territory the firm recently added to its force G. K. Owens, with headquarters at

Advocates Direct Mail Drives by Radio Dealers

"Don't Be Afraid of Waste Baskets" When Planning Direct Mail Campaign, Says L. C. Lincoln, F. A. D. Andrea, Ad. Manager

"Don't be afraid of waste baskets," is the advice of L. C. Lincoln, advertising manager of F. A. D. Andrea, Inc., manufacturer of Fada radio, to dealers who are contemplating direct mail campaigns.

"The hazard of the waste basket is constantly brought up by the opponents of direct mail," said Mr. Lincoln in discussing this subject with a representative of The World. "The waste basket is a hazard, but if the person receiving the direct mail literature is interested in the article advertised, there is hardly any doubt but that he will look over the literature sent to him before it is thrown away. It is true that many people receive more advertising matter in their mail than they want, but the bulk of advertising is no bar to its efficiency. People continue to buy publications full of advertising, and it is a noticeable fact that generally the publications with the most advertising are the ones that have the biggest circulation.

"The radio dealer is particularly fortunate in being able to make use of direct mail advertising, tying in with national advertising in publications, with every prospect of success. I believe that direct mail advertising should be used by all radio dealers. Manufacturers are taking care of this phase of dealer advertising even as they are preparing newspaper copy which the dealer may run in his local newspaper. All the dealer has to do is to furnish names and addresses and the manufacturer does the rest, the cost to the dealer being the exact cost to the manufacturer for a complete direct mail campaign to the prospect."

Richmond, Va. Mr. Owens is an exceptionally capable radio man and is qualified for his new work in this section."

The Consolidated Gas & Electric Co. has entered the talking machine field and taken on a complete line of the Brunswick phonographs and Panatropes and Brunswick electrically recorded records. Commenting on this acquisition to the Brunswick, Charles F. Shaw, manager of the local agency, said:

"That the Consolidated Gas & Electric Co. selected the Brunswick is one of the highest compliments that could be paid our instruments. Before selecting the Brunswick they looked over the field thoroughly and decided on our products only after careful investigation of quality and performance. They are carrying a complete line of all electrically operated machines, and have equipped a handsome section of their retail store for the display and demonstration of the Brunswick products."

Another achievement of the Brunswick agency which was accomplished in connection with S. Lasting & Bro., of Portsmouth, Va., is the placing of Panatropes on all boats of the Chesapeake Bay steamship line.

Brunswick artists appearing here during the past month included A. Bernard, who appeared at the Rivoli, and Ben Bernie and His Orchestra at the Century Theatre. During the appearance of the latter his orchestra gave a concert at the showrooms of the Consolidated Gas Co., which attracted a large crowd.

Manager Shaw reports approval of the following contracts in addition to that of the Consolidated Gas Company: Atkinson-Thomas Furniture Co., of Southern Pines, N. C., and W. H. Hooff, of Charlestown, W. Va. T. C. McKelvy, manager of the dealer promotional department, visited the Brunswick agency here this month, and made a very interesting talk to a gathering of salesmen. Mr. McKelvy is from the Chicago headquarters of the company.

Victor sales in this territory are increasing

(Continued on page 82)



October Smashes Sales Records

Here's what Columbia dealers did in our territory in October:

1. Inserted more Columbia newspaper advertising than in any previous month.
2. Bought 153% more Columbia product than in the big October, 1925.
3. Purchased more instruments than in any month in our history.

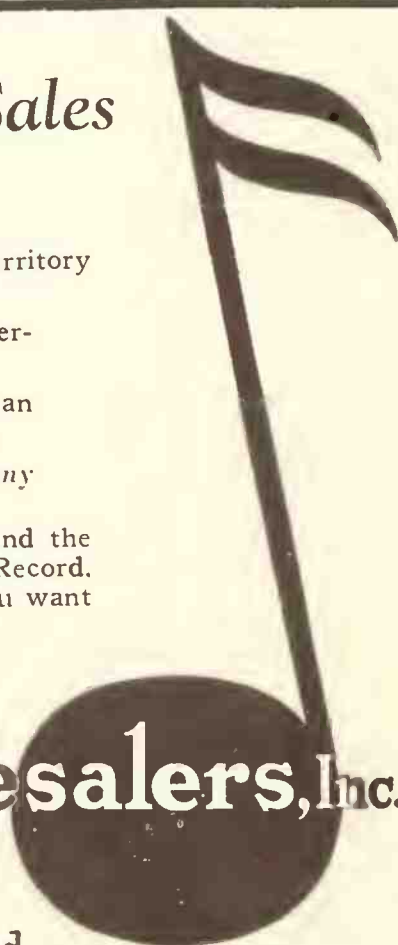
The New Viva-tonal Columbia Phonograph and the Columbia New Process Records, Viva-tonal Record, sure are pulling the Business. Write us, if you want your share.

Columbia Wholesalers, Inc.

L. L. Andrews ~ Wm. H. Swartz

Exclusively Wholesale

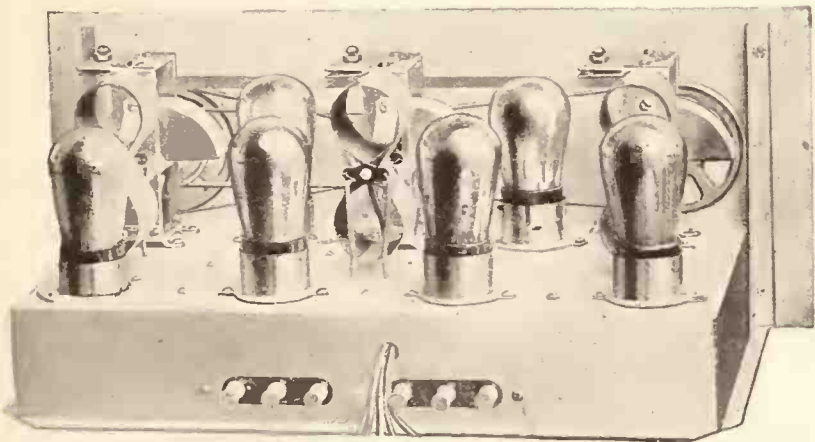
205 W. Camden St., Baltimore, Md.



SHOWERS



Model 448. Top 17" x 32"
Height 40"
Walnut Only



This Year's Style in Radio!

All Metal Shielded Construction.
6 Tubes. 1 Dial Control.
We have it all—hear it yourself!

*The Set That
Sells and Stays
Sold!*

Deliveries—one or one carload at once.

Exclusive sales franchise for your city.

A factory behind the line that has been in business for 58 years and stands back of the radio and the sales policy.

Over nine million dollars of invested capital behind Showers radio.

Prices amazingly low!

Quality of workmanship and materials highest possible.

Write today for our complete story on *one radio set* you can sell at a profit.

SHOWERS BROTHERS RADIO DIVISION

914 SOUTH MICHIGAN BOULEVARD—CHICAGO, ILLINOIS

FACTORIES:—Bloomington, Indiana — Burlington, Iowa — Bloomfield, Indiana

The Greatest Radio Season Is Just Beginning!

COLUMBIA WHOLESALERS, Inc.

Announce their lines for the coming season
and assure dealers from—

Pennsylvania to the Carolinas

of the same quick service and close co-operation
as rendered in previous years.

FADA
CROSLEY
KOLSTER
MOHAWK

Receivers

PHILCO
BALKITE
MAJESTIC
TIMMONS

Elims.

PHILCO
BURGESS

Batteries

FADA
BRANDES
TOWER

Speakers

PATHEX CAMERAS
and PROJECTORS

BRACH Equipment
STERLING Products

DE FOREST TUBES

COLUMBIA WHOLESALERS, Inc.

205 West Camden Street

Baltimore, Md.

Large Sales Gains Are Reported in Baltimore

(Continued from page 80)

by leaps and bounds, according to W. F. Roberts, manager of E. F. Droop & Sons, and the only trouble now is "to get the goods, not to sell them," he declared. "Business has shown a steady increase since August," Mr. Roberts said, "and our September business showed an increase of 169 per cent over September, 1925, while October ran 187 per cent ahead of the corresponding month last year."

Hecht Bros. & Co., one of Baltimore's biggest department stores, have taken on a complete Columbia line for their big store at Baltimore and Pine streets, Baltimore, Md., and also for their beautiful new furniture store on Howard street.

Kranz-Smith and Hammann- Levin Co. Consolidate

BALTIMORE, Md., November 4.—With the consolidation of the Kranz-Smith and Hammann-Levin Co. three of the best-known music houses in the East are being operated by the same management. Some time ago the Kranz-Smith organization merged with the Sanders & Stayman Co., and the joining of forces with the Hammann-Levin Co., which took place last month, puts under one roof a complete and varied stock of all musical instruments. Among the lines carried are talking machines, Martin band instruments, Atwater Kent, R C A, Zenith and Stromberg-Carlson radio products and Leedy drums.

The Arborphone Five-Tube Receiver Has Strong Appeal

The Precision Products Co., Ann Arbor, Mich., recently introduced to the music-radio trade the Arborphone, a five-tube receiver, employing two stages of tuned radio frequency amplification, detector and two stages of audio amplification. All tuning is accomplished by two large knobs, one controlling two tuned circuits, the knob being split to give independent control of either circuit at will. A stabilizing switch is provided for balancing the set and improving the tuning of stages in the crowded lower-wave bands.

The set is designed to operate with a short

aerial and ground, either an outside or inside concealed aerial being used. The cabinet design is new and distinctive, the receiver being finished in high-lighted dark brown mahogany with hand-rubbed finish. A genuine walnut panel board with an antique bronze dial plate of conservative design and subdued finish make the Arborphone an attractive piece of furniture, harmonizing with either the mahogany or walnut in the room. Precision Products Co. recently purchased the radio manufacturing division of the Machine Specialty Co., of Ann Arbor, thus increasing the production of Arborphone receivers to meet a demand that shows signs of growing to large proportions.

Miss L. M. Guth Honored by National Credit Ass'n

Credit Manager of the Plaza Music Co. Is Appointed Chairman of a Committee of Seven of the National Credit Association

Miss L. M. Guth, credit manager for the Plaza Music Co., who some time ago was appointed chairman of the women's committee of the New York Credit Men's Association, has been further honored by being appointed chairman of the committee of seven of the National Association. This announcement was made at the first dinner of the New York Credit Men's Association, held recently at the Martinique Hotel, New York City.

At this dinner J. H. Tregoe, executive manager of the National Association, was the speaker of the evening. In his address Mr. Tregoe sketched for his audience a picture of credit progress in the United States during the past thirty-six years. He showed how, through the weakness of the bankruptcy laws of the past and through a former lack of co-operation prior to present-day association of credit men, conditions were quite chaotic. This has not only been greatly improved and the bankruptcy laws strengthened, but unusual progress is being made, setting new standards throughout the country.

It is understood the appointment of Miss Guth, of the Plaza Music Co., establishes a radical precedent in the National Association's activities.

The New York Band Instrument Co., New York, tied up with the concerts by Raquel Meller by record advertisements in local papers.

Big Publicity Campaign on Stewart-Warner Products

From October 10 to Christmas Seventy-one
Cities Throughout the Country Will Read
About Matched Unit Radio Sets

Beginning October 10 and continuing until Christmas the leading newspapers in seventy-one cities in the United States will carry a series of advertisements of the Matched Unit Radio products manufactured by the Stewart-Warner Speedometer Corp., of Chicago. The advertising department of the corporation chose metropolitan newspapers covering the smaller towns in their sections almost as thoroughly as local papers, and prepared mats, electros and other advertising helps free of charge for the dealers' use in tying in with the national campaign.

In several cities where the newspapers published special radio show numbers before October 10 advertisements of the national series were printed in these special editions. In addition to the advertising matter every newspaper on the list was furnished with publicity stories to be used with the campaign, and in this connection the Stewart-Warner Air Theatre WBBM proved a valuable asset. Stories concerning WBBM have not only appeared in publications carrying Stewart-Warner advertising, but in small-town newspapers in all parts of the country, and the name Stewart-Warner is now one of the best known to radio enthusiasts.

New Eagle Trickle Charger Proves Popular With Trade

Eagle Charger Corp. States That All Products
Are Moving in Satisfactory Fashion—Using
Big Newspaper Ad Campaign

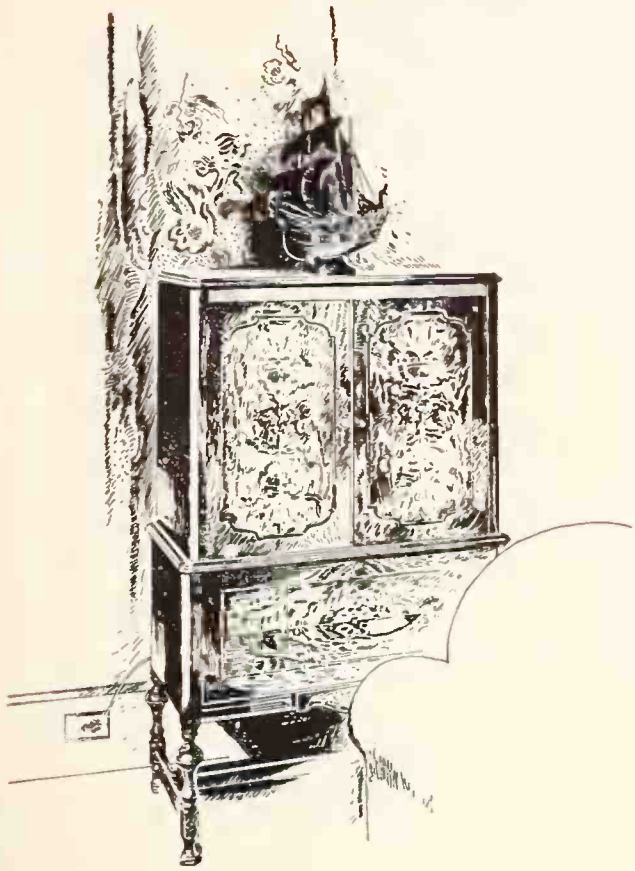
PHILADELPHIA, Pa., November 7.—The new Eagle trickle charger, made by the Eagle Charger Corp., of this city, is proving a big success. Although all products of the Eagle line are moving well, according to I. A. Margolies, sales manager of the company, this little charger, which not only charges "A" batteries but "B" batteries as well, is proving the leader of the line.

The Eagle Charger Corp. has embarked on a newspaper campaign in its native city. The Philadelphia Bulletin, Inquirer and Ledger will be used on Fridays, Saturdays and Sundays until December 11. It is also planned to use space in two New York papers as well, the News and the Sun.

Famous Bridge Built by a Famous Engineer

H. D. Leopold, the father of H. Donaldson Leopold, advertising and sales promotion manager of the Carryola Co. of America, Milwaukee, Wis., portable phonograph manufacturer, was the builder of the Bear Mountain Bridge, recently described in the Saturday Evening Post and metropolitan newspapers. Mr. Leopold, Sr., who was the resident engineer, designed the plans and personally supervised the construction, the bridge being completely built in eighteen months, an operation which is regarded as a feat, since it took thirteen years to build the Brooklyn Bridge. The Bear Mountain Bridge, between New York and New Jersey, is the largest single suspension bridge in the world. Mr. Leopold also built the largest hangar in the world, at Lakehurst, N. J., which housed the Los Angeles dirigible.

The Rutan, Kansas City, Mo., has been incorporated with a capital of \$15,000 to manufacture and deal in musical instruments. The incorporators are John A. Rutan, Hallie B. Rutan and Jay M. Lee.



KELLOGG Radio

*has been selected
as the Radio of*

Flawless Reproduction

by prominent Wholesale and Retail Distributors everywhere — among which these concerns are known throughout the land as Leaders in the marketing of Musical Instruments.

Landay Brothers

ELEVEN STORES IN NEW YORK & NEW ENGLAND

Grinnell Brothers

FORTY STORES IN DETROIT AND MICHIGAN

Baldwin Piano Co.

PROMINENT CHICAGO MUSICAL HOUSE

Sherman, Clay & Co.

SAN FRANCISCO • LOS ANGELES • PORTLAND • SEATTLE
AND SPOKANE — 15 RETAIL STORES ON THE COAST

Kellogg Switchboard & Supply Company

Licensed under application for letters patent of Radio Frequency Laboratories, Inc. (R.F.L.)

1066 West Adams Street, Chicago

Federal-Brandes, Inc., Merger Completed With Authorized Capital of \$10,000,000

Rudolph Spreckels Chairman of Board—Lieut. Commander Ellery W. Stone President of Corporation—Headquarters in San Francisco—Merged Firms Were Leaders in the Radio Industry

The Federal Telegraph Co. of California, founded in 1911, and the Brandes Products Corp. of the United States, Canada and England, founded in 1908, two of the oldest radio companies in this country, announce the completion of a merger under the new name of Fed-



Lieut. Commander Ellery W. Stone

eral-Brandes, Inc., with an authorized capitalization of \$10,000,000. Both companies are pioneers in their respective fields of commercial radio communication and radio acoustics.

Headquarters of the new corporation are located in the Hobart Building, San Francisco, with five plants manufacturing radio equipment at Newark, N. J.; Palo Alto, Cal.; Toronto, Canada, and Slough, England. The common "A" stock is being quoted on the San Francisco exchange, and it is expected that application will be made to list on the New York Stock Exchange.

Officers of the merger are headed by Rudolph Spreckels, of San Francisco, chairman of the board. He is the president of the United Bank & Trust Co. of California and is a prominent capitalist on the Pacific Coast. Lieut. Com-

mander Ellery W. Stone, U. S. N. R., has been elected president of the corporation. He is also a director of the United Bank & Trust Co. and is prominent in the radio industry as an engineer, the author of text-books on radio and as a successful executive.

Other officials are Frederick Dietrich, of Newark, vice-president in charge of production, who also continues as president of all the Brandes companies; M. C. Rypinski, of New York, vice-president in charge of patents and development; Augustus Taylor, of San Francisco, secretary; Walter H. Dodd, New York attorney, assistant secretary; J. E. Godcharles, of San Francisco, treasurer, and Frederick Dietrich, assistant treasurer. D. S. Spector, of New York, general manager of the merchandising division, will direct sales of the American, Canadian and English companies.

C. A. Spreckels, president of the Federal Sugar Refining Co., of New York, is chairman of the executive committee. The other members are Messrs. Dietrich and Rypinski.

Composing the board are Rudolph Spreckels and Messrs. Stone, Dietrich, Rypinski, Taylor, C. A. Spreckels and Howard Spreckels, Robert Hays Smith and Horace Hill, San Francisco capitalists.

The Federal Telegraph Co. introduced continuous wave transmission into this country through the Poulsen Arc, which it controls in the United States, and which changed the art of radio transmission. The company operates a radio communication system between the leading Pacific Coast cities, and is the only company in the world successfully operating a point-to-point land radio system. The majority of the world's high-powered commercial transmitting stations, including the Lafayette, in France, the largest in the world, were built by the Federal Telegraph Co.

In addition to its land system the company has been concerned with the development of its marine radio service. Dr. Frederick A. Kolster, its chief research engineer, is the inventor of the radio compass, described by the Commissioner of Lighthouses as the most important nautical instrument produced since the magnetic compass. He also developed the decrementer for measuring wave-lengths, and the radio fog signaling system.

Dr. Kolster has been engaged in radio research work since 1902. The small, rotating loop used on receiving sets originated as a part of his radio compass. He was chief of the Radio Division of the United States Bureau of Standards for several years, and represented the Government as technical adviser to the American Delegation at the International Radio Convention, in London, in 1912. Recently he developed the Kolster broadcast receiver, which is now being manufactured in the two Newark factories of Federal-Brandes, Inc.

The Brandes Products Corp., with its affiliated companies, has been a leader in radio acoustics since 1908. It originated the "matched tone" feature in headsets and developed the first commercial acoustical housed cone-type speaker. Its activities are international with these speakers, as well as with headsets, transformers and other radio specialties.

Garod Radio Sets Used on Canadian Railroads

Monotony of Long Train Journeys Is Dispelled by Use of Radio Receivers—Long-Distance Reception Is a Common Occurrence

On the Canadian national railways radio reception is now a permanent part of the service. According to reports there have been some remarkable long-distance reception records established since the inauguration of this new fixture. Recently in the observation car of the Canadian National transcontinental express the audience listened to the strains of music broadcast by Vera Cruz, Mexico. This program was received while the train was thundering along at the rate of sixty miles an hour near Edmonton, Alberta, Canada. The same Mexican program was received previously while the train was passing through Manitoba.

Roy Cummings, a member of the service engineering staff of the Garod Corp., states the above is just one example of the remarkable distance reception now possible on these Northern trains. Mr. Cummings has just returned to the Garod factory, Belleville, N. J., after one of his periodical inspections of the installations maintained by Garod on the Canadian railroad.

For over three years the Canadian national railways have been experimenting with radio reception on their trains for the purpose of relieving the monotony of the longer journeys. The choice of the Garod, a standard neutrodyne receiver, was made following the great number of experiments.



Phonographs and Radio Cabinets

STYLE 21
Genuine Mahogany or Walnut only.



STYLE 17
Genuine Mahogany or Walnut Phonograph only



STYLE 85—RADIO CONSOLE
Accepts Panels Up to 8x26 Inches.



STYLE 1
Gum Mahogany, Golden or Fumed Oak.



STYLE 2
Gum Mahogany, Golden or Fumed Oak.



Excel Phonograph Manufacturing Company
402-414 West Erie St., Chicago, Illinois

These illustrations show several of the many late models of our line, which have been redesigned, right up to the minute, with especial reference to the Radio-Phonograph Combination, destined to be the standard household unit.

These instruments are produced in all the popular finishes and styles, including Uprights, Consoles and Wall Cabinets, and our facilities enable us to make prompt deliveries and most attractive trade prices. *Catalog and price list mailed on request.*

Important Activities and Trade Changes Feature Month in Los Angeles Territory

Barker Bros. to Open a Branch Store in Hollywood—Herman Beck in New Post—Daily Broadcasting by Association Has Favorable Effect on Radio Business—New Radio Jobbers

LOS ANGELES, CAL., November 3.—J. W. Boothe, general manager of the music department of Barker Bros., announces that a branch store will be opened in Hollywood next month when complete stocks of some of the standard lines of phonographs will be carried in addition to other musical instruments. Barker Bros. have for some time conducted a branch store in Long Beach very successfully under the management of Earl Dibble.

Beck Joins Wurlitzers

Hermann Beck has been appointed manager of branch stores in southern California for the Rudolph Wurlitzer Co. Mr. Beck was, until quite recently, in charge of the music department of the Broadway Department Store, where he had established an excellent record; he originally was regarded as essentially a phonograph man, but in late years has been in charge of general and other musical instrument departments.

Association Broadcasts Daily

A daily hour's program is given under the auspices of the Radio Trades Association of Southern California between two and three p. m. The program is broadcast over KNX and consists of orchestral selections by the Radio Trades Association Concert Orchestra, which seems to meet with the approval of all, many letters of appreciation from dealers and from the general public having been received. This arrangement whereby daily programs are given was made by the Association in order that radio dealers might be assisted in the demonstration and sale of radio sets in the afternoon at a time when there is little of interest being broadcast; sales from demonstration, which

would otherwise be postponed until evening, are thus more easily effected during the day.

Wiedoeft and Orchestra Return

Herb Wiedoeft and his famous orchestra are back again in Los Angeles after a most successful transcontinental season. They are playing at the Cinderella Roof and received a tremendous ovation on the first day of their return. New orchestra records of this famous exclusive dance orchestra are being recorded by the Brunswick Co. in its Los Angeles recording laboratory.

New Radio Jobbers Appointed

Chanslor & Lyon have been appointed distributors for Zenith for California. This is the

initial investment of Chanslor & Lyon in radio and it is understood that they will carry standard tubes and batteries and other accessories. The radio department is in charge of N. J. Etienne, who has been in the radio business for a number of years, including the last three years with the Zenith Co. Chanslor & Lyon are an old-established firm in the automotive business in a very big way, with branches in San Francisco and other cities.

Association Plans Big Meeting

A monster get-together meeting of the Radio Trades Association of Southern California will take place on Monday evening, November 15, at the Elks Club. Plans have been made in order that the meeting may be very instructive and interesting and a delightful entertainment has also been arranged. R. B. Yale, of the Yale Radio Electric Co., will be chairman of the day and his personal acquaintance with a host of radio dealers alone will insure a large attendance.

Improvement in Talking Machine and Radio Business Noted in the Akron-Canton Field

Indications Point to a Satisfactory Sales Volume During Remainder of the Year and Dealers Are Optimistic—Starr Co. Opens Branch—Columbia Artists' Appearances Aid Sales

AKRON-CANTON, O., November 8.—After several months of apathy the talking machine record and radio business in the Canton-Akron area has taken a turn for the better and indications point to a good volume of sales the remainder of the year. Survey of the district shows practically all of the leading dealers are busy and are looking forward to even greater volume of business after Thanksgiving. Distributors of Victor, Columbia, Sonora and Brunswick machines all report a marked improvement in sales since the first of October. Record sales have also increased proportionately in the past thirty days.

Talking machines are in good demand here, according to George C. Wille, well-known Canton dealer. The same is true in the Akron district, according to the George S. Dales Co., Windsor-Poling Co. and the M. O'Neil Co. The Brunswick Panatrope is meeting with good response in this territory, according to the D. W. Lerch Co.

Considerable loss from fire to the talking machine and record department of the Gensmer Bros. Co., Kent department store, recently was reported by officials. It is planned to re-establish business at the former location. Total loss to building and contents was approximately \$50,000.

It is announced that Miss Margery Scott has been placed in charge of the record department at the George C. Wille Co. She formerly was in charge of the sheet music department of the same store.

A factory branch of the Starr Piano Co. has been opened at 114 West Fifth street. A line of talking machines as well as pianos will be merchandised, it was announced. The branch is to be maintained only temporarily.

A larger area will be devoted in the future to talking machines as a result of the merger of the Anderson Piano Co. and the House of Soward, two well-known Dayton, O., music houses.

Hiram W. Hunt, proprietor of the Melodia Music Co., Troy, O., and Hunt's Music Store on East Main street, has made an assignment to W. A. Haines.

Announcement is made that the talking machine department of the Paul Winters Piano Co., New Philadelphia, will be enlarged within a short time.

Ace Brigode and his Fourteen Virginians, widely known Columbia, Edison and Okeh record artists, have been playing in the Akron-Canton district for the past several weeks, dividing the time between East Market Gardens, Akron, and Moonlight Ballroom, Canton. According to music dealers in the two cities, sales of their records have been greatly stimulated.

The new home of Wurlitzer, on South Ludlow street, Dayton, will be ready for occupancy soon after the middle of November.

Announcement is made that the M. O'Neil Co., Akron department store, has taken over additional floor space for the enlargement of its radio section. William Wolf, with many years' experience in the radio and electrical work, has been named manager of the radio department at the M. O'Neil Co. store, which is enjoying a steadily growing volume of business on radio sets and accessories.

Get Your Copy NOW!

Big New Udell Catalog



No. 746
Radio Cabinet
Specially for Atwater
Kent Model 20 Compact
and Model 30. A typical
example of the many
splendid UDELL values.



The UDELL WORKS, Inc.
 Established 1873
 28th St. at Barnes Ave.,
 INDIANAPOLIS, IND.

You can make friends and money by stocking and selling this line now! UDELL Radio Cabinets, Tables, Player Roll Cabinets and Console Talking Machines. Our complete lines are on permanent display at BOTH the American Furniture Mart (space 1029), Chicago; and the Furniture Exchange (space 314), 206 Lexington Ave., New York. It will pay you well to see them there!

The
Beautiful
Model 17

Adds a final touch of distinction to any home. The artistry of the cabinet work is of rare loveliness. The antique Spanish Brown finish is in extremely good taste, and appeals to a great number of phonograph buyers who are looking for the unusual.



In All the Field, No Selling Value Such as Offered in this *New Line!*

Model 9

A smaller phonograph embodying all the charm and distinction characteristic of the model illustrated above.



HERE is an unprecedented offer to merchants who are looking for a line of musical instruments that really offers genuine man-sized profits. It is an unusual opportunity for retailers who want a better instrument, to sell for less, than has ever been offered before.

The EUPHONIC is a beautiful phonograph. Rich in design. Unusually distinctive in cabinet-work. Lustrous finish of rare antique appearance. Astounding realism in reproduction of voice or instrument. Tone chamber of marvelous construction unequalled in the field.

The Euphonic line is unsurpassed on the market today—for value, for range of discounts, and for protective merchandising policy!

We invite correspondence with you, so that we can explain in detail all the advantages offered by us. We know you will recognize this as the most profitable proposition ever offered the musical trade. Take advantage of it today. Write.

WASMUTH-GOODRICH CO.

Manufacturers of Phonographs and Radio Cabinets

Peru, Indiana

The Euphonic
—an instrument of distinction

The Trade in PHILADELPHIA and LOCALITY

Quaker City Dealers Look Forward to Busy and Profitable Holiday Season

Demand for New Talking Machines, Records and Radio Continues Strong Throughout the Entire Territory—Plans of Trade to Cash In on Holidays Are Completed—The News

PHILADELPHIA, PA., November 8.—If present-day activity in the talking machine industry of the Quaker City is a criterion upon which to build for a happy Christmas for the dealers there may be expected one of the brightest of holidays ever experienced in the trade within recent years. From the manufacturers to the distributors in the wholesale and retail branches of the industry the demand for talking machines of the newest types continues to keep pace with production. Among the distributors a decided shortage of stocks on hand is experienced. Factory shipments are sent on their way before they are unpacked in the warehouses, so that distributors find themselves urgently in need of many of the most popular styles, with a waiting list to consume all incoming goods for the next few weeks.

In order to avoid shortage of holiday goods the dealers are urging the public to buy at this early date and in many cases have been successfully securing advance Christmas purchases. They state that cash orders are more frequent than they anticipated, indicating the public as being plentifully supplied with funds. The larger downtown retailers have been campaigning for early holiday shopping and it is among this class of houses that cash orders are forthcoming. These dealers are particularly successful in securing advance orders for the higher

priced models in the \$900 to \$1,000 types and this class of trade are the cash buyers.

As business grows with the waning year the dealers are convinced that the methods best adapted for promoting sales of machines are to keep up the good work of demonstration concerts before the public and the tie-up with local entertainments and amusements featuring the recordings as adopted ever since the new types of talking machines made their appearance. The constant exploitation of the new types through concert and other demonstrations has brought the machines before the public with practical results in dollars and cents, and whatever extra expense the dealers have taken upon themselves to carry out their plans of public demonstration has been returned manifold.

Records have been moving apace with the demand for machines, and unless dealers are preparing for the holidays accordingly, with present-day urgent needs for these trade commodities, the distributors are prone to believe that the retailer will be caught short of many popular numbers. Distributors, while able to fill most orders for records, still are obliged to await the factory's convenience in meeting demands because of the overburdened working facilities and the oversold market on records.

Tie-Ups Move Records

Tying up with local artists in special record-

ing through the Victor resulted in the wide exploitation of two prominent bands and orchestras in this city, that of the P. R. T. Co-operative Band and the orchestra of Harry MacDonald featured at the King Joy Restaurant. The H. A. Weymann & Sons Co. during the month sent out notices to the dealers informing them of plans for the ready stocking of the two recordings with special poster service for window displays and advertisements. The Weymann Co. also announced a special offer on the Black Label records in 100 lots and backed the dealers with broad advertising of the records. On Thursday, October 21, the firm co-operated with the Victor Co. in the full page ad in the daily press on special recordings of the Waring's Pennsylvanians records, while that musical organization played at the Stanley Theatre in this city.

Phonograph Society Organized

Outstanding of trade events in the closing days of October was the organization of the Philadelphia Phonograph Society, with a membership of patrons of the talking machine industry among the public who are interested in the promotion of good music and better recordings as represented by the phonograph trade featuring high class records. This entirely original and new factor in the promotion of high class recordings among the consuming public had its origin with the Phonograph Monthly Review, published at 64 Hyde Park, Boston, Mass., a publication designed to foster an interest in high class records among the public through the retailer by stimulation of interest among those desiring the higher type

(Continued on page 88)

The New Orthophonic Victor Record

Offers you a wonderful opportunity to increase your business and make a substantial profit.

Co-operate with VICTOR ADVERTISING appearing in your local newspaper. Announce it to your customers and emphasize the five points of superiority over any other Record made.

DEMONSTRATE the new Record on an ORTHOPHONIC VICTROLA and cash in

Philadelphia Victor Distributors, Inc.

835 Arch Street, Philadelphia

Price
\$35⁰⁰



For Xmas Sale--A Startling Leader

STANDING head and shoulders above the field of ordinary portables, the Caswell Aristocrat looms up as the paramount holiday profit-opportunity!

It is an ideal holiday gift unequalled anywhere for quality and value. Its low price, combined with the unusual and extraordinary features offered only by Caswell, will make it the leading choice of people who demand the greatest value for the money expended.

Nowhere else can you find such a sales-getting attraction! Think of it—a superb portable phonograph covered with deep grain *genuine* leather, applied over a three-ply veneer case by a special process (patent applied for) to retail for \$35.00!

This is without a doubt the outstanding portable phonograph value of the year. Numerous other features, *exclusive* with Caswell, give you an advantage that cannot be equalled by the competing trade.

Remember this—every one of these big Caswell sales factors is vitally important to you. If you are interested in securing greater profits, JOIN WITH CASWELL NOW! The Caswell “golden rule” selling policy protects the jobber and dealer, and affords him remarkable holiday opportunities to greatly increase sales.

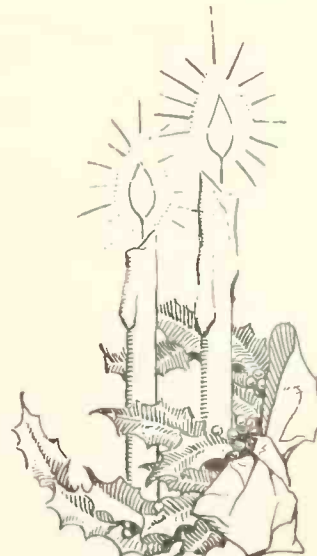
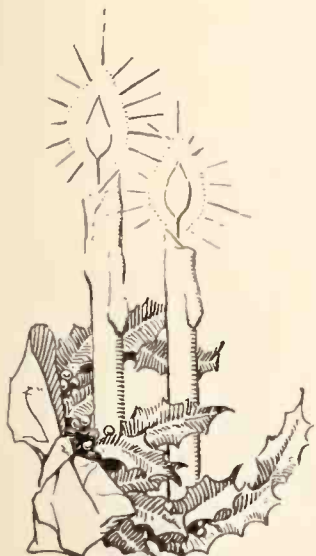
Caswell Manufacturing Co.

PORTABLE PHONOGRAPHS OF DISTINCTION

MILWAUKEE, WIS.
U.S.A.



ST. PAUL AVE.
AT 10TH STREET



THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 86)

of records, and lovers of good music, over the talking machine. The meeting for the organization of the new body was held on October 27, at the headquarters of the Columbia Phonograph Co., 40 N. Sixth street, under the direction of Axel B. Johnson, manager of the Phonograph Monthly Review.

The first gathering brought together thirty enthusiasts among the patrons of the retailers, and they heard Manager Johnson outline the aims of the Society while others interested in the promotion of the new association gave their views on the eventual developments of such a movement. Following the opening address of Manager Johnson, election of officers took place, with Professor Fred Rouser, noted leader of German Choral Societies, elected president, and James B. Yarnall to the office of secretary.

It was learned that the organization of the new society was purely for the promotion of better recordings and that it was unaffiliated with any of the manufacturing, distribution or retail firms for business purposes but that prominent concerns in all branches of the industry were co-operating with the Society in promoting its aims to stimulate the purchase of high grade recordings, solely in the interest of better music and elevating entertainment among the public. Manager Johnson stressed emphatically that the altruistic aim was to bring together those interested in the development of appreciation of better music. He disclosed the fact that the membership was open to the public generally solely for the good of musical enterprises as represented in the phonograph and its recordings.

While the first gathering brought an initial attendance and enrollment of thirty members it is expected that by the time the next meeting takes place on December 12 this will have been raised to more than 100. The sessions of the new organizations will be held monthly at the various headquarters of the manufacturers in this city, the December gathering to be assembled at the Brunswick headquarters, 40 North Sixth street, when Manager George Lyons will act as chairman. At the first session of the new Society Manager J. J. Doherty, of the Columbia Phonograph Co., was chairman and various local executives of the manufacturers or distributors will preside from time to time as the sessions are held.

Victor Distributors Remodel Display Room Philadelphia Victor Distributors, Inc., have

**The
Wondertone**

Retails at \$5.00
Usual trade discount

Actually revolutionizes the old type phonograph, bringing out with absolute fidelity almost unbelievable reproduction.

Strong volume and beautiful clarity embracing the entire musical register.

Order a sample now

GUARANTEE TALKING MACHINE SUPPLY CO.
Note New Address - 35 North 9th St. Philadelphia, Pa.

Write for our latest Main Spring Chart



completed extensive alterations at headquarters at 835 Arch street. As a result there has been provided on the second floor a large and complete display room for the entire Victor line. This room, with its attractive fittings and decorations, has been designed solely for the benefit of the Victor dealers in the territory and is placed at their disposal to bring their customers. Although the power and lighting supply in the business section of Philadelphia is direct current, Louis Buehn, president of the company, has made arrangements with the electric light company whereby a special alternating current wire has been extended to the Philadelphia Victor Distributors' headquarters. This permits the demonstration of the entire Victor electric line without devices for change in the current from DC to AC.

Fire Fails to Destroy A-K Quality
There was recently displayed in the windows

of the Motor Parts Co., Atwater Kent distributor, on North Broad street, this city, an Atwater Kent Model 20 compact which had been literally burned to a crisp. The cabinet was a mass of charred wood and the dials misshapen by the heat of the fire that destroyed the home of the man who owned it. Despite the unusual experience which the set had gone through and its decrepit condition it was still capable of bringing in station after station.

Makes Helpful Suggestions to Dealers

The service department of H. A. Weymann & Son, Inc., Victor distributor, has sent a number of helpful suggestions to its dealers during the past month. The new records in the Victor catalog, by the Reverend J. M. Gates, were the subject of one letter; the new Orthophonic Victrolas another. One letter was devoted entirely to suggestions for tying up with the full-page advertisement placed by the Victor Talking Machine Co. on Orthophonic records and another on placing increased effort behind the sale of the old type Black Label record.

Introduces the Wondertone Reproducer

The Guarantee Talking Machine Supply Co., of this city, of which W. H. Posner is the head, has introduced a new product to the talking machine field, the Wondertone reproducer. The Guarantee Co. has built up its business upon the reputation of Guarantee main springs and talking machine repair material and also on the Guarantee portable. This reproducer is of the new type with metal guard and is being produced to meet a popular-priced market.

Record Month for Columbia Branch

Enthusiasm over the excellent record attained in the month of October on the sale of the Columbia and its new type Viva-tonal machines on the part of Manager J. J. Doherty is justified in the accounting of the Philadelphia business at the close of the month. It shows that the October sales were the largest in any single month in the past three years and that the record sales kept pace with those set by the machines. Manager Doherty spent part of the month in Allentown, Pa., calling on the dealers in that section.

Among the concerns adding the Viva-tonal Columbia during the past month were William Keeback, of Reading, Pa.; M. Freed, of Pittson, Pa., and C. C. Beach, Canton, Pa., while S. Lewis & Son, 1109 Broadway, Camden,

(Continued on page 90)

We are distributors
of
the famous
Farrand
Speaker

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



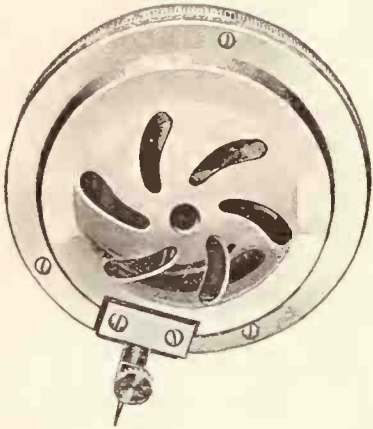
Trilling & Montague
49 N. Seventh St., Philadelphia, Pa.

"Grow With Us"

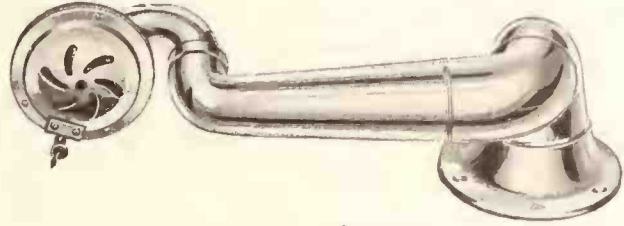
ORO-TONE Trade Leaders

The New Military Oro-Phone with Compo Brass and Copper Arm

No. 90
Extra Loud
Military Oro-Phone
Reproducer
Nickel Finish
List Price \$7.50
Gold Finish
List Price \$10.00
Fits old type Victor,
Columbia, Brunswick
and all other tone arms



The New No. 90 Military Oro-Phone is an extra-loud reproducer for customers who want tremendous volume. For louder and stronger music of any kind, the Military Oro-Phone, with either C-1 all brass arm or the E-1 composition arm, will give the very best results. Also sold without tone arms. Fits all phonographs.



The No. E-1 Composition Brass and Copper Alloy Arm is new in material and design, practically unbreakable and produces a deep, solid, non-vibrating tone. Supplied in 8½ and 10½-inch lengths.

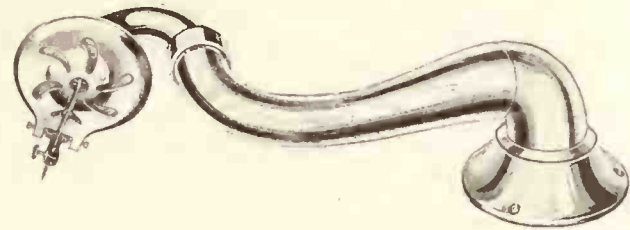
List price, nickel finish, \$5.00. Gold finish, \$7.50.

The Original Oro-Phone with All-Brass Tone Arm

No. O-76
Original
Oro-Tone
Reproducer
Nickel Finish
List Price \$7.50
Gold or Oxidized Finish
List Price \$10.00
Fits old type Victor,
Columbia, Brunswick
and all other tone arms



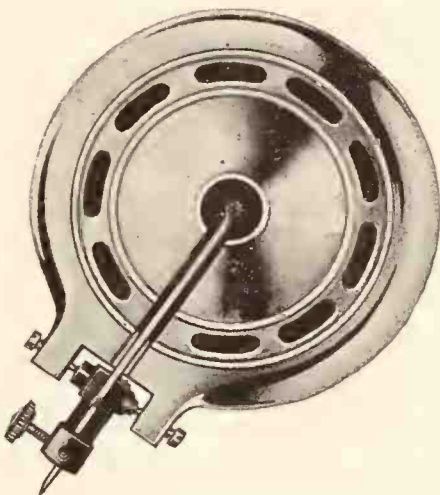
The No. O-76 Original Oro-Tone Reproducer brings the much-desired deep, rich, glowing music to old-type phonographs. The volume is sufficient to fill the largest room, yet there are no unpleasant overtones. Can be sold with or without tone arms. Fits all phonographs.



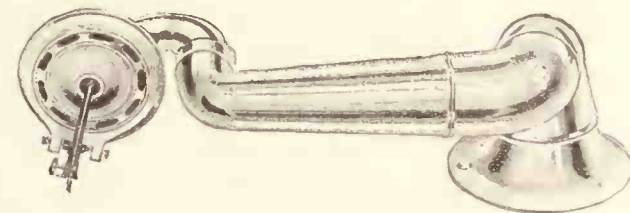
The No. C-1 All-Brass Tone Arm is of gradual taper design and air-tight construction. It is guaranteed unreservedly like all Oro-Tone products. Supplied in 10½-inch length; also 8½-inch after December 15th. List price, nickel finish, \$7.50. Gold finish, \$10.00.

The Flexo-Phone Reproducer with Compo Brass and Copper Tone Arm

No. 78
Flexo-Phone
Reproducer
Nickel Finish
\$5.00
Gold or Oxidized Finish
\$7.50
Fits old type Victor,
Columbia, Brunswick
and all other tone arms



For the dealer who wants to meet the demands for a lower-priced reproducer. Has a standard size hub connection and will fit the C-1 arm and the E-1 arm described above.



Will fit the old-type Victor and all other tone arms with standard size reproducer connections. Has a flexible or floating diaphragm and produces a rich tone of excellent quality and volume.

There is an enormous demand for these reproducers and tone arms, for the reproduction of the new electrically-recorded records which old-style devices cannot successfully handle. Cash in on this big opportunity by ordering now!

THE ORO-TONE COMPANY

1010 George St.

Chicago, Ill.

ORO-TONE for a better tone

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 88)

N. J., stocked with an entirely new line of the Columbia Viva-tonal and records.

Buys Assets of Diamond Co.

Following the purchase of the Diamond Furniture Company, and its assets and building at 2107 Germantown avenue, by Joseph Jacobs, formerly of Jacobs, Inc., 1501 Germantown avenue, the business will be augmented by the addition of a complete stock of the Columbia phonographs. The new owner for many years has been identified with the Jacobs, Inc., firm, also engaged in the furniture business and large dealers in talking machines. He severed his connection with the Jacobs concern following his affiliation with the new firm as sole owner.

Tie-Up With Halloween

Tuning-in with the merrymakers of the Halloween festivities the firm of M. Grass & Sons, 2729 South Sixtieth street, decorated the store with witches and goblins and the luscious pumpkin and other harvest emblems. The new quarters of the company provide 3,000 square feet of space with 500 square feet to the balcony where the radio department is maintained and devoted to the Atwater Kent, RCA and Zenith sets. The main floors are given over to the display of the Orthophonic. Recently the firm entered the wholesale sheet music business in conjunction with the Philadelphia headquarters of the Q R S Co., featuring the sheet music of that firm and its mechanical rolls for pianos. Alex Grass will be in charge of the sheet music section while William Grass will continue the management of the West Philadelphia store.

Remodeling at Linton Store

With the advent of the holidays the new store front of the Linton Co., at 4713 Frankford avenue, will be entirely installed with its two new bulk display windows and modern entrance. When the store remodeling is completed there will be a special opening for the demonstration of the Orthophonic and other Victrolas, and the recently added line of Brunswick Panatrope.

Machine and Record Scarcity Expected

Just what may be expected with the advent of the holidays and the prospects for securing Orthophonics and other Victor types of talking machines is forecast in the present heavy demands made on the stocks of the Philadelphia Victor Distributors, Inc. Hardly are these talking machines received in the warehouses



3½" Dia. Pat. 1922

For Christmas

A Christmas Velvaloid Record Cleaner with HOLIDAY GREETINGS will make a most attractive gift for the dealer to present to a selected list of customers. Send for sample. It is worth your consideration. Then order early. Make your Christmas this year worth while.

Direct or thru your jobber.

PHILADELPHIA BADGE CO.

Manufacturers

942 Market Street

Philadelphia, U. S. A.

before they are sent on their way again into the shops of the dealers who are in urgent need of goods to fill over-sold order lists. There also is scarcity among the records, and unless the holiday requirements are placed at this time the dealers may be found wanting in many of the salable numbers.

President Louis Buehn and Vice-President Harry E. Ellis, of the Philadelphia Victor Distributors, Inc., were greeted by dealers of the Cumberland Valley during a tour of that section of the State in the past month. En route to headquarters here, a stop-off was made at State College, where the officials of the company paid a brief visit to President Buehn's son, Louis Buehn, Jr., who is a student at that educational institution.

Drive on Brunswick Panatrope

Campaigns instituted during the month for the broadening of the retail field for the Brunswick Panatrope and the newest of Spanish styles in phonographs, recently put out by that manufacturer, were fruitful in adding to the list of local stores that have become dealers of the line. Manager George A. Lyon, of the Philadelphia branch, made the round of the up-State and city, lining up the new Brunswick dealers. Among the cities visited were Reading, Harrisburg, Scranton and Wilkesbarre, where displays of the new models were made. H. C. Morseburg, Philadelphia representative of the company, conducted a special display of the new Seville and Madrid styles and the Panatrope at Atlantic City.

Guarantee Portables Popular

A world-wide reputation is being developed by the Guarantee Talking Machine Supply Co. for its portable types of talking machines within recent times. The latest country to import

the Guarantee portables and repair parts and accessories is Japan. During the month the firm entertained one of the leaders among the music goods importers from the Flowery Kingdom who arranged for the importation and distribution of the Guarantee portables. The new De Luxe model has been a heavy seller as a Christmas number and is growing among the favorites in this type in many sections of the country. There are four types of these portables now on the market, the Keentone, Guarantee and Guarantee Special being the other three in the line. E. Bauer, who has been touring through western Pennsylvania, with a profitably filled order list as result of the tour, is again at headquarters here.

Predicts Talking Machine Boom

An old-time boom in the talking machine industry is predicted by the traveling member of the J. A. Fischer Co., 730 Market street, Irvin Epstan, who has just returned here after a trip through the South and to Havana, Cuba. He found all dealers alive with business enterprise and enjoying a good old-fashioned demand for all types of the new machines and for accessories and parts. So successfully marketed were the first orders for the new No. 12 tone arm of the Valley Forge make and the latest all-brass style, and the recently introduced Val Phonic reproducer, that the firm is shipping all its factory production to the dealers just as soon as it is completed, with no accumulation of these for stocking purposes and a waiting order list for future deliveries.

While in Havana Mr. Epstan encountered one of the most exciting experiences of his life and one that rarely is confronted. He was stopping at the Hotel Plaza when the hurricane, which recently wrecked a large portion of the coast, began its work of devastation. While the wind rocked the foundation of the structure and the roar of waves over the walls of sea thundered a warning of invasion to the inhabitants of the Isle, the Philadelphia representative of the Fischer Co. went through a hair-raising experience of suspense over the outcome of the hurricane. As the roof was torn from the building, he sought shelter on the lower floor, remaining in safety there until the storm had spent its fury.

Going After Christmas Business

After a triumphal campaign and demonstration extended throughout the month of October the talking machine section of C. J. Heppe & Son, 1115 Chestnut street, has been successful in landing many advance cash orders for the Christmas season and a larger number of others on time payment. The campaign and attractively arranged exhibition, held in headquarters, was a huge success in the drive for the early placing of Christmas purchases, of the Orthophonic and the Brunswick Panatrope, which recently was added on an extensive scale. Manager Leo Cromson was promoter of the campaign and exhibition, and expresses gratification over the many orders secured. There also has been enjoyed a very good season for the RCA and Atwater Kent radio receiving sets.

Beach's Music Store, Canton, Pa., has added the complete line of Columbia Viva-tonal phonographs and New Process records.

WE are prepared to supply Victor Dealers located in the territory we cover with the

Orthophonic Records

Now is the opportune time for Victor Dealers to place comprehensive orders and get into stock such numbers that will have continued sale.

The ORTHOPHONIC RECORDS offer sales opportunities that every Victor Dealer should take advantage of.

Victor Wholesalers

H.A.WEYMANN & SON, INC.
1108 Chestnut Street - Philadelphia, Pa.

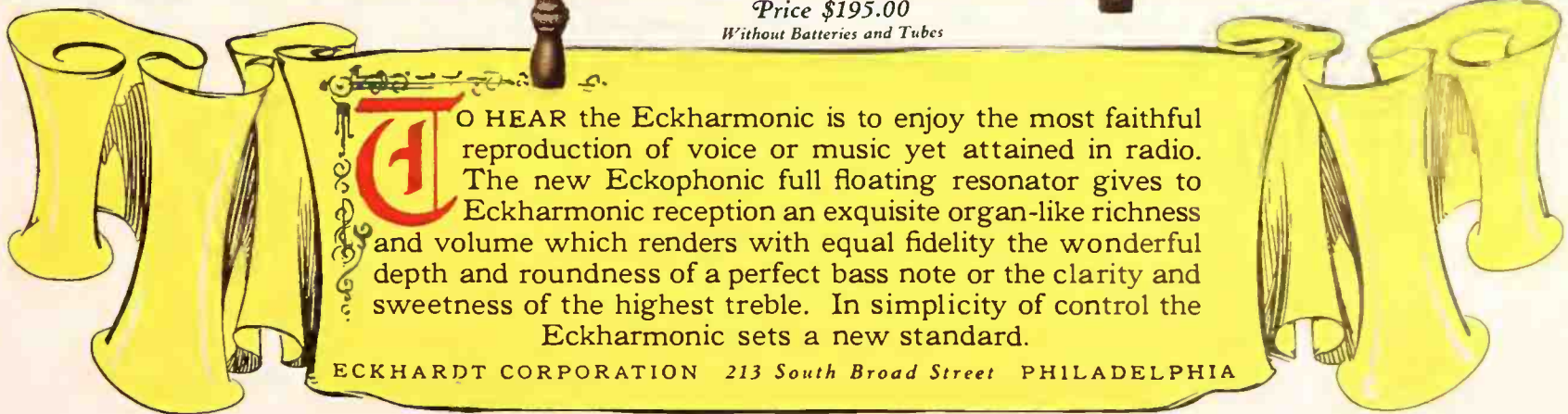


Eckharmonic

Price \$195.00
Without Batteries and Tubes

TO HEAR the Eckharmonic is to enjoy the most faithful reproduction of voice or music yet attained in radio. The new Eckophonic full floating resonator gives to Eckharmonic reception an exquisite organ-like richness and volume which renders with equal fidelity the wonderful depth and roundness of a perfect bass note or the clarity and sweetness of the highest treble. In simplicity of control the Eckharmonic sets a new standard.

ECKHARDT CORPORATION 213 South Broad Street PHILADELPHIA



Working on New Talking Motion Picture Apparatus

Radio Corp. of America, General Electric Co. and Fox Film Corp. Collaborating on Development of "Pallophotophone"

Considerable interest was aroused in trade circles by the well-authenticated report that the Radio Corp. of America, the General Electric Co. and the Fox Film Corp. are collaborating on a new talking motion picture system called the Pallophotophone, which is said to register sound on a film.

This photographic device, the invention of Charles A. Hoxie, an engineer of the General

Electric Co., is said to have been first tested as a high-speed recorder during the World War at the United States naval radio receiving station at Otter Cliffs, Bar Harbor, Me.

There are said to be two distinct parts to the Pallophotophone. One device records the sound and the other reproduces it. The first consists of a tiny mirror about the size of the head of a pin, which reflects a beam of light. The mirror is said to be attached to an extremely delicate vibrating diaphragm. When sound waves vibrate the diaphragm, the mirror oscillates and the reflected beam of light moves upon a strip of film similar to that of a motion picture. The film passes in continuous motion in front of the ray. A motion picture machine, in synchronism with the sound re-

order, makes a picture of the speaker or the scene. The dancing light beam so delicately catches the overtones and speech shadings that an entire chorus can be recorded with entire fidelity, according to reports from Schenectady. The name Pallophotophone is derived from two Greek words, "pallo" and "photo," meaning "shaking light."

In far away Saxony there is evidence of the fame of the Wittich Music House, which has enjoyed a successful career in the city of Reading, Pa. To the hunting lodge of one of the landed proprietors of the little kingdom nestling on the border of Germany there has been shipped a Borgia No. 2, purchased at the Leon Wittich Music House.

Stop It!



Last quarter — eight minutes to play—score tied—your favorite has the ball on opponent's twenty yard line—first down—ten yards to go—looks like a touchdown—

Broadcasting coming in fine —play by play—and then—it fades away. Tubes are not lit — "A" Battery is out — run down. This cannot happen to those who use the

FRESHMAN AUTOMATIC CHARGER

This device keeps the "A" Battery fully charged at all times

\$15

Complete With Tube

No attention required.
 "B" Eliminator connection.
 No liquids used.
 Small and compact.

An absolute necessity—fool proof and dependable in every respect. Equipped with a Tungar Rectifying Tube which supplies a steady charging current to the "A" Battery when the set is not in use. When the radio is in operation the charger is disconnected by means of an automatic replay.

Sold to Authorized Freshman Dealers Only

Chas. Freshman Co., Inc.

Freshman Bldg. - - - New York
 2626 W. Washington Blvd., Chicago

VITA-PHONIC PRODUCTS

Tone Arms — Reproducers

J. E. RUDELL :: 83 Greene St., New York City

Sales Improve Steadily in the Buffalo District as Trade Plans for Holidays

Higher-Priced Instruments Enjoy a Particularly Brisk Demand—Higher-Priced Unit Sales Mean Larger Dealer Profits—Third Radio Show a Success—News of the Trade

BUFFALO, N. Y., November 8.—Pre-Thanksgiving days in the Buffalo district are finding dealers and manufacturers of phonographs and radio most grateful to the spirit behind the consumer's mood to buy. The entire Fall season has been particularly brisk, and optimism prevails throughout the trade. Inability to meet the demand for some models is the only unfavorable report coming from radio dealers.

Record sales are holding up well, averaging almost double the volume of a year ago. There is still a brisk and growing demand for the finer grade talking machines. The higher-priced instruments, particularly those electrically operated, are increasing in demand. Public demonstrations, which have proved the uncanny perfect reproduction of these instruments, have been the greatest force in bringing them into a sudden popular favor, many dealers believe.

Big Sales of Fada Radio

Curtis N. Andrews is endeavoring to satisfy his dealers in their overwhelming demand for Fada radio receiving sets. Mr. Andrews said his house has been suffering somewhat from a shortage in receiving sets, but he hopes for early relief from this condition. The Fada, he said, has met every expectation as a receiving instrument, and has pleased his dealers, who have found it profitable to push the set.

Third Annual Radio Show a Success

The Buffalo Radio Trades Association did itself proud in the conduct of the third annual radio show held in Broadway Auditorium during the week of October 18. Favorable comment has been heard on all sides, both from exhibitors at and visitors to the show. Manufacturers, jobbers and dealers exhibiting at the show have expressed keen enthusiasm over results, in spite of the fact that it rained almost continuously five of the seven days of show week. Entertainment features were of the highest caliber.

Among attractive booths at the show were those of the Federal Radio Corp., exhibiting the Ortho-sonic line; Buffalo Talking Machine Co., featuring Federal radio and the Victor; Curtis N. Andrews, with an exceptionally attractive Fada display; Wholesale Radio Equipment Co., showing Magnavox and Freed-Eisemann; H. B. Alderman Co., standing out among other booths with two revolving shows, featuring the Grebe line and the Priess; Ed Bihl's booth attracted much attention with its wigwam and Mohawk Indians, an animated ad for the Mohawk receiving set, which is distributed by his organization, and was attractively displayed in the large exhibit. Neal, Clark & Neal, Schwegler Brothers and John Kibler had attractive dealer booths. The Iroquois Sales Corp. exhibit featured the Crosley line as well as other products.

Ortho-sonic Popularity Continues

The Buffalo Talking Machine Co. has had a very good month, both in talking machines and records, according to M. O. Grinnell, sales manager. Mr. Grinnell said they were completely sold out in Federal Ortho-sonic receiving sets, hoping daily to receive a large order.

Due to this tremendous demand, which is not only national, but international, the Federal

Radio Corp. has its factory working two shifts, day and night. This, it is believed, will greatly relieve the present shortage and the factory will be able to supply its jobbers with instruments in time for the holiday trade.

Dealers Add Columbia Viva-tonal

Columbia Viva-tonal instruments are coming to the front in this district by leaps and bounds, and E. L. Wallace, district manager, has every reason to be proud of the number of new accounts with dealers of highest standing in this territory, which he opened recently. Old Columbia dealers are very enthusiastic over the new instrument and the records, which have found a ready response from the buying public here. W. A. Phillips, head of the Phillips Music Co., Rochester, is back in the Columbia ranks, and one of the most enthusiastic boosters for the line.

Mr. Wallace reports several other new accounts in western New York. Record sales have greatly increased and the demand is growing daily, he said. The Masterwork series evidently is filling a great need in records, and they are meeting a greater public response than had been hoped for.

Appearance of Art Gillham, Columbia artist, in Rochester recently, stimulated sales of his records. Mr. Gillham visited dealers, autographed his records and in many instances sang with the Viva-tonal playing his records, in a comparative test. The Royal Mount Ash Welsh Choir, which filled a week's engagement at Shea's Buffalo recently, was responsible to a

L. J. Chatten Discusses Dealer Service Problems

An interesting discussion of dealer service problems, and the steps being taken by radio manufacturers to solve them, was embodied in a letter written recently to the editor of *Printers' Ink* by Louis J. Chatten, general sales manager of F. A. D. Andrea, Inc., New York. The letter follows:

"Your editorial in the September 30 issue on the education of retail dealers in proper methods of servicing radio strikes a responsive chord in the hearts of radio manufacturers who have made earnest effort to do the very things that you suggest.

"For our part, as one link in the service chain, we have established a service school in our Chicago factory branch. Dealers and distributors and their servicemen and salesmen are instructed in proper methods of handling the ordinary service problems that arise in radio. . . .

"It is not correct to state that 'there has developed a "Why should we worry?" attitude toward the troubles of the user after he has bought a set.' That is to say, if you are referring to the better type dealer and the better type manufacturer. As a matter of good business it is recognized to-day that service is second only to the original quality of the merchandise purchased.

"Where dealers are given franchises to-day by reputable radio manufacturers, it is insisted that they be in position to render the sort of service

great degree for the increased sale of its Columbia records.

The Columbia Music Shop, Michigan avenue and William street, is doing a tremendous business in the Viva-tonal and Columbia records. This house is receiving some very effective publicity through its new broadcasting station.

Adds Sparton Radio Line

H. B. Alderman Co., which recently added the Sparton line to its stock, reports October business greatly in excess of that of September, with a constantly growing demand in the three receiving sets handled, Grebe Synchronphase and Priess, together with Sparton.

News Brieflets

Everett M. Vestor was introduced to members of the Victrola Dealers Association at a recent meeting, as Victor factory representative in the Buffalo district. He is making his headquarters at the Hotel Statler.

Samuel Hamilton has joined the Curtis N. Andrews staff as a new member of the service department.

Denton, Cottier & Daniels have augmented their radio department with a comprehensive line of Stromberg-Carlson receiving sets.

Recent visitors in the trade here were W. C. Fuhri, general sales manager of the Columbia Phonograph Co.; H. F. Nickols, district manager of the Pittsburgh branch; R. J. Mueller, of the Cleveland office. While in Buffalo they made their headquarters at the Buffalo distributing office, and expressed pleasure over the manner in which Buffalo has accepted the Columbia line.

Fire caused loss estimated at several thousand dollars to the Willard Music House, in Union street, Olean, N. Y., recently.

Charles Lord has bought the radio stock and business of Louis Brust, Gasport, N. Y.

referred to in your editorial. As we were the first to establish the franchise dealer plan in radio (which plan is now in operation in important trade centers in foreign countries as well as being the lifeblood of our retail organization in the United States) we have kept close to the needs of the dealer, and service has been the most important plank in our policy of dealer education.

"Our service education goes right through from factory to distributor and dealer. We have even gone to the extent of temporarily releasing a Fada foreign representative to a distributing company in Australia, so that proper service schooling may be given to dealers, and other tried radio trade processes installed for the better handling of radio in that far-off land."

Atwater Kent and Pooley Lines at St. Louis Show

St. Louis, Mo., November 3.—The Brown & Hall Supply Co., of this city, distributor of Atwater Kent products, was a large exhibitor at the recent radio show held here. The display of Atwater Kent and Pooley models occupied six spaces on the main floor of the exhibition building and were sumptuously furnished, providing an excellent setting for the display of the merchandise. In addition to these six spaces two additional spaces were hired on the circular edge of the arena, which was used solely for the display of one of the current Atwater Kent posters.

Insuring the stability and the constant improvement of Neutrodyne

What the Hazeltine Corporation is doing to protect your business and to maintain Neutrodyne's leadership in the field of radio receivers

The Hazeltine Corporation is today one of the most active forces in radio. Instituted originally to take over the patents of Professor L. A. Hazeltine; it has become one of the strongest, most progressively constructive agencies in the entire radio industry.

Maintains an extensive engineering laboratory

The Hazeltine Corporation, in co-operation with its licensee, the Independent Radio Manufacturers, Incorporated, and the fourteen companies who alone are permitted to manufacture Neutrodyne apparatus, maintains an engineering laboratory for the sole purpose of improving the Neutrodyne receiver.

These co-operating engineers, designers and inventors have already accomplished some remarkable results.

For example, they developed the first shielded Neutrodyne receiver. For over a year and a half, they worked upon this feature, finally turning it over to the fourteen licensees to be applied to the manufacture of commercial Neutrodyne sets.

It is noteworthy that this "shielding" principle for the first time permits the efficient use of more than two stages of radio amplification, and also that only because of the peculiar design of the Neutrodyne receiver has anything like full efficiency been possible in a shielded receiver without sacrifice of stability.

Another example of the work of this laboratory is to be found in the development of the audio frequency amplifiers. Because of certain improvements, the reproduction of true and natural tone quality is now better than ever before. These improvements are of course for the exclusive use of the licensed Neutrodyne manufacturers.

World-wide patent protection

Not only have the Neutrodyne inventions been protected in all foreign countries, but through the close watch that is kept on foreign inventions, valuable rights have been secured from inventors abroad.

Hazeltine vision is world-wide, and today the Neutrodyne is an internationally famous receiver. Its manufacturers, distributors, dealers and users are fully protected in practically all countries.

The great benefits which result from these activities of the

Hazeltine Corporation are the ones enjoyed by the distributors and retailers of Neutrodyne apparatus.

Neutrodyne distributors and dealers benefit most

When they handle Neutrodyne receivers, they are first of all absolutely certain that they are selling radio apparatus that is protected by valid patents. They are also certain that along with Neutrodyne comes a real guarantee that the responsibility for the prosecution of litigation, if any, will be assumed, as to Neutrodyne receivers, by the Hazeltine Corporation and by the Independent Radio Manufacturers, Incorporated.

In addition they know that Neutrodyne receivers not only hold a position of leadership today in public esteem, but that they will continue to lead—they know that Neutrodyne will always be in advance of the best developments in radio.

Why such leadership and protection are assured

The continued activities of the Hazeltine Corporation in the fields of patent and engineering research are made absolutely certain through a financial arrangement by which the Hazeltine Corporation receives from the fourteen licensed Neutrodyne manufacturers a royalty of 5% of the manufacturer's net wholesale price. A certain definite proportion of this revenue will always be used for the protection of Neutrodyne interests and the improvement of Neutrodyne apparatus.

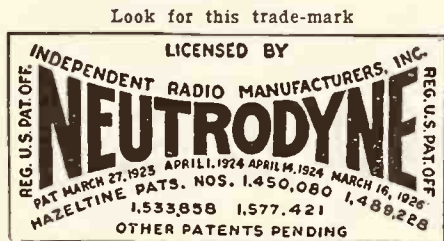
Play safe with Neutrodyne

This 5% royalty paid to the Hazeltine Corporation is not a tax upon Neutrodyne receivers, but a form of insurance, with the distributors, dealers and users of Neutrodynes the chief beneficiaries. It comes direct from the licensed manufacturer, and not from the trade.

It is used to stabilize the Neutrodyne receiver as an article of merchandise in which any distributor can safely invest his money and his reputation.

And it is used to keep the Neutrodyne receiver among the leaders in this ever-improving industry.

Play safe with Neutrodyne. It is backed up, not by mere promises, not by uncertainty, but by bed-rock principles of honest dealing.



Look for this trade-mark

It is your protection against patent infringement liability

The following fourteen manufacturers are the only ones licensed to manufacture Neutrodyne receivers and the protective policies outlined above apply only to the Neutrodyne receivers made by them:

- THE AMRAD CORPORATION
Medford Hillside, Mass.
- F. A. D. ANDREA, Inc.
New York City
- CARLOYD ELECTRIC & RADIO COMPANY
Newark, N. J.
- EAGLE RADIO COMPANY
Newark, N. J.
- FREED-EISEMANN RADIO CORPORATION
Brooklyn, N. Y.

- GAROD CORPORATION
Belleville, N. J.
- GILFILLAN RADIO CORPORATION
Los Angeles, Cal.
- HOWARD RADIO COMPANY, Inc.
Chicago, Ill.
- KING-HINNERS RADIO COMPANY, Inc.
Buffalo, N. Y.
- WM. J. MURDOCK CO.
Chelsea, Mass.

- STROMBERG-CARLSON TELEPHONE MANUFACTURING COMPANY
Rochester, N. Y.
- R. E. THOMPSON MANUFACTURING CO.
Jersey City, N. J.
- WARE RADIO CORPORATION
New York City
- THE WORK-RITE MANUFACTURING CO.
Cleveland, Ohio

HAZELTINE CORPORATION
(Sole owner of "Neutrodyne" patents and trade-marks)

INDEPENDENT RADIO MANUFACTURERS, Incorporated
(Exclusive licensee of Hazeltine Corporation)

Genuine NEUTRODYNES



Amrad achievements in Neutrodyne radio are based on three great ideas:

1. Powel Crosley, Jr.'s genius in mass production.
2. Radio set operation direct from a light socket.
3. Use of the famous Mershon Condenser.

Engineering skill and inventive wizardry are of little practical worth until some master of production and organizer of distributing machinery can deliver the product into the public's hands at reasonable prices.

So completely has Powel Crosley, Jr., demonstrated his ability to make good radios in great quantities and at high speed that his influence in Amrad affairs already manifests itself in this startling fact—AMRAD NEUTRODYNES AT \$60—beautifully made and giving wonderful performance. All because of Crosley's purchasing power and standardized manufacturing methods.

Radio Power from Light Socket

Amrad's crowning achievement. A power unit using current direct from house lighting fixture to furnish A, B and C current to the radio. Switch that turns on radio starts AC current from light socket. Snapped off everything stops. No batteries—nothing to charge. An entirely NEW development in power supply. Peak efficiency at all times. This remarkable unit has been TESTED BY CONSTANT USE IN HOMES FOR OVER A YEAR.

The Famous Mershon Condensers

These condensers are of sufficient capacity to store enough energy to supply sudden maximum drains of plate current without distorting musical sounds. Their use eliminates chemical batteries. They have great mfd capacity with a safety factor of more than 100 per cent beyond demands made upon them in Amrad radios. These marvelous condensers smooth out the alternating current ripple giving continuous direct current where required.

Beautiful Models

Simple of design and rich in the elegant finish of the luxurious mahogany. Fittings are the finest. Dials are recessed behind windows. Delicate vernier controls.

In the console the celebrated Crosley MUSICONE has been skillfully arranged with the front panel forming a baffle board to produce a most exquisite tone. There is no distortion or choking from the tremendous power output of the light socket set. Silk screen protects the cone from damage.

THE AMRAD CORP.
Medford Hillside, Mass.
Harold J. Power, Pres.

Write Dept. 7 L 6, for illustrative literature.



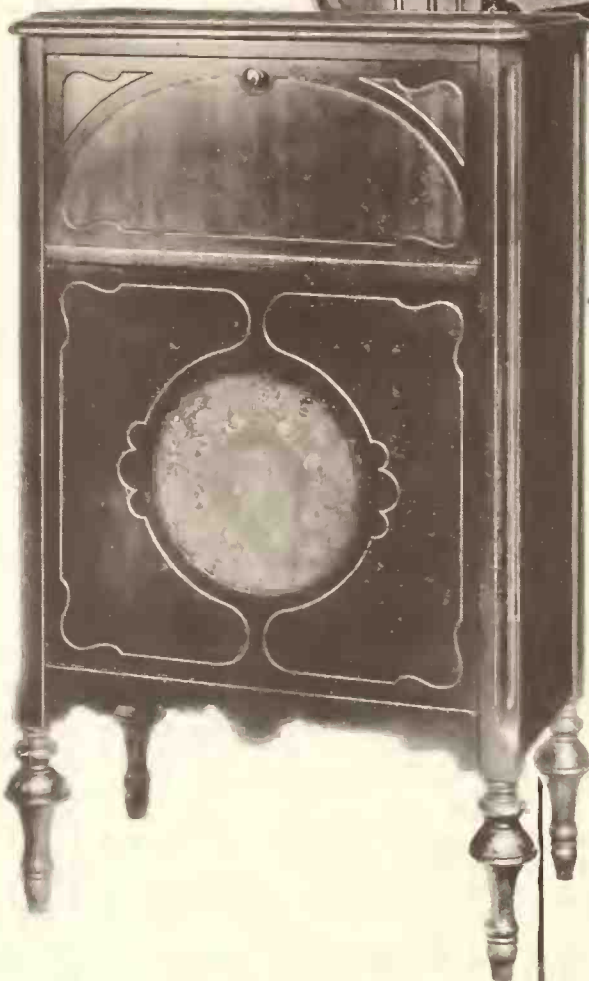
5-Tube Battery Type
Model S-522
\$60



5-Tube Lamp Socket
Model AC-5
Receiver \$65
Power Unit 85
\$150



Console Model
Equipped with Battery Type Set, 5
Tubes, \$110
With Lamp Socket Set and Power
Unit, 5 Tubes, \$200



Cone Table
for table models S-522 and AC-5,
\$32.

Note how models pictured above make a console unit when used with cone table. Crosley Musicone built in. Match table models in finish and design. Ample room for batteries or power unit and accessories.

AMRAD

NEUTRODYNES

Out of a Clear Sky

TWO unusual letters have come to us that will interest every dealer in Radio! Entirely unsolicited, they speak far more eloquently about Fada Harmonated Reception than anything we can say.

After all—no amount of self praise or vainglorious boasting on our part can mean so much as the sincere praise of those who have no "axe to grind."

We thank the writers . . . publicly and individually . . . and reprint the letters herewith! Read them!



STATE OF NEW YORK }
 COUNTY OF BRONX }
 CITY OF NEW YORK }

SS

This is to certify that I. H. Leadbetter, of #218 West 164th Street, New York City, during the international radio tests held in January of this year, was successful in having confirmed officially the hearing of eight (8) different stations for a total of fourteen (14) times.

I was awarded first prize in all America at the Radio Worlds Fair.

This reception was obtained on a stock Fada Neutrolette Model and was the only stock manufactured model successful in winning any prize at the Radio Worlds Fair.

I was awarded second prize for all America by the Radio Digest.

First prize was on a set special made and not a manufactured set.

The Fada Neutrolette which I used was purchased from Ludwig Baumann Company, New York City.

Signed (Harry Leadbetter)

On this 6th day of October 1926 before me personally appeared - Harry Leadbetter - who being by me duly sworn, deposes and says that the above statement is true.

Signed (Geo. H. Tamlyn)
 Notary Public Kings Co. #216
 Certificates filed N. Y. Co. &
 Bronx Co. Commission expires
 March 30th, 1927.

THE KEENAN HOTEL SYSTEM
 TOLEDO, OHIO

September 25, 1926.

Mr. F. A. D. Andrea,
 1581 Jerome Ave.,
 New York City.

Attention Mr. Louis J. Stutz:

Gentlemen:

In behalf of the Keenan Hotel System and the many guests registered at our Waldorf Hotel in Toledo on Thursday evening, September 23rd, 1926, permit us to extend to you our thanks and appreciation for the wonderful reception tendered us by your Mr. Stutz in enabling our guests and ourselves to receive the broadcasting of the Championship bout between Jack Dempsey and Gene Tunney.

The demonstration on your Fada Eight Tube receiver and your new cone speaker was nothing short of being marvelous; every word broadcasted by both Graham McNamee and Major J. Andrew White was clearly understood, by fully two hundred guests in the Egyptian Room.

We have never heard a radio receiver reproduce the quality in tone as your Fada eight did on that occasion and we candidly believe that it is by far the last word in the radio art.

This is the first time we have had a successful radio demonstration, owing to the high powered wires of the Toledo Electric Company directly in rear of our hotel.

Again accept our sincere appreciation for the entertainment.

Yours very truly,
 KEENAN HOTEL SYSTEM
 HOTEL WALDORF
 Signed (B. Keenan) Manager.

BK:H

THIS sworn statement came to us, unsolicited, from the prize-winner of the International Radio Tests. It is mighty convincing, isn't it—coming from an unbiased user?

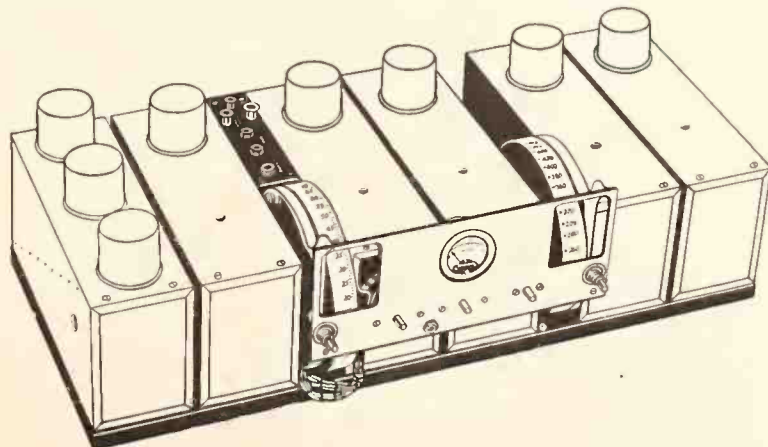
READ what this letter from the Keenan Hotel, Toledo, says about the tone and reception of the Fada Receiver and the new Cone Speaker. It proves more conclusively than anything we could say, the superiority of Fada.

Dealers who are anxious to capitalize on the public favor for
FADA RADIO HARMONATED RECEPTION
 should write or wire at once. We will gladly give you the name of your nearest distributor. Applications for the valuable Fada Franchise will have proper and prompt consideration.

F. A. D. ANDREA, INC.
 1581 Jerome Avenue New York

Manufacturers of TUNED RADIO FREQUENCY Receivers using the highly efficient NEUTRODYNE principle

This is what we mean by shielding.
 View of Fada 8 chassis showing full shielding on tubes and coils and on audio stages.



Fada Neutrodyne Receivers — table and furniture models—5, 6 and 8 tubes —\$85 to \$400. Fada Cone Speaker—Table Type \$35. Pedestal Floor Type \$50.





The EAGLE

All That is Best in Radio

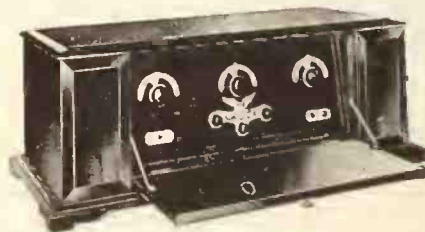
The Christmas Demand Is a QUALITY Demand

At Christmas, perhaps more than at any other season of the year, the public shows its preference for QUALITY in radio receivers. What better reason for dealers to prepare now for the Christmas demand with a complete line of Eagle Radio Receivers!

Eagle Radio Franchise is your surety of a profitable season. To be an Eagle Dealer is to enjoy the advantages of our liberal trade agreement. Write for information now.



Model K2 Five Tube De Luxe Neutrodyne Receiver
Cabinet finish: Adam Brown Mahogany. Genuine Duco Finish. Sloping Panel—Art Escutcheon. Battery Compartments. Width 15½ inches; height 13¼ inches; length 37½ inches. List Price \$185. We recommend Power Tube.



Model K3 Five Tube De Luxe Neutrodyne Receiver
Cabinet finish: Adam Brown Mahogany. Genuine Duco Finish. Sloping Panel—Art Escutcheon. Battery Compartments. Width 15½ inches; height 13¼ inches; length 37½ inches. List price \$175. We recommend Power Tube.



Model K2 Receiver with Spinet Table. Showing complete assembly. List Price \$220.



Spinet Table
Adam Brown Mahogany Genuine Duco Finish. Width 19½ inches, height 28½ inches, length 40 inches. List Price \$35.



Console Cabinet
Adam Brown Mahogany Genuine Duco Finish. Battery and Speaker Compartment. Width 19½ inches, height 30 inches, length 40 inches. Disappearing Doors. List Price \$75.

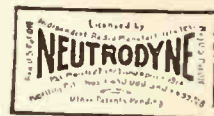


Model K3 Receiver with Console Cabinet. Showing complete assembly as Console Model. List Price \$250.

Model M Five Tube Neutrodyne, List Price \$95

Eagle Radio Co.

16 Boyden Place
Newark, N. J.



 *The NEW Models of*
GILFILLAN RADIO



The New Gilfillan Model 20 Single Dial Control and Shielded Radio Stages

Model 10 Compact and powerful — hand-carved Walnut cabinet. Five-tube Neutrodyne including "power" tube. Two Vernier action controls. Two Radio and two Audio Stages. Registers full scale on cone speaker. Operates with Battery Eliminators, if desired. Plenty of range and marvelous Tone with exceptional selectivity.

Model 20 In beautiful hand-carved medium-size cabinet. Six-tube Neutrodyne including "power" tube. Single Vernier action control. Three Shielded Radio and two Audio Stages. Specially selected Cone Speaker. Space for all Batteries or Battery Eliminators. Wonderful Tone, Range and Selectivity.

Model 25 Table cabinet with No. 20 set.

Model 30 Handsome mahogany console. Six-tube Neutrodyne. All units shielded in copper (including one "power" tube). Two Vernier action controls. Three Radio and two Audio Stages. Special Cone Speaker registering full scale. Space for all Batteries or Battery Eliminators. Great range, with marvelous Tone and Selectivity—a superior set in every detail.

Model 40 Table cabinet with No. 30 set.

These new Gilfillan models are most attractive to the buyer and will demonstrate their superiority in competitive tests for TONE, CLARITY, RANGE and SELECTIVITY. Place order through your jobber. Send for beautifully illustrated circular, giving prices and full details, to our nearest office.

GILFILLAN BROS. INC.

25 Wilbur Ave., Long Island City, N. Y. 1815 Venice Blvd., Los Angeles, Calif. 2525 W. Penn Way, Kansas City, Mo.

The Trade in **BOSTON** and **NEW ENGLAND**

JOHN H. WILSON, Manager
324 WASHINGTON ST., BOSTON, MASS.

Feeling of Optimism Ushers in the Holiday Season in New England Field

Scarcity of Goods to Meet Demands of Gift Buyers Predicted by Some Retailers—Wholesalers Busy Keeping Stocks of Dealers Up to Mark—News Activities of the Trade

BOSTON, MASS., November 8.—The month is ushered in with a renewed feeling of confidence that the year is to make a far better showing than was recorded for 1925, that is, so far as the talking machine business and the radio, too, are concerned. In the talking machine industry with the new types of perfected instruments on the market the cry already is being heard of a possible scarcity of goods at the eleventh hour, a cry that sounds rather familiar and is reminiscent of other days. Certain it is that dealers everywhere are showing a marked interest in the new types and are ordering in large numbers. As most of the instruments are handsome models they add considerably to window displays and are accordingly attracting much attention wherever shown.

President Knuepfer Entertains

Several of the talking machine boys enjoyed the hospitality of President Knuepfer, of the New England Music Trade Association, when he entertained the members at the Merrimack Valley Country Club, outside of Lawrence, a couple of weeks ago. It certainly was a most enjoyable occasion and Harry Spencer, in particular, showed up pretty well in the golf which occupied most of the day. In the evening, after more of the boys had motored out from Boston, a good dinner was served in the club house, which was thoroughly enjoyed by all. President Knuepfer sat at the head of the table, and following the feast there was a free-for-all discussion of ways and means of making the association a bigger and more effective body, for it was the consensus of opinion that there is a distinct place for the organization if only each individual member would do his share toward pushing it into the limelight. President Knuepfer was deservedly showered with congratulations for staging so pleasant a party.

Radio in Every Room at New Statler

When the new Hotel Statler is opened its guests will be regularly regaled with any entertainment that may be "on the air," for the

management has decided to install sufficient apparatus so that guests in every room may get almost what they want in the way of news or entertainment. The system to be installed is a two-channel one furnished by the Graybar Electric Co. While radio in hotels is not a new idea, the method to be installed in the Statler is the first of its kind in any local hotel. And don't forget that the New England Music Trade Association is to be the first organization to hold a strictly social function in the hotel after the official opening. That's thanks to President Knuepfer and Secretary Billy Merrill, who only has to go out the rear door of his Boylston street establishment and cross the street to get into the Statler.

Eastern T. M. Co. Reports Shortage

Herbert Shoemaker, of the Eastern Talking Machine Co., is one of those who is unable to get an adequate amount of Victor goods for which, he says, dealers are clamoring. November started off right smart and there seems to be no reason why, once in the swing, the Eastern will not pile up a respectable volume of business to the end of the year. Shoemaker had a call the other day from Ralph S. Cron, district manager of the Victor Co., who stayed in town several days.

Vitaphone Draws Large Audiences

The Warner Bros.' Vitaphone has reached Boston. It and John Barrymore in "Don Juan" opened Friday, October 29, at the Colonial Theatre, and large audiences have been the rule since. The daily papers speak with considerable enthusiasm of the new device which gives the audience both the person and the voice of numerous stars such as Mischa Elman, Marion Talley, Martinelli and others.

Busy Days at Sonora Headquarters

The J. H. Burke Co., at 219 Columbus avenue, handling the Sonora line, reports business as coming along very well and Joe, the spokesman for the house, speaks especially enthusiastically of the new Sonora model D, a line

which he says is selling well. Joe says that the way the talking machine business is coming back is reminiscent of old days. The best proof of the busy times now being experienced by the house is the fact that the shipping, sales and office forces have had to be increased. Roy L. Decker and Robert Stewart are the men added to the field staff, the former to cover the State of Maine. The latter has not yet had a definite territory assigned him. Mr. Decker comes to the company with an established reputation in the radio field. Joe Burke had a call the other day from Charles C. Henry, the radio engineer of the Sonora Phonograph Co., and he reported a gratifying situation everywhere in the radio and accessory lines.

W. A. Fisher Now Ditson Vice-President

One of the important pieces of news gratifying to the trade is the announcement that at a meeting of the stockholders of the Oliver Ditson Co., held on Monday, November 1, William Arms Fisher was elected vice-president of the house, succeeding Clarence A. Woodman, whose sudden death occurred several weeks ago. For thirty years Mr. Fisher has been editor and publishing manager of the house and will continue to retain his position as publishing manager. Mr. Fisher's able assistant, Charles F. Manney, at the same time becomes editor and David C. King sales manager.

Maine Dealers Add Columbia Line

Our friend Bill Parks, New England manager for the Columbia Co., was up in Maine a week or so ago and in company with young George Donnelly traversed the principal places in the Pine Tree State; and it is significant that almost everywhere he found dealers in a happy mood and all of them looking for a splendid business from now on to the holidays. While in Maine, Bill signed up several big dealers to handle the Columbia output. Later Parks went to Worcester and the territory thereabouts and was in the company of John J. Moore. At the Hotel Bancroft, in Worcester, Parks and Moore staged a fine exhibit of the Viva-tonal instruments. One likes to hear of good business, so it is in order to make mention of the fact that Bill Parks says September and October combined produced a big amount of Columbia business and that October showed bigger out-

(Continued on page 100)

The Harvest Time Is Here

For Victor dealers who have properly prepared their stocks and their organizations to meet it, the day of opportunity is here. National interest in the new Victor products is now being developed into real sales with stocks available to meet all normal demands.

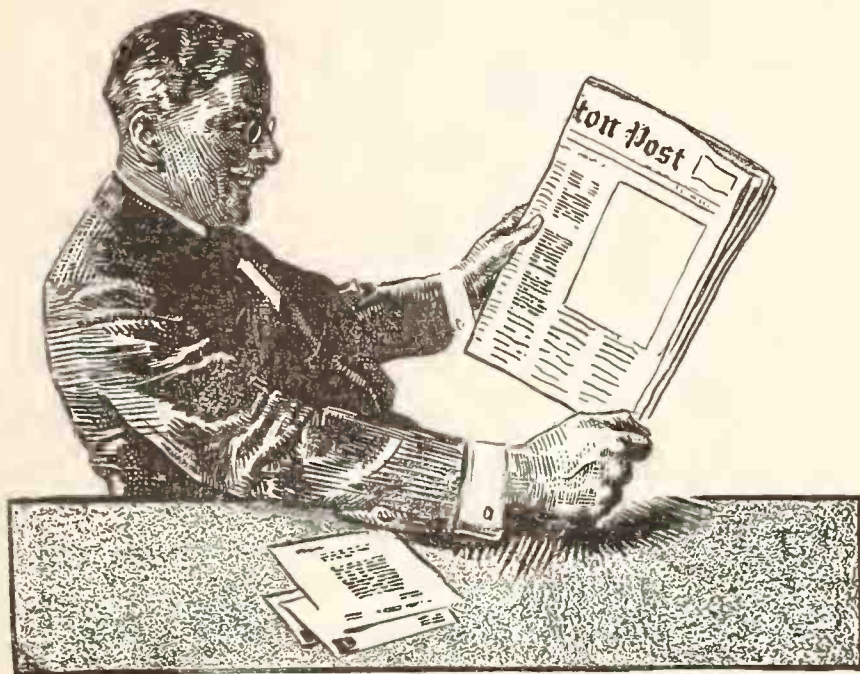


We can help you prepare to get your share.

Victor Exclusively

Oliver Ditson Co.
BOSTON

Chas. H. Ditson & Co.
NEW YORK



Pertinent Facts which make

New England a Foremost Radio Market

Ideal Broadcast Service

There are only THREE broadcast stations in Boston which operate on a daily time schedule. They are widely enough separated to prevent any interference with each other. WEEL is a part of the WEAJ chain, and WBZ is a part of the WJZ chain, so that New England gets the very finest programs that go on the air.

Splendid Programs Every Night

Several sections of the country — notably New York and Chicago—are hampered by too many stations and the promiscuous "pirating" of wave lengths. It is from such sections that reports of "Chaos in broadcasting" originate. There is no such condition in New England Radio. Every listener is assured of a good program every night.

Entire Territory Served

Every section of New England is "covered" by broadcasting. Those sections which cannot get Boston direct with a degree of consistency can get entertainment from the Springfield hook-up with Boston WBZ, or the Providence hook-up with Boston WNAC.

Power to Buy Is Here in New England

There are 8,000,000 people in New England and a total wealth of \$25,000,000,000. There are 20,000 industries and 1,300,000 homes occupied by owners. There are 7,859 miles of railroad lines, 1,238 miles of coast line, 15,000 miles of State highways. There are 1,049 banks and 500 Gas and Electric Light Companies. There are over 2,000,000 students in 10,400 schools and 54 colleges; 7 1/2% of the country's population is in New England and 40% of the savings of the United States are here.

This Great, Wealthy, Susceptible Market Is "Covered Like a Blanket" by

The Boston Post

The acknowledged "Voice of New England" in radio matters

Here Are the **RADIO ADVERTISING** Figures of the **BOSTON NEWSPAPERS** From Jan. 1 to Oct. 31, 1926 (Inclusive)

THE BOSTON POST	366,609 lines
Globe	257,546 lines
Herald	238,570 lines
Advertiser	89,448 lines
American	61,620 lines

The Post Has a Dominating Lead in BOTH Local and National Radio Advertising

So Far This Year

The Post LEADS the Globe by 109,063 lines
 The Post LEADS the Herald by 128,039 lines
 The Post LEADS the Advertiser by 277,161 lines
 The Post LEADS the American by 304,989 lines

Only ONE Newspaper in the entire United States (published in New York City) carries more Radio Advertising than the Boston Post.

The Boston Post's sound, constructive and informative Radio Editorial Policy, plus a rigid censorship of Radio Advertising, has made The Post an outstanding example of COMPLETE READER CONFIDENCE

Special Representatives:
THE KELLY-SMITH CO.
 New York, Philadelphia,
 Chicago, Boston

BOSTON POST RADIO ADS PULL

Optimism Permeates the New England Trade Field

(Continued from page 98)

put than almost any other branch of the company in the country.

W. C. Fuhri, vice-president and general sales manager of the Columbia Co., was a Boston visitor a short time ago and he expressed himself as well pleased with the progress that was being made by the New England department, and especially with such Henderson concerns as the C. F. Hovey Co., the R. H. White Co. and the Shepard Stores.

Manager Parks has added to his New England Columbia department Mr. Clark, an Exeter graduate, whom he has placed in the record ordering department, and in addition three men have been added to the warehouse division of the Columbia to take care of the incoming and outgoing record shipments.

Bright Outlook for Brunswick

Harry Spencer, Boston manager of the Brunswick Co., reports a brisk demand for Brunswick goods with the prospects fine for continued big business, provided sufficient goods can be received from now till Christmas. Two new connections which the Boston headquarters have lately consummated are the Le Favor Music Co., at Salem, and the Atherton Furniture Co., at Waterville, Me., both of which placed large initial orders. The Panatropé is reported to be coming along finely and throughout the New England territory it has been finding its place in a number of fine homes.

The Program Book at the Radio Show

In conjunction with the Sixth Annual Boston Radio Exposition held in the Mechanics Building last month, there was issued a program and feature book that is well worthy of mention. The book was 112 pages in size with an attractive cover in colors. In addition to the program of events and listing of the various exhibits there are a number of interesting feature stories. Credit for this book and its excellent arrangement is due Carl M. Frost, its editor. Mr. Frost is one of the prominent advertising men in the city of Boston and head of Harry M. Frost Co., Inc., advertising agents for the Tower Mfg. Co., the Boudette Mfg. Co., Chelsea Radio Co. and other prominent radio firms.

A Popular New Record Artist

The Brunswick, on November 1, released the first recording of the voice of Big Brother Bob Emery, WEEI announcer, which will be specially interesting news to the lovers of radio in this territory, for everyone listening in is familiar with Big Brother. The record is a double-face ten-inch one containing the songs so well known to thousands of children

throughout New England. It is hoped by the Brunswick Co., which is co-operating with the Edison Electric Illuminating Co. of Boston on this record, that the boys and girls of New England will have this record in their homes. The number of the record is 3346.

Through the courtesy of Harry Spencer a Brunswick Panatropé was put to good use in the office of the Boston Transcript Election night. The Panatropé was attached directly to the loud speakers and this service by way of entertainment happily supplemented the regular bulletin board announcements as to the course of the election as the records came into the office.

Melody Shop Has "Opening" of Store in Bismarck, N. D.

H. L. Dahners, for many years the big dealer at Mandan, N. D., handling Brunswick, Victor, Columbia and Edison, has annexed new interests at Bismarck—the State capital—across the river. He bought the Brunswick stock of Webb Bros. and opened a splendid new general music store, to be known as "The Melody Shop." On phonographs he will feature Brunswick and Columbia. He is handling a full line of Conn instruments, Ludwig drums and the Baldwin piano.

The opening was October 9. S. A. Hilde, Brunswick representative in North Dakota, assisted at the opening, giving away souvenirs and furnishing music by the Brunswick Panatropé. About 2,000 people called at the store. Mr. Dahners is very optimistic regarding phonograph business and placed a large order for all models.

Ralph Bretzner to Represent R. T. Davis, Inc., in the East

Ralph Bretzner, 160 West Forty-fifth street, New York City, was recently appointed factory representative of Richard T. Davis, Inc., for the Eastern territory. Mr. Bretzner will handle the complete Davis line, including Vogue speakers and the Mastro-Ortholian. The Mastro-Ortholian created wide interest at the New York and Chicago Radio Shows, being the first receiving set with movable master control operated in conjunction with a full-volume power reproducer.

Announcement is made that the Saxophone Shop, featuring small musical merchandise, has been opened as a division of the A. B. Smith Piano Co., Akron, O. The shop features the King line of instruments.

Trilling & Montague Add to Fleet of Delivery Trucks

More Prompt Service Given Dealers by New Trucks, Which Are Also Used to Advertise the Lines Carried by This Firm

PHILADELPHIA, PA., November 5.—Trilling & Montague, of this city, wholesale radio distributors, have put in commission a fleet of new



An Attractive Delivery Truck

delivery trucks, one of which is shown in the accompanying photograph. These trucks, while primarily designed to provide prompt service to dealers in all parts of Philadelphia and surrounding territory, also provide excellent publicity for some of the various lines distributed by the company. As may be seen, aside from the name of the company and its familiar phrase "Grow with us" there are featured upon the truck Zenith radio, Kolster radio, RCA radiotrons and Rectrons. These trucks are painted in harmonious colors and have already become a familiar sight to residents of Philadelphia.

New Prices on Several Stewart-Warner Radio Sets

During the latter part of October new and lowered prices were announced for several of the radio products of the Stewart-Warner Speedometer Corp., Chicago. The new prices are as follows: Model 300 table type receiver, formerly \$65, new price \$50; model 305 table set, formerly \$95, now \$75; model 315, a console receiver, formerly \$250, now \$200; model 410 console table, formerly \$65, now \$35; model 400 cone type reproducer, formerly \$25, now \$17.50, and model 405 horn type reproducer, formerly \$17.50, now \$12.50.

On Sunday, October 31, there appeared in leading newspapers throughout the country announcement of the new prices and Stewart-Warner dealers tied up simultaneously with the reduction through newspaper advertising and window displays. The Stewart-Warner Speedometer Corp. prepared for its dealers a number of helps and suggestions for the retailers to follow in merchandising the receivers.

Theatrical Stars to Broadcast in Eveready Hour

Following out its announced intention to broadcast programs of the highest quality in the well-known Eveready Hour, the National Carbon Co. announces the engagement of a group of theatrical stars who will perform before the microphone each Tuesday evening during the Winter. Eddie Cantor and Julia Marlowe have already appeared before the microphone during the Eveready Hour, and each week a new star will be featured in addition to the established artists and orchestra of the Eveready group. The Eveready Hour, one of the oldest features on the air, is broadcast each Tuesday evening from station WEAJ, New York, and a group of affiliated stations.

It was also announced that Frank Croxton, concert and light opera bass, is filling Wilfred Glenn's place as a staff artist of the Eveready Hour during Mr. Glenn's engagement in London. Mr. Croxton is also known as a phonograph record artist.



Without Question
America's Finest
RADIO CABINETS

New Catalog for Season 1926-1927 Just Off Press

Write Today

Unless You Have a Few of These High-Grade, Quality Cabinets on Your Sales Floor You Cannot Serve Your Good Customers.

Cabinets for Every Purpose—Three Complete Lines

THE PIERSON COMPANY, 836 Cedar Street, ROCKFORD, ILL.



\$15⁰⁰

(West of Rockies, \$18.00)

An astonishingly low price for this 22-inch Windsor Cone Loudspeaker mounted on sounding board and supplied with easel. Can be hung on wall or stood on table or floor.



This Amazing New Cone Speaker Hangs on Wall or Stands on Table!

This Windsor Cone Loudspeaker Console is equipped with a 22-inch Windsor Cone Loudspeaker. Its top is 30" x 17" and is 29" high. The battery shelf provides ample space for batteries, charger, battery eliminator and other equipment. Beautifully finished in either Mahogany or Walnut. Price only

\$29⁰⁰
(West of Rockies, \$35)

Model 200
With 22-inch Cone Loudspeaker

In this Windsor Console is combined both the Windsor Moulded Composition Horn Loudspeaker and the 18-inch Windsor Cone Loudspeaker. The top is 30" x 17" and stands 29" high. Ample battery and equipment space is provided by large shelf in rear. Price finished in Walnut or Mahogany

\$48⁰⁰
(West of Rockies, \$55)

Model 302
With Moulded Composition Horn Loudspeaker and 18-inch Cone Loudspeaker

NOW the radio world enjoys a new sensation—a 22-inch cone loudspeaker mounted on a sounding board and equipped with an easel back so that it can be hung on the wall, stood on a table, or placed on the floor.

* * *

And this is the famous Windsor Cone Loudspeaker that reproduces *all* the tones as they are broadcast. From the deepest throated pipes of the largest organ to the softest note of a crooning lullaby—from full volumed brass of a band playing "The Stars and Stripes Forever" to the last faint note of "Home, Sweet Home" played by a master violinist—*every* tone, *every* sound is reproduced with perfect fidelity in all its beauty, just as it entered the microphone.

* * *

This wall and table model Windsor Cone Loudspeaker has no equal in value in the world of radio. When compared with the average cost of cone-type loudspeakers of even smaller size and without the sounding board and easel back, the cost of this Windsor model is amazingly low.

* * *

Write or wire at once for illustrations and prices covering all models of Loudspeakers and Loudspeaker Consoles comprising the extensive Windsor line, together with the *unusually liberal trade discounts*. The extensive magazine and newspaper advertising campaign appearing this season will send many radio enthusiasts into your store to see and hear these remarkable cone and horn loudspeakers combined with fine furniture.

Electrical Department

WINDSOR FURNITURE COMPANY

World's Largest Manufacturers and Originators of Loudspeaker Consoles

1426 Carroll Avenue

Chicago, Illinois

Los Angeles Branch, 917 Maple Ave.

Richmond Public Turn "Ad Writers" to Win Talking Machines Given as Prizes

Talking Machine Dealer Sells Idea to the Local Newspaper—Competition Attracts Attention to Latest Model Instruments—Business Continues Good—News of the Month

RICHMOND, VA., November 9.—Three talking machines with built-in superheterodyne radio reception units, with a total value of \$2,150, are being offered as prizes in a novel ad contest staged by the News Leader, Richmond's afternoon newspaper.

Officials of the Corley Co. first conceived the idea and submitted it to the News Leader. The paper quickly appreciated the value of it and proceeded to put it into execution.

The Columbia Furniture Co. utilized a Hyperion Electrola in putting over a "phantom music" stunt at the Colonial Theatre. In different parts of the auditorium cone speakers were placed, connected by wires with the Hyperion concealed behind the stage. Selections were rendered during the performance, alternating with the orchestra. For the guidance of the audience these were included in the program. The idea was carried out through an entire week and is reported to have proved a distinct success. At any rate, executives of the company say that they were more than pleased at the reception accorded it.

James K. Polk, Inc., distributor of Sonora phonographs and Okeh records, did a particularly good volume of business in October in this territory, according to Charles J. Rey, manager of the Richmond branch office. In addition to Virginia and North Carolina, this distributing office has supervision over two counties in West Virginia in the vicinity of Bluefield and seven counties in extreme northeast Tennessee. One of the best sellers in the phonograph lines is the Sonora consolette, retailing at \$95. Mr. Rey says that he is greatly

oversold on this particular model and that it will probably be some time before he will be able to catch up with his orders.

Although the outing season is now over the James Cowan Co., which retails the Carryola, reports that this instrument is going strong with its local trade, especially among the colored element. Among the purchasers are a number of servant girls, who carry it to and from their places of employment, getting much enjoyment out of it during periods of work as well as when they are not busy.

John H. Cowan, a son of Mr. Cowan, formerly with the James Cowan Co., now a road man for Goldberg Bros., Pathe distributor, is to be married November 20 to Miss Catherine Busse, a Richmond girl. The young man travels Virginia, Maryland and portions of Pennsylvania and Ohio.

Mrs. David Atwood, formerly Miss Elsie Applegate, who was married recently, has rejoined the sales staff in the retail department of the Corley Co. W. B. Guerrant has rejoined the sales staff of the wholesale department of the Corley Co. He returns to the company from Greensboro, N. C., where he had another connection for several years.

The Columbia Furniture Co., which is now concentrating on the Atwater Kent in the radio line, reports that the new single-dial set is meeting with a warm reception from its trade and is proving a big seller. The company is open every Monday evening from 7 to 10, giving radio demonstrations, and finds the idea to be working exceedingly well. Radio fans attend the demonstrations in goodly numbers,

evinced deep interest in them, according to Jack Herbert, manager of the radio department. A number of direct sales are reported to have resulted from the experiment.

Goldberg Bros. have remodeled their offices on the ground floor of their establishment on Governor street, near Main, enlarging the space.

F. A. D. Andrea Adds Truck With Striking Ad

A new truck, with a striking Fada advertisement on both sides, has been added to the fleet operated by F. A. D. Andrea, Inc., New York, manufacturer of Fada radio, for deliveries in the metropolitan zone. The Fada colors of



New Fada Truck

black and orange are utilized in such a way as to make it an outstanding piece of traveling advertising. It is pointed out that the truck traverses the entire length of the greater city, because the Fada factory is located in the extreme northern section, adding to its publicity value. Incidentally, the driver has not been instructed to keep off the busy thoroughfares.

An entirely remodeled and modern music house is now enjoyed by M. F. Malarkey, Pottsville, Pa., with much larger space devoted to the talking machine section. The record department now is removed to the front.



Pattern No. 107 Jr. Tube Checker

Pattern No. 107 Junior Tube Checker for the set owner's use in establishing the condition of his tubes at home is a very popular item. It plugs into the tube socket in the set, giving a test under actual operating conditions.

Pattern No. 135-C 0-7.5-150 volt portable voltmeter is a very

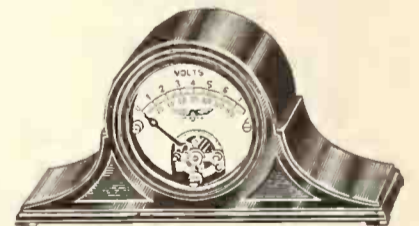
CLEAN-CUT PROFITS—

—make your business prosper. There are no strings tied to Jewell Sales. Every buyer wants an instrument before he invests. Jewell quality and dependability insure satisfied customers.

Our sales organization with representatives in principal cities in the United States and foreign countries—in your locality—co-operate with you in keeping your stock complete.

An advertising program covering the United States and several foreign countries keeps our products constantly before the buying public and we also have circulars for mail and counter distribution.

Your customers ask for Jewell instruments because they recognize their merit



Pattern No. 135-C Portable Voltmeter "De Luxe"

satisfactory instrument. Its double scale for testing A and B battery voltages, circuits, filament voltage chargers, etc., makes it adaptable to the use of the set owner. Its handsome appearance—polished black bakelite case, silvered movement parts, silvered scale with black characters—all lend to its desirability. Its superior quality identifies it as a typical Jewell instrument.

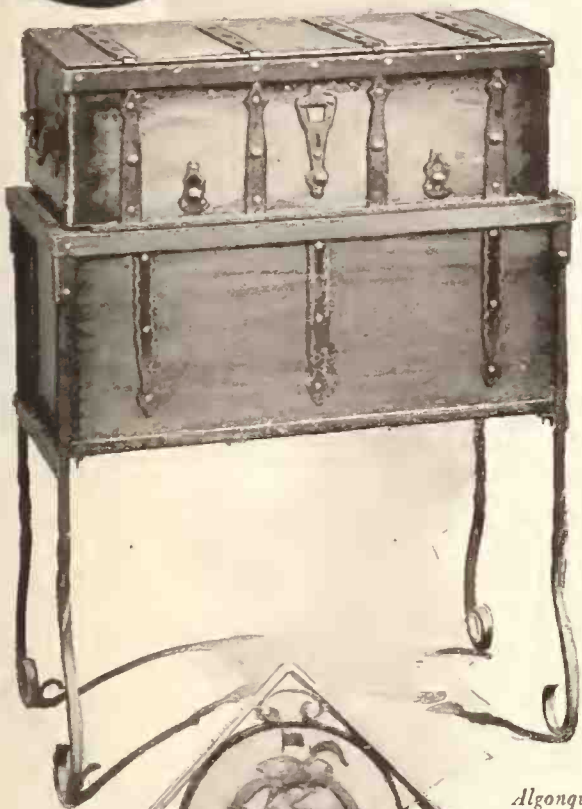
Send for our prices and discounts

Jewell Electrical Instrument Co.
1650 WALNUT STREET CHICAGO, ILLINOIS

"26 Years Making Good Instruments"

Something New in Radio

The most distinctive set ever made



Treasure Chest and Console Table



Algonquin Blended Speaker



Vassar Speaker

WE ARE PROUD TO ANNOUNCE . . .

The New Thermiodyne Treasure Chest Receiver

A logical development of the famous Master Control Thermiodyne still giving joy in thousands of homes.

Turning one dial brings in station after station all the way from 200 to 550 meters. But this is not just another "single dial" receiver. It is an entirely new, completely shielded, seven-tube, tuned radio frequency set of exceptional range, power and purity of tone.

The cabinet is an exact replica in hand-wrought iron of a medieval treasure chest in the Spanish Museum. All-metal construction insures double shielding against internal and external inductance, as well as complete protection against damage in shipment.

We guarantee to prepay express *both* ways on any set that does not give satisfaction. That's how good we know it is!

Write NOW for details of our complete new line. Every day you wait you are losing money.

ALGONQUIN ELECTRIC COMPANY, Inc.

LEO POTTER, President

Main Office, 120 Broadway, New York, N. Y.

Factories: Poughkeepsie, N. Y.

The New

Thermiodyne

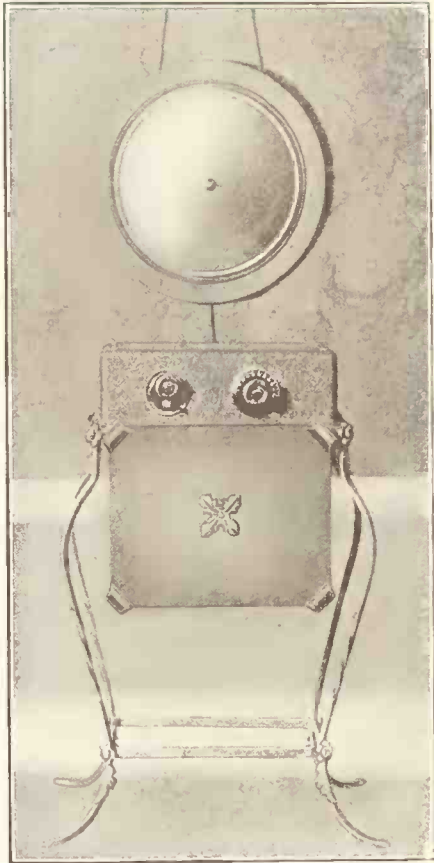
Reg. U. S. Pat. Off.

[Ther-MY-odyne]

Artistic New Radio Stand Introduced to the Trade

Progressive Musical Instrument Corp. Announces Special Wrought-Iron Stand for Atwater Kent Model 35

A new and an artistic stand for a radio receiving set has just been introduced by the Progressive Musical Instrument Corp., 319



Artistic Wrought Iron Radio Stand

Sixth avenue, New York City. This stand embodies the new wrought-iron vogue and is especially designed for the Atwater Kent model 35. It is finished in two-tone brown and gold to match this well-known receiver and makes a very fitting combination, as the reproduced photograph herewith shows.

Besides holding the radio set this wrought-iron stand has a special battery compartment large enough to hold a storage battery, three 45-volt "B" batteries, a "C" battery or substitute power equipment.

The Progressive Musical Instrument Corp. introduced this new stand in the metropolitan area and, due to its attractiveness and popular

price, over two hundred dealers are enjoying sales of this piece of furniture. Production on these wrought-iron radio receiving set stands is being constantly increased and the Progressive company states that it will be able to make deliveries over widespread territory during the next few weeks.

R. K. Smith, Kellogg Radio Manager, Eastern Visitor

Executive of the Kellogg Switchboard & Supply Co., Chicago, During Visit to New York, Made Headquarters at Boley-Oliver Co.

R. K. Smith, manager of the radio department of the Kellogg Switchboard & Supply Co., Chicago, Ill., was a recent visitor to New York, making his headquarters at the Boley-Oliver Co., 1440 Broadway, New York, Kellogg sales representative in Eastern territory. Mr. Smith, who had recently completed a trip to the Coast, was keenly enthusiastic regarding the reports of Kellogg jobbers and dealers in the leading trade centers, where good business and optimism seem to be general.

The Kellogg line has been making splendid headway throughout the country, and only recently Sherman, Clay & Co. and Grinnell Bros., two of the foremost music houses, were appointed Kellogg jobbers. While in New York Mr. Smith was delighted to learn of the deal closed by the Boley-Oliver Co. with the Lantry chain of stores whereby Kellogg products are being featured to splendid advantage. At the present time the Kellogg plant is working to capacity to take care of the orders received from jobbers and dealers and Mr. Smith is doing everything possible to give the company's representatives efficient service and co-operation.

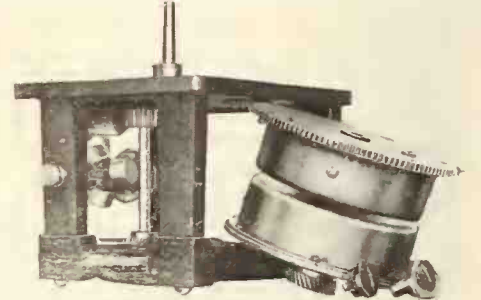
Expands Department

Extension of the talking machine business has been planned by Proprietor Werner, of the New Holland Music House, at New Holland, Pa. In line with the expansion of the talking machine stocks there has been acquired an additional floor space. Two floors now are being devoted to the Victor business. Four hearing rooms have been added and the entire structure remodeled and redecorated into one of the most attractive of emporiums in that section.

Silent Motor Corp. to Increase Its Facilities

Firm Taken Over by Herman Segal, President, Unique Reproduction Co., to Continue to Make Motors for Portables

The recent purchase of the Silent Motor Corp. by Herman Segal, president of the Unique Reproduction Co., New York, manufacturer of Add-A-Tone reproducers, has been the subject of general comment in the trade and Mr. Segal has received many letters of congratulation from manufacturers, jobbers and dealers. According to its present plans the Silent Motor Corp. will not only continue the production of its single-spring motors for portable phonographs, but will also increase its facilities to provide for the manufacture of good-sized quantities of double-spring motors.



Double Spring Silent Motor

The Silent single-spring motor for portables has attained tremendous success, but factory facilities heretofore were not sufficient to enable the company to make double-spring motors in volume. Under Mr. Segal's direction, however, these facilities have been materially increased and plans are being made for the production of both types of motors.

The Silent double-spring motor, which is also well known to the trade, has a number of distinctive features, including extreme simplicity of spring replacement. To replace a spring the motor need not be taken off the motor board, for by releasing two screws which hold the spring barrel it is possible to remove the broken spring immediately and replace a new one without any additional labor.

Frederic Tietz, Jr., Opens Musical Booking Office

Albany Talking Machine Dealer Forms Booking Office for Purpose of Encouraging and Aiding Young Talented Artists

ALBANY, N. Y., November 5.—Frederic Tietz, Jr., proprietor of the Frederic Tietz Shoppe, talking machine dealer, recently announced, through advertisements in the newspapers of Albany, Troy and Schenectady, the formation of a booking office for musical and theatrical talent to be conducted at his establishment at 712 Broadway. No fee will be charged for registration and it will not be until suitable engagements have been arranged for the musician or dancer or theatrical act that any charge will be made.

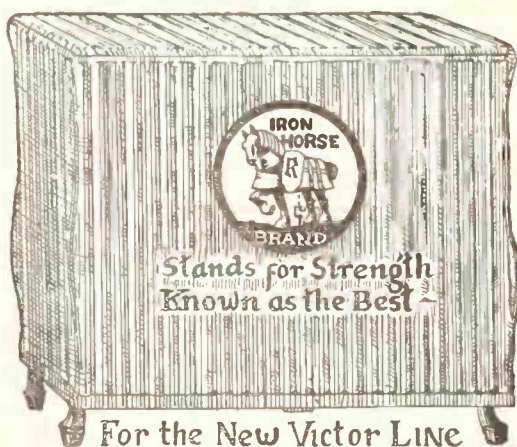
Mr. Tietz is well known throughout the entire country as an authority on musical matters and is a descendant of a famous musical family, dating back in the profession for more than 150 years of continuous activity musically, both in this country and Europe.

Aside from the laudable features of this plan to encourage and help place talented artists, the retail establishment of Mr. Tietz is certain to profit from the proprietor's prominence in musical circles. The music store should be the central point in the musical activities of a city and the formation of a booking office is a long step in gaining such a position.

It was Mr. Tietz who first put into effect the Paramount policy of selling records, by which records are sold without their being played, thereby safeguarding the public against purchasing worn-out records and guaranteeing first run records which have never been played.

Ask for **"IRON HORSE"** Insist on

PADDED PROTECTION COVERS
OLIVE DRAB DENIM



All Styles Padded Covers, Form Fitting, with Strap and Buckle Attached. Also Styles for Every Make of Talking Machine or Radio.

Let It Rain
Let It Pour
Let It Snow

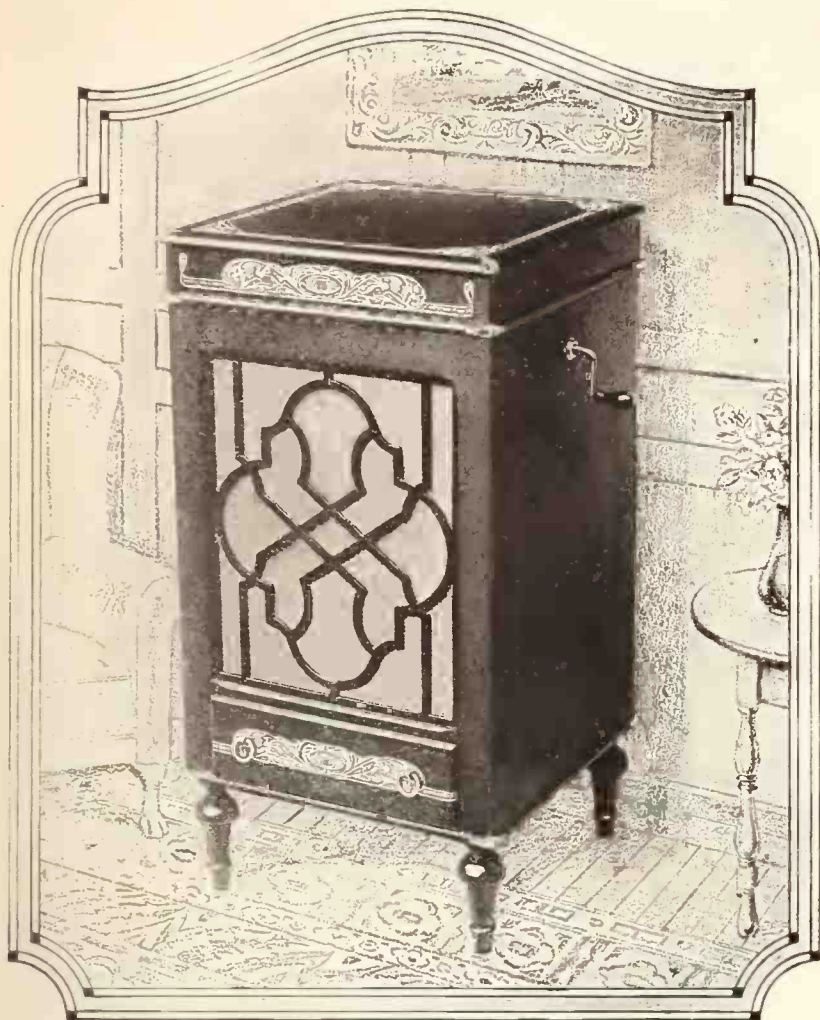
Will your phonographs be thoroughly protected in delivery during the winter season? Now is the time to think of moving covers. Write your jobber or direct to us today.

Reliable Manufacturing Standard Always Maintained

A. L. REACH TEXTILE CO., Inc.

Mill Contractors COTTON GOODS
224-226 EAST 42ND ST.
MAIN OFFICE AND SALESROOM

Manufacturers
CANVAS SPECIALTIES
NEW YORK, N. Y.



U. S. Patents Pending

Sensible Prices!

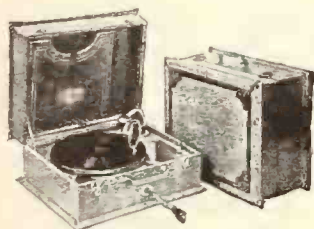
No product in the history of the phonograph business has ever been received with more enthusiasm than these new Artone Creations

The reception accorded them can only be described as a virtual triumph — for their remarkable tone, artistic appearance, unusual eye value and unmatched SENSIBLE PRICES!

List Prices

- No. 65, Nickel \$65
- No. 75, Gold \$75

No. 1
\$30



No. 2
\$25



No. 3
\$2750



No. 4
\$25



Satisfied Customers

and

Satisfactory Profits

with



Long Island City, N. Y.

No. 6 \$1650



No. 7 \$15



Pre-Holiday Sales Promotion Campaigns Launched by Retailers in Pittsburgh

Satisfactory Sales Gains Recorded—New Sonora Dealer Agencies Announced—Edison Phonograph Holds Center of Stage in "The Romance of Music"—Other Trade Activities of the Month

PITTSBURGH, PA., November 8.—Marked improvement is being shown in the talking machine and radio field in the Pittsburgh district. The retail dealers are actively engaged in promoting their pre-holiday business in lining up prospective patrons by means of the mail as well as personal calls. A number of retail dealers were fortunate enough to heed the advice of the jobbers some time ago, who stated that all indications pointed to a shortage of high-grade talking machines. This prediction is now being verified.

Brunswick Sales Increase

Sales of the Brunswick Panatope are showing a marked increase and the indications here are to the effect that there is bound to be a shortage of this type of instrument. C. W. Markham, manager of the local Brunswick offices, stated that every effort is being made to supply Brunswick dealers with phonographs and records. He is quite optimistic over the outlook for business this holiday season.

New Sonora Accounts Opened

L. V. Craig, well-known sales representative of the Pennsylvania Phonograph Distributing Co., Sonora distributor, is very much pleased over the outlook for the Sonora line in the territory covered by the Pittsburgh offices. A number of new accounts have been opened for Sonora phonographs and the Sonora radio. Local retail dealers of the Sonora line are expressing keen satisfaction over the manner in which the new models are finding favor among the buying public.

Feature Edison in Unique Program

"The Romance of Music" was presented at the Junior High School, at McKeesport, on the night of November 2, to a large and enthusiastic audience. The "Romance of Music" (from the Spinnet to the New Edison) was featured under the joint auspices of Thomas A. Edison, Inc., and the Clifford Music House, of McKeesport. The artists in the concert included Victor Young, pianist-composer, and Helen Davis, soprano. Admission to the concert was by invitation and the house was packed when the first number of the program was rendered. The Edison phonograph was shown as an essential feature in the production of good music.

Dealer Stages Viva-tonal Concert

C. H. Guard, representing the Columbia Phonograph Co., directed a demonstration and exhibition of the Viva-tonal Columbia phonograph at the Cohen Co. store, at Uniontown, Pa., on the evening of October 28. The recital started at 8 o'clock and lasted for two hours. Mr. Guard had for his audience a large number of music lovers, residents of Uniontown and vicinity. He gave a very interesting and informative talk on the new Columbia instrument, Columbia New Process records and their connection in the matter of rendering good music. Records of various kinds featuring popular and classical music were played to the delight of the hearers. The management of the Cohen store gave each woman at the recital flowers and to the men were given cigars. The store was specially opened for the recital and nothing was sold, although the entire sales staff was present and acted as a reception committee.

Annual Radio Show at Johnston Bros.

Johnston Bros., the well-known radio dealers of Rochester, Pa., featured their annual radio show at their store for one week starting October 30. This was the third annual exhibit and surpassed the two previous ones. A complete line of Atwater Kent radio sets and accessories was on display. Souvenirs were given to all callers.

Radio Show at Kaufmann's

Kaufmann's (The Big Store), during the week of November 1, featured a radio show which

was characterized as "a Presentation of the Newest Achievements in Radio Receiving Sets, Embracing the Latest Innovations and Accomplishments of Science." An elaborate display of the Radiola, Freshman, Freed-Eisemann, Kelsworth and Atwater Kent was shown, together with a complete stock of radio furniture. The most up-to-date styles from notable cabinet makers, such as Pooley, United and Udell, were shown.

The Radio Corp. of America furnished an interesting display comprising a complete transmission and receiving set such as used in marine work. There was also shown a special tube display, consisting of a giant tube with cut-outs to fit each type of tube and a descriptive card on the use and merits of each.

Through the courtesy of the Radio Corporation of America and the Westinghouse Co., the firm installed a complete receiving apparatus which received over the photoradio sketches and photographs from Paris, London and New York.

Rushed to Meet Player-Tone Demand

According to I. Goldsmith, president of the Player-Tone Talking Machine Co., the factories under his supervision will not be able to handle all of the business offered for the holiday season, unless retail dealers place their orders for the new Saxophonic models promptly. Mr. Goldsmith said: "Our twelve models of the new Saxophonic consoles and uprights are meeting with tremendous success wherever they have been offered to dealers and I believe that the season now close at hand will be one of the

Ideal Phono Parts Co. Adds Pathephonic Line

Pittsburgh and Cleveland Distributor Adds Pathephonic Phonograph and Pathe Cone Speaker to Lines Carried—Business Brisk

PITTSBURGH, PA., November 7.—The Ideal Phono Parts Co., with offices in this city and Cleveland, O., reports excellent talking machine and accessory business in the territory which it covers. From the date of reorganization of this company, less than a year ago, its development and expansion have been phenomenal. Not only has it added materially to the number of dealers in its original territory, but through the amalgamation with the former Buel-Lyons Co. in Cleveland it has greatly increased the scope of the territory which it serves. Another way in which this company has expanded is in the lines which it distributes. An important announcement has just emanated from its headquarters that it is now distributor of the new Pathephonic phonograph, made by the Pathe Phonograph & Radio Corp., Brooklyn, N. Y., and also the Pathe cone loud speaker made by the same company. It is interesting to note that the acquisition of the cone speaker line widens the activities of the Ideal Phono Parts Co. in a degree into the radio field. The Ideal Co. is very enthusiastic over the Pathephonic instrument and is placing its entire facilities behind it.

Paul Susselman, president of the company, paid a flying visit to New York in the past month during which he visited his many friends in the metropolis. It was during this visit that Mr. Susselman concluded negotiations with H. N. McMenimen, of the Pathe organization, for the Pathe line. Fred C. Schuyler, sales manager of the company, is spending most of his time in the two territories and through his effort is greatly increasing the sales of the company.

best that our company has ever experienced. The Consolette Grand or Model 175 and the Sonnet Model 200 are outputs of our factory that are much in demand. We find that the new invention that has made possible the crowning achievement of sound reproduction is accomplished in the new Saxophonic instrument. It is equipped with the best silent motor and the marvelous sounding Saxophonic equipment combined with artistic cabinet work and exclusive design."

Ideal Phono Parts Co. Introduces New Model

Stressing the point that "the phonograph has come back," the Ideal Phono Parts Co., Inc., of Pittsburgh and Cleveland is now offering a new phonograph, the ArtOPhonic, Model 95, at a moderate price. This new instrument is American walnut satin finish and equipped with a Heineman double spring motor, new type tone arm and sound box with special horn built of sprucewood. The Ideal Phono Parts Co., Inc., is factory distributor for the Valley Forge main springs and parts, New Principle reproducers, Carryola portable, Artone phonographs, in addition to Okeh and Odeon records. Paul Susselman, president of the company, stated that business conditions were brisk and that the reports from the traveling salesmen indicated that there would be a shortage of merchandise for the holidays along certain lines.

Features Zenith at Store Exhibit

The W. F. Frederick Piano Co. featured a radio show in its radio display rooms, 635 Smithfield street, for the past ten days. A fine display of the Zenith radio sets was shown and a number of demonstrations were made for the benefit of visitors through the department. The entire set of the three models of the Zenith radio was shown and special emphasis was placed on the fact that no batteries were needed to operate it. The advantage of connecting the Zenith with an electric light socket was plainly demonstrated to prospective patrons.

Federal Radio Featured at Concert in New York

Kenneth Reed, Sales Representative for Federal Corporation, Presented Model F 40 at Concert in the Prince George Hotel

Kenneth Reed, sales representative for the Federal Radio Corp., Buffalo, N. Y., in New York territory, presented the Model F 40 Federal set to excellent advantage at a concert given at the Prince George Hotel on election night. This set, which is one of the most popular models in the Federal line, was featured in the Italian Room of the hotel, where Mr. Reed used it for the purpose of giving out the election returns to a most interested audience. From eight o'clock in the evening to midnight the attendance was never less than 200 and for the greater part of this time nearly 500 people were present.

In addition to giving election returns, a musical program was presented on the Federal set and the hotel executives were delighted with the success of the concert. They advised Mr. Reed that various makes of sets had been presented in the Italian Room, but without success, for the room is adjacent to several elevators with electrical dynamos directly underneath the floor. The F 40, however, won the enthusiastic praise of all present and Mr. Reed was congratulated upon the success of the presentation. The Musical Products Distributing Co., New York, Federal distributor, furnished the set for the occasion, and B. D. Colen, president of the company, was among those present at the concert.

New Weymann Catalog

PHILADELPHIA, PA., November 6.—H. A. Weymann & Son, Inc., has issued to the trade a catalog showing several new added styles of Weymann banjos. This catalog is known as No. 58.

By Comparison

NEW DEVELOPMENT
OF ACOUSTICAL
SOUND REPRODUCTION

—the Best



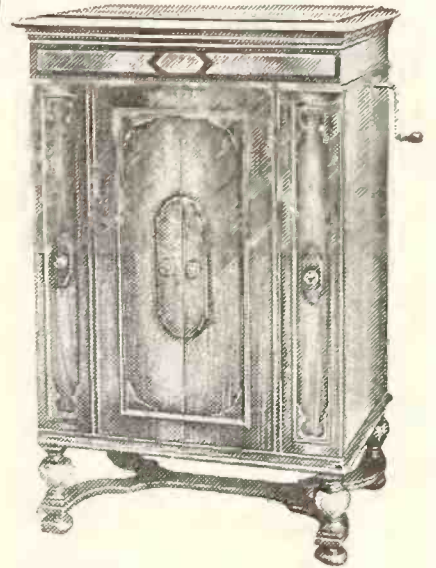
THE NEW

Pathephonic

REG. U.S. PAT. OFF.



—makes even the old type of
record sound like a modern
recording



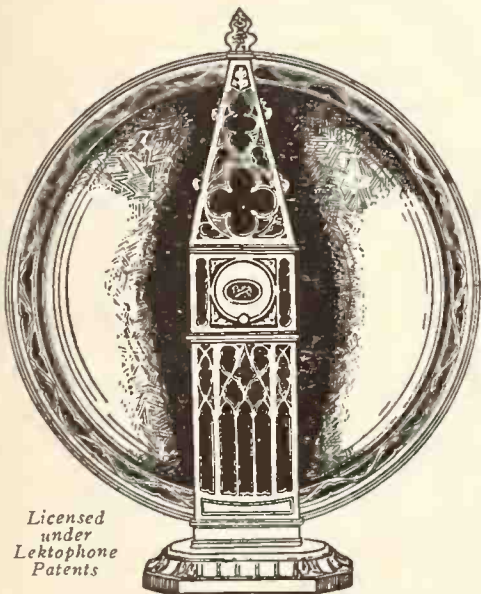
CASH IN on your OPPORTUNITIES

MODEL No. 225

Dimensions: 51 inches high, 27 1/4 inches wide, 20 1/2 inches deep.
Finish: Mahogany or Walnut—high-lighted, with Crotch Mahogany Overlay; Gold Plated Trim-mings.
Equipment: Pathephonic Reproducer and Tonearm with 100 inch Solid Wood Amplifying Chamber; Large Double-Spring Motor; Automatic Stop; Au-tomatic Lid Support; Albums.

MODEL No. 275

Dimensions: 49 inches high, 30 1/2 inches wide, 23 1/4 inches deep.
Finish: Mahogany or Walnut—high-lighted, with Crotch Mahogany Overlay; Gold Plated Trim-mings.
Equipment: Pathephonic Reproducer and Tonearm with 112 inch Solid Wood Amplifying Chamber; Extra Large Spring Motor; Automatic Stop; Au-tomatic Lid Support; Full Set of Record Albums.



Licensed
under
Lektophone
Patents

Pathé

REG. U.S. PAT. OFF.



CONE LOUD SPEAKER

If you want the best!

[Write For Our
Dealer's Proposition]



Licensed
under
Lektophone
Patents

Cathedral Model
Polychrome or
Gold Finish
\$30

Ideal

PHONO PARTS CO. INC.

Grecian Model
Polychrome or
Gold Finish
\$25

614-16-18 Fifth Ave.
PITTSBURGH, PA.

1231 Superior Ave.
CLEVELAND, OHIO

Great Tribute to Publicity by Mohawk Corp. of Illinois

Latest Catalog, Admirably Produced, Most Interesting From Many Standpoints—New Styles Are Artistically Shown

In the latest catalog issued by the Mohawk Corp. of Illinois, Chicago manufacturer of Mohawk one-dial six-tube radio receivers, there is a section devoted to a discussion of the merits of advertising. It is divided into two classifications, trade paper advertising, and national consumer advertising. The following excerpt from the page devoted to trade paper advertising contains a number of good points, and is interesting to both manufacturers and dealers.

It reads as follows: "Mohawk believes in trade paper advertising. Mohawk believes the correct and most reliable avenues for satisfactory retail distribution of radio products to be in the automotive, electric, furniture, hardware, music, and the exclusive radio fields. All good trade papers shun exaggeration, are unbiased, and are dependable from an editorial standpoint. They offer to the dealer in radio the best possible opportunities to profit from the experiences of the most successful dealers, the newest and best in selling, merchandising and advertising, and contain wide varieties of subjects, which can and do help the dealer to become a better merchant.

"Mohawk has, therefore, developed its advertising program in such a way that the trade papers in the major fields of radio retailing form the backbone of the Mohawk advertising campaign. Consistent and persistent advertising in every issue of the publications Mohawk has selected marks the following out of Mohawk's belief that the first and most important person in Mohawk's program is the dealer. These publications are read by the aggressive and live dealer of every community. He is going to know about Mohawk in its every phase."

Referring to national advertising the Mohawk Corp. expressed its policy in the following statement: "The 'power of the press' is not a 'power' used illegitimately, but rather is a 'power' for the good of the greatest number of American citizenry. In every worthy and progressive endeavor the newspapers of America have played a major part. So, too, in radio. The newspapers have given unselfishly to the growth of radio in every branch of the industry—technical, manufacture, broadcasting. Publicity, news stories, daily program announcements in the newspapers of America, are the very backbone of the radio industry.

"Because of these facts, because radio has had the fullest support of the newspapers of America and particularly because newspaper advertising is good and clean advertising and also because newspaper advertising is a valuable and forceful and definite help in the selling of radio and because Mohawk exclusive distributors endorse newspaper advertising Mohawk radio will be advertised in the leading newspapers throughout America and Canada."

The Mohawk catalog contains illustrations of the various Mohawk receivers in a rich brown, together with detailed descriptions of each model. The frontispiece gives the reader

glimpses of the Mohawk plant interior, including scenes in the test room, wood-working department, cabinet room and assembling room, together with outside views of the Mohawk factory and the Mohawk cabinet plant.

The Caswell Aristocrat a Popular Portable Model

Many Advance Orders Placed for this Instrument—Caswell Plant a Busy Spot These Days

Dealers throughout the country who are handling the portable phonograph products manufactured by the Caswell Mfg. Co., Milwaukee, Wis., are planning ambitious campaigns on the Caswell Aristocrat and Gypsy portables for Christmas and the holiday trade, according to advices which have been received from retailers by the Caswell executives. Many advance orders have already been placed for the Aristocrat,



The Caswell Aristocrat Portable Phonograph, which is shown herewith, and which is one of the most popular products on the portable market. It is manufactured in two finishes, black deep shark grain and two-tone Levant, equipped with the large standard type Flyer motor and the latest type reproducer. Its cabinet is constructed with a dustproof locking edge feature, which is one of its strong selling points. According to information received from the Milwaukee headquarters of the company, the Caswell plant has been taxed for the past several weeks in order to care for the increase in orders.

Atwater Kent News and Ads Dominate Newspaper

During the Period of Cleveland Radio Show Reports of Atwater Kent Activities Occupy Most Prominent Space in Cleveland News

CLEVELAND, O., November 3.—During the recent Radio Show here Atwater Kent news dominated the "Radio Show" section of the Cleveland News. A description of the Atwater Kent-Pooley Convention, which was held during the period of the show, under the auspices of the Cleveland Talking Machine Co. and the Cleveland Ignition Co., local distributors, was given and a photograph of the large plant of the Atwater Kent Mfg. Co., in Philadelphia, was shown, together with pictures of A. Atwater Kent, president of the company; Vernon W. Collamore, general sales manager; D. M. Bauer, in charge of advertising; John McGuigan, Jr., local representative of the Atwater Kent Co.; Alex. F. Osborn, Buffalo branch manager of

MICA DIAPHRAGMS

For Loud Speakers and Talking Machines
RADIO MICA

American Mica Works

47 West Street

New York

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

Isley's Lubricant makes the Motor make good. Is prepared in the proper consistency, will not run out, dry up, or become sticky or rancid. Remains in its original form indefinitely.

Put up in 1, 5, 10, 25 and 50-pound cans for dealers. This lubricant is also put up in 4-ounce cans to retail at 25 cents each under the trade name of

EUREKA NOISELESS TALKING MACHINE LUBRICANT

Write for special proposition to jobbers

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

Barton, Durstine & Osborn, advertising counselors of the company; R. E. Smiley, district sales manager, and Louis F. Hoch, Second, of the sales staff.

Two local distributors were featured through photographs of the display and concert room of the Cleveland Talking Machine Co., together with pictures of Howard J. Shartle, president, and M. G. Wells, secretary, also the Atwater Kent display at the Cleveland Ignition Co. and photographs of R. H. Bechtol, head of the organization; F. J. Gallagher, C. W. Smith, Irving S. Leon, Carl Lamparter, R. Q. Semrad and A. M. Madon. Several photographs of retail stores carrying the Atwater Kent lines were also shown. In addition to this extensive pictorial representation there were a number of interesting articles on subjects such as "Simplicity of Radio as Represented in the Atwater Kent Line," "How a Hobby Started Atwater Kent to Build Radio," the story about the new Sunday evening Atwater Kent Hour, an article on the utility of radio by A. At-

water Kent. Mr. Collamore presented an article on "The Radio Industry On a Sound Footing." R. E. Smiley was interviewed on the bright outlook for radio. Other interesting stories dealt with the construction of the Atwater Kent set.

In the same proportion that Atwater Kent dominated the news columns did it appear in the advertising columns. In addition to two large advertisements of the Cleveland Talking Machine Co. and the Cleveland Ignition Co. there were forty-two advertisements of local Atwater Kent dealers ranging in size from a few inches to one-half pages. Included in the strong presentation of the Atwater Kent line was the Pooley cabinet publicity with descriptive articles and a photograph of Harry Humphries, factory representative in the Cleveland district. In addition to this remarkable predominance in the radio section, the front and back pages of the general section of the paper were devoted entirely to Atwater Kent.

In an announcement addressed by the Atwater Kent Mfg. Co. to its distributors it is stated "Never before in the history of radio have dealers evidenced such interest and aggressiveness as those in Cleveland and vicinity during and since the recent radio show. In fact such pressure has been brought to bear on the people in and around Cleveland during this massive drive that Atwater Kent is on the tip of everyone's tongue, man, woman and child."

The Bensberg Music Shop of El Dorado and Camden, Ark., recently conducted an essay contest offering cash and merchandise prizes for the nine best 100-word letters on the influence music has in the school and home.

COTTON FLOCKS

Air floated, all injurious foreign matter eliminated for

Record and Radio Manufacturing

THE PECKHAM MFG. CO. 238 South Street
Newark, N. J.

TEST IT.

OUR VICTOR

Record Service

has a reputation for efficiency.

Suppose you try it.

E. F. DROOP & SONS CO.

1300 G. STREET, WASHINGTON, D. C.
204-6-8-10 CLAY STREET, BALTIMORE, MD.

Why the NATIONAL HOMEPOWER UNIT is a Ready Seller



Radio owners have long been wanting a quality power unit that would really fit into the radio cabinet, and could be purchased at a fair price.

This remarkable combination "A" Battery and charger, in a single, compact unit, with container of a non-corrosive compound, fills this want and puts ordinary units into the discard.

The dimensions of the Homepower, only 4¾x8x12½ inches, make it easy to fit into practically all cabinets.

The price is less than a separate battery and charging device of equal quality.

National Homepowers come in three types to fit every radio and every purse. They are clean, compact, easily installed and the composition container holds its handsome appearance indefinitely.

Line up with National, the only manufacturer of power units that are *stripped of sales resistance*. Get your share of the easy business and profits that go with handling this wonderful unit. You can cash in BIG on the National advertising campaign now running. See your jobber or write us today.

NATIONAL LEAD BATTERY CO.
General Offices: ST. PAUL, MINN.

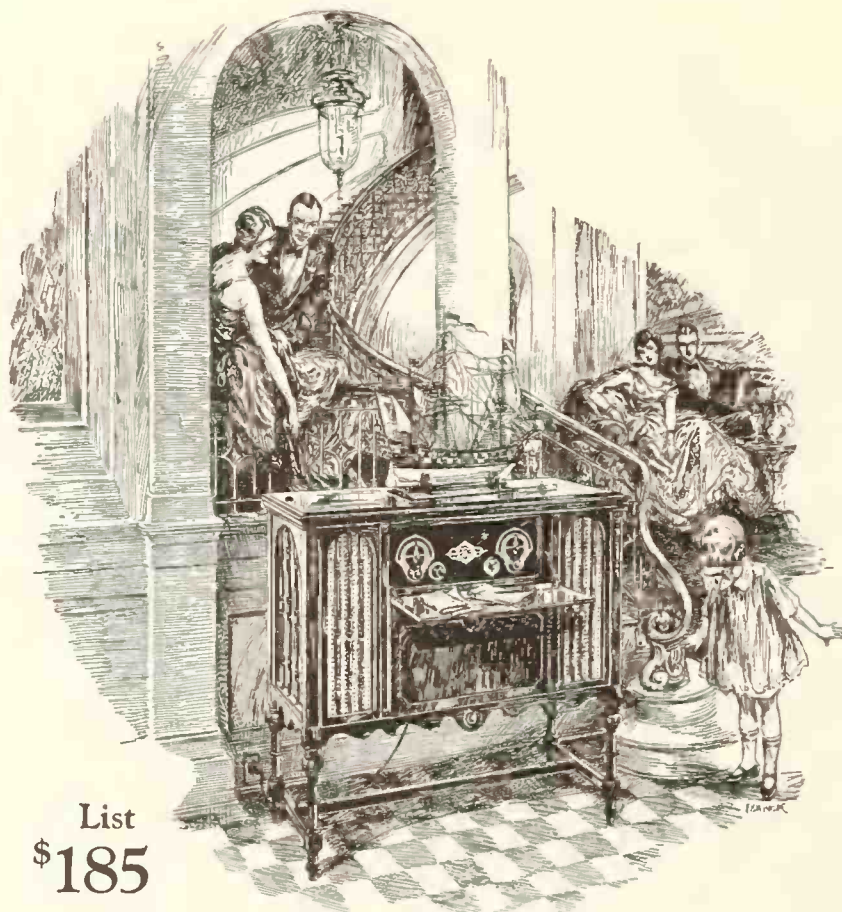
Factories: St. Paul, Chicago, Kansas City, Los Angeles
 Branches: New York City, Dallas, Oakland, Atlanta, Portland (Ore.), Baltimore

NATIONAL HOMEPOWER RADIO "A" UNITS

TYPE 1
 TYPE 2
 TYPE 3

Thorola Radio

Rules the Air



List
\$185

Thorola De Luxe Console, Model 59
With Horn and Cone Speaker Combination
—An Exclusive Thorola Feature



Thorola Table Model 57
With Table Cone Speaker
\$120



Thorola Console Model 58
With Built-in Speaker
\$125

Money Makers and Business Builders

The whole Thorola line is made up of skilfully designed receivers and speakers which owe their popularity to supreme quality at moderate prices.

The new Thorola Console DeLuxe Model 59, with Horn and Cone Speaker Combination, is the fastest seller in the radio world because it offers an exclusive feature that the knowing radio buyer wants.

All other Thorola Receivers and Speakers offer proportionate splendid values. Millions of people are now hearing about Thorola every month through forceful advertising in all leading publications.

Good territories are going fast. Act quickly
Write or wire at once for detailed information.

REICHMANN COMPANY, Manufacturers
1725 West 74th St.  Chicago, U. S. A.

Thorola

Model 57
Thorola
Table
Model
\$60.00

Model 58
Thorola Console
Built-in No. 4
Speaker
\$125.00

Model 59
Thorola De Luxe
Console—Horn and Cone
Speaker Combination
\$185.00

Model 9
Thorola
Cone
Speaker
\$20.00

Model 4
Thorola Speaker
Controlled Mica
Diaphragm
\$25.00

Model 12
Thorola
Junior
Speaker
\$15.00

Model 7
Table
Cone
Speaker
\$60.00

Prices Slightly Higher West of Rockies

From our CHICAGO HEADQUARTERS

REPUBLIC BLDG., 209 SOUTH STATE ST TELEPHONE WABASH 5242

LEONARD P. CANTY

Sales Records Throughout the Middle Western Territory Reach New Heights

Confidence of the Trade in Outlook Justified by Growing Volume of Business—All Lines in Good Demand—Chicago Radio Show Added Impetus to Sales—Trade Activities of Month

CHICAGO, ILL., November 8.—The sales totals in phonographs, records, radio receiving apparatus and accessories, are far ahead of all predictions made during the Spring and Summer months, is the report of music-radio dealers and distributors in this section of the country. Several months ago all divisions of the trade looked anxiously toward the Fall and early Winter months, feeling confident that sales records for the past few years would be smashed. Their anticipations and hopes have been realized and in greater measure than had been expected.

While there is no acute shortage of talking machines, retailers and distributors report that they have been moving very rapidly, with an equally good demand for all models ranging from the new consolettes to the largest machines. The combination radio-phonograph has also made a strong bid for honors, resulting in sales far ahead of the expected volume. As an indication of the renewed interest in talking machines, an incident typical of many is herewith related. A local retail dealer received, within a comparatively short time, forty-four service calls from phonograph owners. In calling upon the owners he succeeded in selling a good percentage of new machines, and in each case placed the old phonograph in good condition, adding a new arm or reproducer and records. This happening, like hundreds of others, proves that interest in the talking machine has been renewed, through the publicity given the improved and new types of talking machines and the consistent and large-scale advertising of the electrically recorded records.

The recent Chicago Radio Show drew thousands of interested visitors, and while it added impetus to the radio business during the exposition and for a week or ten days after it closed, many dealers reported a slight lull in activity during the closing days of October. The slackening of trade was only temporary, however, and as it now stands, factories making receivers, reproducers, battery eliminators and other accessories are taxed to the limit to meet the urgent demands of the trade. The Middle Western public, finally realizing that nothing radical or sensational had been incorporated in the Fall models, is purchasing radio in greater quantity than ever before.

Paul Ash and Columbia Score

Upon the occasion of his two thousandth performance in Chicago, Paul Ash, Columbia record artist and creator of vaudeville stars, accompanied by Ruth Etting, the "Sweetheart of Columbia records," was formally welcomed at the office of Mayor Dever and was inundated with letters and wires of congratulation. Four million people have paid to see Ash and his orchestra in the last seventeen months, his popularity is the talk of the show world and it is said that not less than two hundred imitations of Paul Ash in other cities were trying to duplicate his success. Many of Ash's shows, especially the finales, are sufficiently elaborate and colorful to fit into any of the nationally known musical comedy productions.

In the October 15 issue of the Chicago Evening American there appeared a complete

Ash-Columbia record page containing a number of news stories dealing with Paul Ash's passing of his two thousandth anniversary performance in Chicago and one article dealt with the role that Columbia records play in his success. This story centered about an interview with A. J.

Heath, manager of the Columbia Phonograph Co. Chicago headquarters, in which he stated: "There is a tremendous demand for Ash's records, in fact we are sometimes faced by a positive shortage of the records. Incidentally, Mr. Ash has become a popular record artist not only in Chicago but in at least thirty States in the Union. We have had a number of suggestions that we include in a record some of Paul Ash's favorite expressions—his words of command and encouragement to his performers and musicians. We may do this, especially for
(Continued on page 112)

The Latest! ————— The NEW KIMBALL PHONOGRAPH

True
Tone
Reproduction



Style 300

SIZE:
45 inches high
32 inches wide
23½ inches deep

The Kimball is not a new name in phonographs but this latest product is new scientifically and in design—an ideal instrument excelling in fidelity of tone reproduction and quietness of operation; has many exclusive features.

*Hear it and you will be convinced
Write or wire us for particulars*

W. W. KIMBALL COMPANY

Established 1857

306 S. Wabash Ave., Kimball Bldg.

Chicago, Ill.

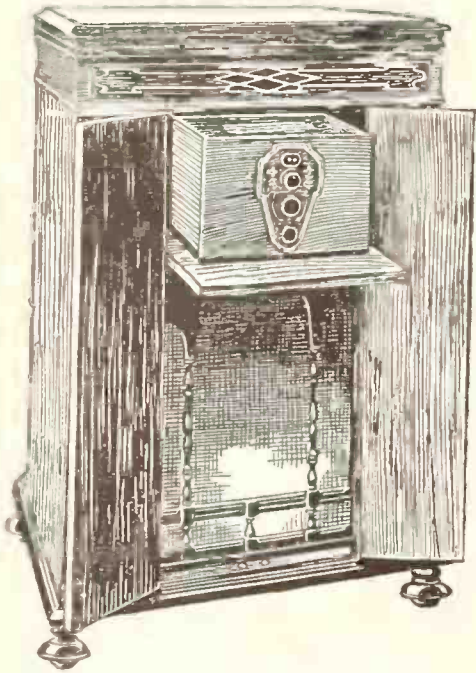
FROM OUR CHICAGO HEADQUARTERS—(Continued from page 111)

the Paul Ash fans of Chicago, who enjoy every word of their favorite."

To help celebrate Ash's anniversary the Columbia Phonograph Co. issued a special Paul Ash record featuring "Kiss Your Little Baby Goodnight" and "It's a Happy Old World, After All," Milton Watson singing the vocal chorus in each number. Several hundred Columbian dealers in and about Chicago made special displays of Paul Ash records in response to the demands of the popular star's friends and admirers and tied up with the Ash publicity which appeared in the Chicago Evening American by the use of large display space.

Mohawk Pocahontas Model Much Admired

One of the radio receivers which occupied a prominent place in the eyes of the public and



Mohawk Pocahontas Model

the trade alike at the recent Chicago Radio Show was the Mohawk Pocahontas model, manufactured by the Mohawk Corp. of Illinois. Throughout the Fall, especially during the past few weeks, the Mohawk plant has been taxed to capacity to supply its distributors with this particular model, which is being featured by dealers especially for the holiday trade.

The Pocahontas contains the Mohawk one-dial six-tube shielded receiver, with a built-in loud speaker of late design and a battery com-

partment which houses the batteries, power units, etc. The cabinet itself is of Colonial design finished in rich two-tone walnut with a hand-rubbed piano finish. The chassis of the set is installed in a drawer, making it a compact unit, and allowing the user to separate it from the cabinet with a minimum of trouble.

Annual Banquet of Klein Employees

On Saturday evening, October 23, six hundred employes of the L. Klein department store, 14th and Halsted streets, held their annual banquet in the Gold room of the Congress Hotel. Two Columbia record artists, Ruth Etting and Art Linick, were billed originally for the evening, and Klein employes were delightfully surprised when Paul Ash and Milton Watson, also Columbia record artists, made their appearance and contributed their talent to the festivities. The L. Klein phonograph department carries Columbia Viva-tonal phonographs and records.

Murray M. Kirschbaum Visits Chicago

Murray M. Kirschbaum, manager of the music department of L. S. Donaldson department store, Minneapolis, Minn., accompanied by Mrs. Kirschbaum, recently spent a few days in Chicago. The visit to the Windy City was a combined business and pleasure trip, the occasion being the fifth wedding anniversary of the couple. The Donaldson department store recently added the Viva-tonal line of Columbia phonographs and New Process records.

Another visitor was W. H. Lawton, manager of the Columbia Phonograph Co. branch office in Seattle, Wash., who recently spent a day at the Chicago Columbia office while en route to New York, where he visited the headquarters of the firm.

L. T. Johnson With Music Trade Radio Corp.

L. T. Johnson, formerly head of the radio department of the L. Markle Co., local radio and automobile distributor, joined the sales staff of the Music Trade Radio Corp., Chicago, on November 1. Mr. Johnson represents the Music Trade Radio Corp. in the city of Chicago only, specializing on Federal radio receivers, a line with which he is thoroughly familiar in both its merchandising and technical phases.

The "Ortho-sonic Hour" Inaugurated

The "Ortho-sonic Hour" was inaugurated over WQJ, the Calumet Baking Powder Co., Rainbo Gardens broadcasting station on Wednesday, October 27. The programs, which consist of both classical and popular music, are sponsored

A Better Fibre Needle Cutter for Less Money

RETAIL PRICE \$1.00

The ALTO



Manufactured by **ALTO MFG. CO.**

1647-51 Wolfram St. CHICAGO, ILL.

by the Federal Radio Corp., of Buffalo, N. Y., and will be broadcast every Wednesday evening from 11.00 to 12.00 o'clock. On the opening night A. C. Stearns, advertising manager of the Federal Radio Corp., and D. R. McKinnon, Chicago representative, were present, Mr. Stearns opening the program with a short address.

Buckingham Corp. Making Chassis Receivers

The Buckingham Radio Corp., Chicago, according to a recent announcement made by I. B. Freed, president, is now engaged in the exclusive manufacture of chassis receivers. One of the features of the Buckingham chassis is that it affords jobbers and dealers a means of disposing of their surplus cabinets during the Spring months. One of the most popular chassis, according to Mr. Freed, is the six-tube Buckingham Junior, measuring seven inches by eighteen inches and employing a six-tube circuit



Buckingham Junior Panel

with two-dial control. Mr. Freed, for the past several years, has been interested in the manufacture of batteries, but according to the latest report he has decided to go into the manufacture of radio chassis exclusively.

Jos. A. Loughran Becomes District Manager

Joseph A. Loughran, for the past three and a half years associated with the sales department of the Music Master Corp., Betzwood, Pa., was recently appointed Chicago district manager for that firm. Mr. Loughran will open offices in the near future and at present maintains his headquarters at the Morrison Hotel. His office will serve the territory surrounding Chicago, Milwaukee, Detroit, Cleveland and Toledo. He will devote his energies to rendering service to the jobbers handling Music Master speakers and in promoting the sale of the horn and drum type reproducers manufactured by the Music Master Corp.

R. J. Oetzen Joins Victor Radio Corp.

R. J. Oetzen, who recently became associated with the Victor Radio Corp., Chicago, in the capacity of sales manager, was formerly sales manager of the Economy Screw Corp., and has had extensive experience in the radio field, especially in the merchandising of radio parts and accessories. He assumed his new duties on October 1, and is concentrating his attention upon the distribution of Victor radio products, which include the Leader and Operetta loud speakers and loud speaker units.

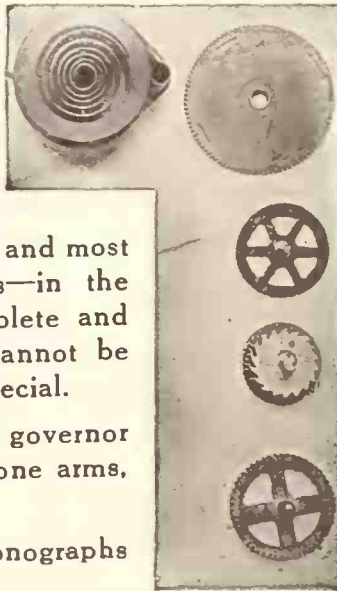
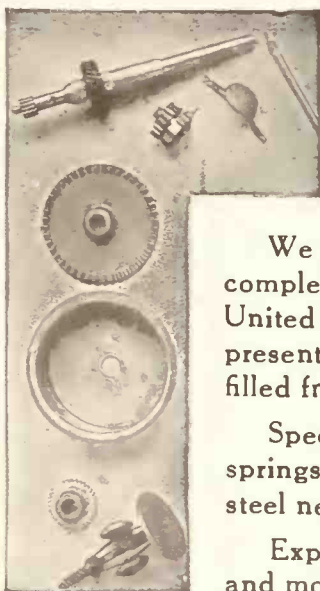
A. G. Gulbransen Talks of Pianos on Farms

The Farm Journal, the most largely circulated farm paper in America, issues every month a Merchants' Supplement, resembling a trade paper, for the dealer in the small community. The October number has a full-page article quoting A. G. Gulbransen, president of the Gulbransen Co., Chicago, on the subject of pianos on farms and the opportunities of music dealers in smaller communities. Figures of interest

(Continued on page 114)

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, micras, repair parts, motors, tone arms, steel needles, etc., in quantity lots.

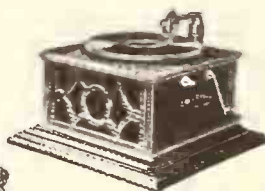
Expert repairing on all makes of phonographs and motors.

INCORPORATED UNDER THE LAWS OF ILLINOIS



SUCCESSORS TO Standard Talking Machine Co. United Talking Machine Co. Harmony Talking Machine Co. O'Neill James Co. Arctico Co.

High Grade Talking Machines, Disc Records, Talking Machine Supplies, Etc

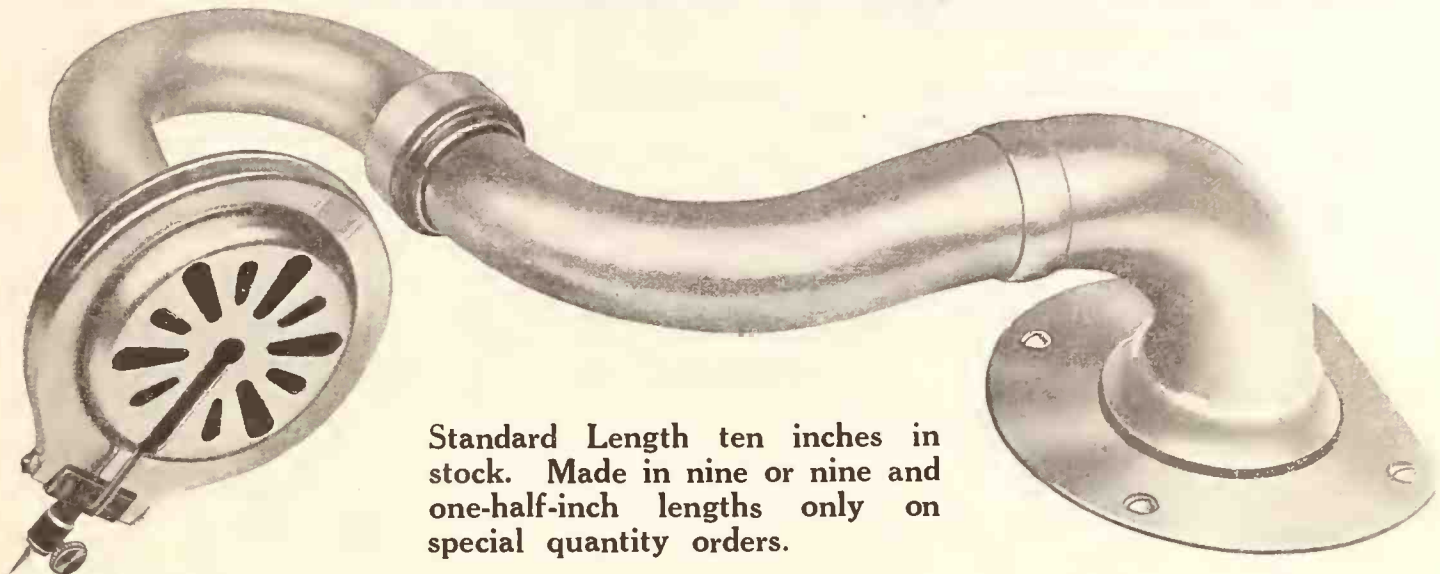


TRADE MARK "CONSOLA"

CABLE ADDRESS "CONSOLA"

227-229 W. WASHINGTON ST. CHICAGO ILL. Branches: 2957 Gratiot Ave., Detroit, Mich. 1424 Washington Ave., South, Minneapolis, Minn.

Jewel Brass Tone Arm and Concert Reproducer



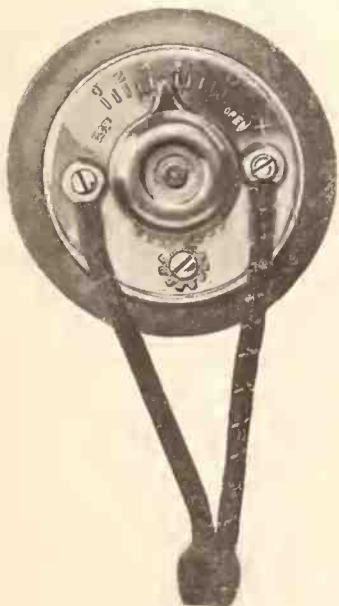
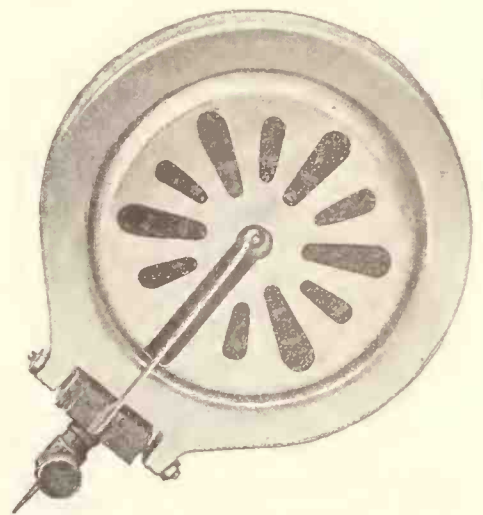
Standard Length ten inches in stock. Made in nine or nine and one-half-inch lengths only on special quantity orders.

Patent No. 1419913
Other Patents Pending

A HIGH-GRADE BRASS TONE ARM made with an instrument taper from the reproducer to the base. The patent floating felt lined soundproof collar insures a positive delivery of sound waves into the tone chamber, and carries a solid column of tone from the reproducer to the amplifier. The base flange is made of pressed steel four inches in diameter and is very strong and durable. The lower tubular part extends one inch through the motor board. Diameter of the tubular part 1 13/16 inches. Finished in beautiful ebony black, which harmonizes perfectly with either nickel or gold finish. List price Nickel \$15.00; Gold or Oxidized finish \$20.00.

JEWEL CONCERT REPRODUCER

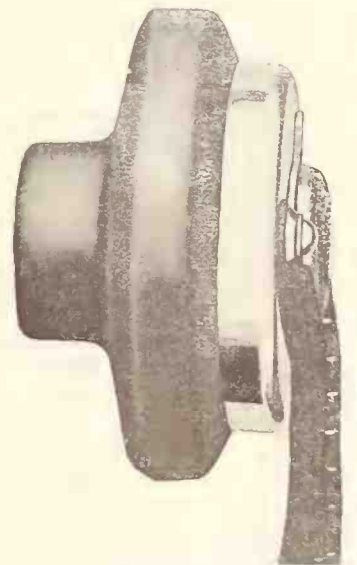
VICTOR AND COLUMBIA DEALERS, increase your record sales. It is a well known fact that there are hundreds of thousands of phonographs, the owners of which have tired of them, consequently THEY BUY NO RECORDS. Revive these by selling them a JEWEL CONCERT REPRODUCER. IT IS especially adapted for the electrically recorded records, and a demonstration not only shows that it is much superior to the old style reproducer, but in almost every instance it means a sale. Attached in a minute. No tools required, no adjustment necessary. List price nickel plated \$5.00; gold or oxidized finish \$7.00.



Back View

JEWEL TYPE B Loud Speaker Unit

This compact little unit represents a truly remarkable development. The substantial soft rubber hub eliminates metallic vibration, forms an air tight connection and makes a real loud speaker out of the Victor, Edison or any other good talking machine that has a standard size hub like the Victor. Simply take off the regular reproducer and put on the Jewel Type "B" Unit and you will have a speaker of ample volume with a full, clear, natural tone that must be heard to be appreciated. Takes up no more room than the regular reproducer and is easy to take off and put on without tools. Complete with Cord list price \$6.00.



Side View

Manufacturers and Dealers, write for discounts

154-160 Whiting Street



Chicago, Ill.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 112)

to merchants are given as to the responsiveness of farm people to the appeal of music.

The article is given specific retail interest by pictures and information regarding a retail salesman who traveled 1,200 miles by auto in July and who sold pianos valued at \$4,775 from a piano loader.

In part the article says: "Music is of great importance to the city home, but I feel that it is many times as important to the country home. It might be said that music is the cornerstone of the country home. Where family life is such a strong factor as it is on farms and in small towns, music becomes an influence that actually holds the home circle together, thus going far beyond the bounds of furnishing mere entertainment.

"On the farm, particularly, music is a social, cultural, educational force. The possibility of attending institutions of learning may not be so great for the farm girl or boy and the opportunities for social contact not so great for the older folks, but the study of music right at home is open to all of them. Especially is this true with the registering piano, which enables every one in the family to play music with personal expression and individual touch, as in hand playing."

Chicago Talking Machine Co. Men Meet

On November 1 a sales meeting was held by the Chicago Talking Machine Co., local Victor jobber, which was attended by all territorial representatives. D. A. Creed, vice-president and general manager of the firm, and W. C. Griffiths, sales manager, addressed the sales staff on matters of policy and on ways and means to render service to Victor dealers in this territory. The Chicago Talking Machine Co., according to the reports of its executives, is enjoying one of the best Fall seasons in its history, and since the introduction of the new Orthophonic recordings the house has been rushed with orders.

Sonatron Tube Co.'s Effective Display

The drawing power of what is said to be the largest line of radio tubes in the world proved extremely effective at the recent Chicago Radio Show, where the Sonatron Tube Co. booth on the main floor of the Coliseum was surrounded almost incessantly. Harry Chirelstein, president of the firm, and his assistants were usually kept busily occupied giving out information to the many thousands of radio fans who re-

quested data on the Sonatron line. Dealer interest was also high at the Sonatron booth.

Pfanstiehl Radio Featured in Displays

The week of October 11 to 17 was "Radio Week" in Chicago, with the Chicago Radio Show at the Coliseum as the main drawing card. Dealers throughout the city capitalized on the event by sponsoring the most attrac-



Steger's Pfanstiehl Display

tive window displays of the season and the picture shown herewith depicting the window of the Steger Piano Co., is typical of dealers' display windows, throughout the city.

The Steger window was trimmed in Fall colors with bronze hangings forming a background, and red and bronze leaves in the form of garlands festooned over the drapes. At the left is shown model 202, the six-tube Pfanstiehl receiver, and in the center is model 201, high-boy, six-tube set surmounted by the Overtone wall clock speaker. Model 182, a five-tube two-dial receiver with built-in speaker, is shown at the left. In the center foreground is an electric revolving sign supplied by the Pfanstiehl Radio Co., Chicago, manufacturer of Pfanstiehl receivers, to its exclusive Pfanstiehl dealers. According to the officials of the Steger Piano Co. the window proved to have tremendous pulling power, striking the public eye as it did when interest in radio was at a fever heat.

Brown "B" Current Supply Unit Introduced

A new "B" current supply unit was recently introduced to the trade by the Greene-Brown Mfg. Co., Chicago. The new product, which is known as the Brown "B", employs the Brown "B" rectifier tube, operating on a new activated gas principle. The tube has no fila-

UNITED MOTORS

For All Types of PHONOGRAPHS

Quiet Easy Winding—Silent Operation—Quick Pick-up—True Pitch Reproduction—Long Life.
Wearing parts protected by air-tight housing. Continuous Automatic Lubrication.

Write for Catalog

UNITED MFG. & DIST. CO.
9702 Cottage Grove Ave. Chicago

ment, and is manufactured to special specifications to match the individual circuit characteristics. The Brown "B" operates any radio set having from one to twelve tubes, including power tubes with a uniform flow of noiseless "B" current. The firm states that laboratory tests on a sensitive oscillograph show that pure direct current free from any trace of alternating current is delivered over the entire range of operating loads.

Burton Greene, president of the new corporation, has had a very successful record of achievement in the financial field and the merchandising of other products, and Paul H. Brown, vice-president, was formerly sales manager of All-American Radio Corp., and also



New Brown "B" Current Supply Unit

sales manager of the Grigsby-Grunow-Hinds Co., Chicago. He has a thorough background of experience in both the design and marketing of radio products and has announced a sales policy for the jobber offering complete protection of invested sales effort.

George A. Pearson Expects Wonderful Season

Chicago radio manufacturers report that the radio season is fully thirty days in advance of last year, both as regards dealer and consumer purchases. At the present rate of progress the industry's volume for the next six months should total almost one-half billion dollars, in the opinion of leading executives.

George A. Pearson, president of the Electrical Research Laboratories., Chicago, one of the industry's pioneer concerns, predicts an acute shortage of receivers before the season is very much older, with plants taxed to the limit in an endeavor to keep pace with demand.

"Indications are that this is to be the greatest buying year that radio has yet experienced," stated Mr. Pearson. "An entirely new and unplumbed market seems to have been tapped in the millions of homes that have suddenly awakened to the fact that radio is no longer an experimenter's plaything, but a perfected instrument that brings the world to their door. In all my experience, dating back to the earliest attempts to popularize broadcast reception, I have never seen anything like the rush to radio that is now on.

"Most remarkable of all is the fact that the newcomers to radio, unlike their predecessors, are not content for the most part with a minimum investment. Instead, they demand a relatively costly, high quality product, simplified in operation, equipped with units for house current supply and housed-in cabinets that are genuine living-room furniture.

(Continued on page 116)

ELECTRICAL SUPPLIES — RADIO

Don't place your Christmas Holiday order until you have seen the latest issue of Harry Alter's "POCKETBOOK," a 240 page catalog showing a complete line of Electrical and Radio goods, with a special section for Holiday Goods.



Your best source of supply.

Dealers: write for it today.

The Harry Alter Co.
ELECTRICAL and RADIO SUPPLIES
Ogden at Carroll Ave.
CHICAGO ILL.



All these features:

The De Luxe ranks high above the usual conception of a portable machine. Note carefully this array of outstanding features:

1. Heineman DOUBLE-SPRING motor. Positively the finest motor of its size in existence. One winding plays 3 records.
2. Phonic Reproducer—regular \$7.50 value. Wonderful tone.
3. 12-inch turntable.
4. Removable Indexed Record Album. Holds and protects 12 records.
5. Beautiful cabinet in brown mahogany, veneered. Re-enforced corners.
6. Domes of Silence protect all edges.
7. Full piano hinged cover.
8. Handle has clearance over table; does not need to be moved to edge of table for winding.

All hardware is brass, heavily plated.

Tone chamber opens to give any degree of volume.

No need to detach tone arm before closing the case. (This is an improvement of great convenience.)

Write your jobber—or direct to

Consolidated Talking Machine Co.

Consolidated Building
227-229 West Washington St., Chicago

Minneapolis: 1121 Nicollet Ave.

Detroit: 2957 Gratiot Ave.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 114)

"One and two-dial operation, elimination of squeals and howls without sacrifice of sensitivity, high selectivity, pure reproduction, these are among the salient qualities that a receiver must boast to satisfy the present trend in the demand.

"This year is destined to witness two types of radio disappointments, that of the consumer who is unable to purchase the receiver of his choice because of shortage in the supply, and that of the manufacturer and dealer who has failed to keep pace with public preference, and who consequently offers receivers that the consumer recognizes as out-of-date.

"Only those manufacturers who have fortified themselves through adequate research and production facilities, so that they can give the public what it wants when it wants it, are in position to benefit substantially and permanently because of the present buying wave.

"And, because of the comparatively limited number of such manufacturers, it seems to me

inevitable that we are entering the most acute shortage that the industry has yet known."

Interesting Visitor to Radio Show

Mrs. C. R. Brackett, of the Brackett Co., Des Moines, Ia., one of the few women jobbers in the Middle West, was a visitor to the Chicago Radio Show. Mrs. Brackett owns and operates her own radio, electrical supply and automobile accessory jobbing business, doing her own buying and issuing her own catalog.

Elaborate Stewart-Warner Display at Shows

The Stewart-Warner Speedometer Corp., Chicago, has featured a very elaborate display at the major radio shows this season. The four large corner columns connected by an ornamental grille were especially sculptured to bring out all the motifs of radio. For instance, the pipe organ, the quartet, the orchestra, football, baseball, tennis, golf, market reports, the pulpit, WBBM broadcasting station, the tower of the Stewart-Warner factory, are shown as typical of the entertainment which radio brings

to the home. These posts are finished in beautiful tones of gold polychrome, and the curtains are of a blue green gold and black damask, with a heavy gold fringe.

The grille about the top is of wrought iron, and a ceiling effect about thirty inches wide of wood grille was suspended just inside the iron grille. Through this was cast a very attractive color lighting effect.

The center column was of walnut, with hand-carved motifs, and was about four and one-half feet square. This formed a very beautiful background for the console models, and in the top panels were oil paintings, reproductions of Stewart-Warner national advertising. A special carpet was also used on the floor of the booth, and large bouquets of artificial fern, in yellow and amber colorings, were used about the top grille, through which appeared the lighting effects.

The exhibit was designed by W. L. Stensgaard, manager of the display division of the Stewart-Warner Speedometer Corp. It is being used at the major radio show this year, and about sixty other shows were taken care of with attractive material on a lesser scale. The exhibit contained many display hints for visiting dealers and gives an excellent example of what may be accomplished with space at any exposition and still conform with the ruling of the show.

Expansion of Chicago Signal Co.

The Chicago Signal Co., manufacturer of signal devices for many years, is planning an extensive program in the radio and phonograph fields for the coming year. The firm entered the radio field two years ago, introducing as its first product the Temple loud speaker, and later specializing upon built-in horns for radio cabinets. Horns ranging from twelve inches to ten feet in length are made by the firm, in a variety of shapes, and are found in the radio receivers manufactured by a number of nationally known concerns. All of the horns are of the exponential type, made of specially developed material, designed by and constructed under the supervision of F. Temple, chief engineer, and Alfred Marshev, general sales manager.

The Temple Comparator, a testing device by means of which four loud speakers may be compared, is also manufactured by the Chicago Signal Co. and sold to dealers for use in their stores. According to executives of the firm, considerable stress will be laid next year on the development of talking machine tone chambers, for use in both mechanical and electrical machines.

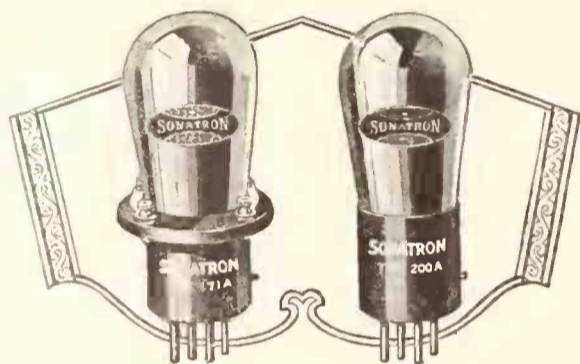
Introduce the Abox Filter

The Abox Co., Chicago, is introducing to the music-radio trade the Abox Filter, a device designed for use with an A charger of the electrolytic or bulb type. The Abox takes the pulsating current from the charger and smooths it out into a uniform, direct current so free from hum that the manufacturer states that the ear cannot detect a sound six inches from the loud speaker, even when audio amplifiers of considerable power are employed, experiments have proved.

The Andrews condenser, which the Abox Filter embodies, was invented by E. F. Andrews, designer of the Deresnadyne circuit, and is also of the electrolytic type. The Abox filter is packed with electrolyte already in it in a solid form, so that it may be shipped and placed conveniently on the dealers' shelves. As the container is made entirely of metal it is very rugged and not easily injured. When placed in operation by the user, it is only necessary to fill it with distilled water, in which the solid electrolyte dissolves.

(Continued on page 118)

Unquestioned Supremacy



Now more than ever, SONATRON is the manufacturer of the largest line of tubes in the world!

30 DISTINCT TYPES! of RADIO TUBES!

SONATRON announces the extension of its line to include 30 distinct types of tubes—a tube for every set and every purpose. Here is a great selling "edge" for the SONATRON dealer—this season has shown beyond doubt that the dealer who offers the most complete tube service will make the biggest tube profits.

Write for the Sonatron Proposition

SONATRON TUBE COMPANY

108 W. Lake St.
CHICAGO

16 Hudson St.
NEW YORK CITY

320 Lafayette Bldg.
DETROIT

Newark
N. J.

Windsor, Ontario
CANADA

The
**SONATRON
AMPLIFIER**
complete with 3 Red
White and Blue
matched power tubes



The newest Sonatron development—a quick, profitable seller! Every set owner, whether he has a crystal or a 10-tube set, wants it. Write for details.

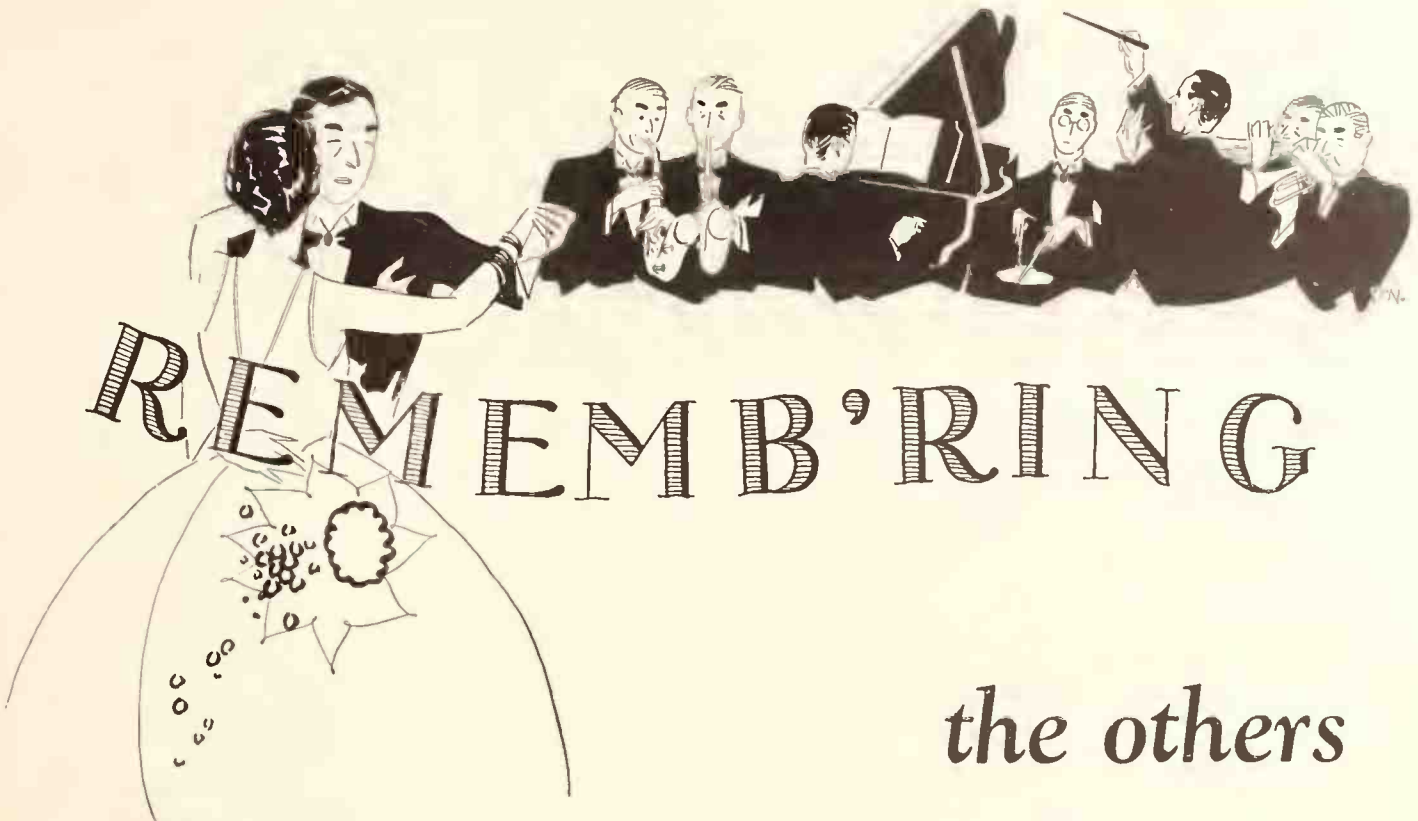
SONATRON

NATIONALLY
ADVERTISED



STANDARD
QUALITY

Manufacturers of the Largest Line of Radio Tubes in the World



REMEMB'RING

the others
then Listen to a



Utah Superflex

\$10.00

Reg. U. S. Patent Office



Utah Book

Exceedingly Decorative,
Finest Reproduction.
Size 17½" x 13½".

\$19.00



Utah Standard

14" Bell

\$22.50

The Speaker with the Golden Throat

Utah Junior

11" Bell

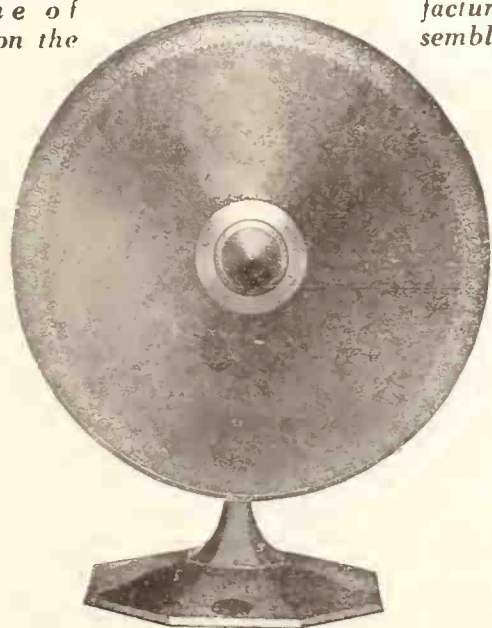
\$12.50



Trade Mark Registered

The only complete line of speakers on the market

We are manufacturers not assemblers



Utah Cone Speaker

Free edge—17½" high.

\$16.00

GUARANTEE
Buy a **Utah** and use it for two weeks. Compare its tone with the best the others are able to produce. **If the Utah does not give better reception** return it to your dealer and **he will refund your money.**

Utah Radio Products Co.

1421 S. Michigan Ave., Chicago

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 116)

The Abox Filter, which is distributed through jobbers, was first shown at the Chicago Radio Show, where it attracted considerable attention from consumers and dealers. The firm maintains a factory in Racine, Wis., and has general sales offices at 215 North Michigan avenue, Chicago, where F. H. Redmond, sales manager, makes his headquarters.

Signs Noted Men and Orchestras for Columbia

T. G. Rockwell, supervisor of record sales, the Chicago branch of the Columbia Phonograph Co., Inc., returned on October 28 from a two months' trip to the Pacific Coast, in which he visited San Francisco, Los Angeles, Portland and Seattle. Mr. Rockwell, while on the Coast, signed a number of prominent entertainers and musical organizations as Columbia record artists, including Jackie Sanders Hotel Olympic Orchestra, Seattle; Earl McElroy's Spanish Ballroom Orchestra, Portland; Earl Burnnett and His St. Francis Hotel Orchestra, San Francisco, and Don Clark and His Biltmore Hotel Orchestra, Los Angeles. He also arranged for a recording by Aimee McPherson, the famous evangelist, which will be released December 1, and for which a large sale is expected.

Mr. Rockwell preceded the Columbia recording expedition to the Coast, securing the talent, and was followed by Arthur Beigh, musical director, in charge of the expedition. A number of vocal selections by Coast artists were also made at the same time.

Of special interest to the trade will be the recordings by the Sol Hoopii Hawaiian Trio, of Los Angeles, which Mr. Rockwell states will reveal something new in Hawaiian music played to dance tempo when the records are released in the near future.

Electrical Research-Klamer Merger

According to a recent announcement the Electrical Research Laboratories, Chicago, manufacturer of Erla radio receivers, loud speakers, power units and tubes, has effected an operating merger with Klamer Factories, Inc., Evansville, Ind. The Klamer factories manufacture cabinets for Erla receivers through the alliance of the two manufacturing interests. Electrical Research Laboratories is one of the most prominent firms in the radio field and is now in its fifth year as a producer of radio receiving equipment.

Monroe Line of Radio Receiving Sets

W. C. Braun Co., pioneer radio distributor, of

Chicago, recently introduced, in addition to its regular line of sets and accessories, the Monroe line of radio receiving sets designed and manufactured by the firm. The line consists of several models, a five-tube RF circuit with three-dial control in several table cabinet designs, a two-dial, six-tube model, encased in various styles of console cabinets, a single-dial control, six-tube, table receiver, and an eight-tube set in popular period furniture design cabinet. A special catalog has been issued illustrating the new line of receiving sets and describing the individual construction features of the various models made by this firm.

W. C. Griffiths Undergoes Operation

W. C. Griffiths, sales manager of the Chicago Talking Machine Co., local Victor jobber, was stricken with appendicitis at his office on October 4, rushed to the hospital and underwent an operation immediately. His many friends in the trade will be glad to learn that his recovery was rapid and that he returned to his desk on November 1.

G. W. French Visits Chicago

A recent Chicago visitor was G. W. French, of G. W. French & Sons Co., Inc., of Ionia, Mich. This music house has been established since 1896, and has built up a splendid reputation and business in its community. The firm has two automobile trucks, suitable for delivering phonographs and pianos. Gulbransen pianos are specialized on and the house also handles phonographs, musical merchandise, band instruments and sheet music. The other members of the G. W. French & Sons Co., Inc., are Mr. French's son and daughter, Lyle G. French and Grace E. French.

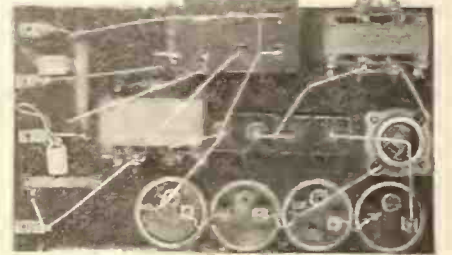
Now Making Complete Receiving Sets

The All-American Radio Corp., known for its radio transformers and parts, has now entered the complete receiving set manufacturing field. The firm now manufactures, in addition to transformers and parts, a line of receivers ranging in price from \$80 to \$435. Five-tube All-American receivers are furnished in compartment, cabinet and highboy models. The six and seven-tube Rauland receivers include the "Sovereign," a Spanish Renaissance type cabinet, the "Lorraine," of attractive Italian Renaissance design, both having built-in speaker, and concealed loop. Housing a seven-tube model, the "Forte" has the appearance of a Spanish treasure chest when closed.

Sell the "Molliformer"

THE "B" UNIT
That Is Guaranteed
Low in Cost
Unequaled Tone Quality
Ample, Uniform Power
In Use 2 Years

Chassis of B-Unit



The "Molliformer" "B" Unit
Ready for Use

The "Molliformer" is backed by two years of startling performance that has placed this unit far in advance of all other "B" Eliminators. The "Molliformer" assures years of service without attention. There are no acids to spill—no corrosive fumes—no expensive, critical rectifying tubes. Thousands of users endorse the "Molliformer" for the long-lived, dependable service it affords.

Two "Molliformer" Models—Completely Assembled—Ready for Use

Model FW4, 35 milliamperes
at 90 volts \$22.00
Model D4, 40 milliamperes at
150 volts 27.50
Units for 25 and 40 cycle current \$2 additional

EXCLUSIVE TERRITORY

Write today for discounts. Exclusive territory still available. Circulars sent upon request.

C. E. JACOBS SOLE MFR.
2808 N. Kedzie Ave. Chicago


In addition to these models are the six-tube Rauland Sextet and Rauland Duet. The latter is a conventional table model while the Sextet is of early American design with built-in All-American reproducer. The incorporating of the Rauland-Lyric-Trio amplifier in conjunction with the tuned radio frequency circuit used in the Rauland receivers is said to give them remarkable tonal reproduction. Accessories also are now manufactured by the firm, including the All-American B battery eliminator, All-American cone type speaker and the Rauland loop aerial.

How Frank Reichmann Sensed the Future

Few radio followers of to-day realize that loud speakers and not headphones were used by the people who listened to the first public broadcasting station in the United States. True, this first station operated over what is now known as "wired wireless," but it produced nearly the same sort of programs as are now

(Continued on page 120)



ANOTHER  PRODUCT

Burns
"B" ELIMINATOR

Without Hum or Voltage Drop
Smooth Unfailing Plate Current

A PERFECTED DEVICE

The Burns is not an assembly of devices of various manufacturers but each has been designed and totally built in the one factory for the work it is to do—the result is a finished, superior product. It operates under any load handling the new power tube most satisfactorily.

Connects to lighting system and operates like other household electrical appliances with voltage variations for different tubes. Greatly improves both local and distant reception. Takes less space than two 45-volt dry batteries.

Price Complete with Tube—\$45.00
At Your Dealers or Write Direct to the Manufacturer

American Electric Company

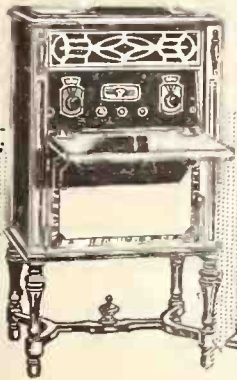
State and Sixty-fourth Streets, CHICAGO, U. S. A.
Makers of the Burns Loud Speakers

Years ahead!

The *NEW*



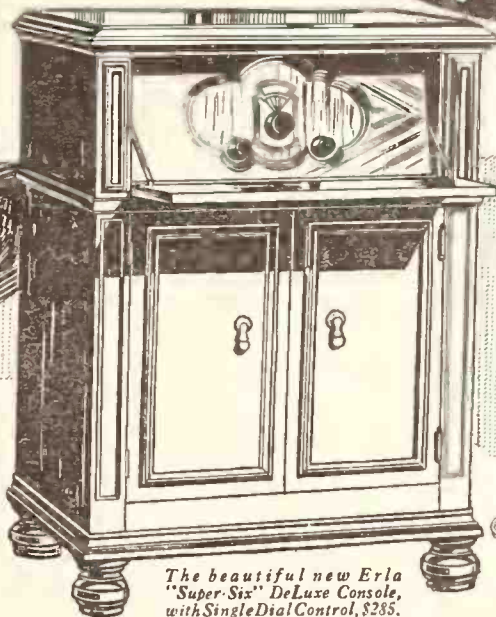
Five-tube DeLuxe Console \$146.50; Standard Console \$129.50. All prices slightly higher west of Rockies.



Five-tube DeLuxe Table Cabinet, \$95.50; Standard, \$89.50.



Erla six-tube DeLuxe Table Cabinet, with single dial control, \$210.



The beautiful new Erla "Super-Six" DeLuxe Console, with Single Dial Control, \$285.

Hum-Free "B" Eliminator, \$45.



Erla Omnidirectional Cone Speaker, \$17.50.



Erla "Triple-Life" Tubes, Detector - Amplifier, 300 X 1-A, \$2.00. Power Tube, 300 X 1-A, \$4.50.

You've wanted something new — something different to offer your customers. Something that will appeal to the novice as well as the expert and make prospects of all. Here it is. A new discovery is responsible for this improved radio — this New Mo-nod-ic Receiver that takes all the hocus-pocus out of radio — all the squeals and howls — and makes it simple enough for even the youngest member of the family to operate.

A Complete LINE

Once you've heard the new Erla yourself, you'll know immediately why experts say it's years ahead. You'll have an entirely new conception of radio — and you'll see the money-making possibilities in the complete Erla line.

Heading the procession is the new Erla "Super-Six" DeLuxe Console, with Single Dial Control, the finest receiver ever produced. Then there is the Standard six-tube, one-dial control table cabinet; Standard and DeLuxe five-tube consoles with two-dial control and Standard and DeLuxe five-tube table cabinets. To say nothing of a most comprehensive line of parts and accessories of acknowledged superiority.

Don't wait until the rank and file have followed the Erla lead. Now is the time to step in and take full advantage of these amazing improvements. Here's your chance to get in on the ground floor and clean up big profits before the others get a start.

Presenting

4 points of Sales Superiority

- 1 Squeals and howls are completely done away with in tuning. No expert manipulation of knobs.
- 2 Harshness and fuzziness of tone resulting from regeneration are eradicated. Even under full pressure, reproduction of voice or music is entirely natural and undistorted.
- 3 Stations inaudible with most other receivers, unless manipulated by experts, come in loud and clear. And this result is easily attained by any member of the family.
- 4 A most important final advantage is improved selectivity, gained without loss of tone quality, as is the case with receivers in which regeneration is employed.

Mail the Coupon Today

The established Erla policy is to give Erla dealers restricted territories. Only one dealer in each community will have this opportunity. So if you are interested in making more money — if you want to take advantage of the year's greatest achievement in radio — if you want to give your customers the very best at the lowest possible price, sign and mail the coupon for full particulars today.

BE YEARS AHEAD

Electrical Research Laboratories,
2500 Cottage Grove Avenue—Dept. N-52
Chicago, Illinois.

Please send me complete literature and details of the new Erla line. I understand this inquiry does not obligate me in any way.

Name

Firm Name

Address

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 118)

given by the various broadcasting stations.

Frank Reichmann, president of the Reichmann Co., Chicago, maker of Thorola receiving sets and speakers, installed the first broadcasting station in Chicago ten or twelve years ago. It consisted of a studio in the Westminster Building and operated over the lines of the old Automatic Telephone Company. Telephone subscribers could, for a stipulated monthly sum, have a loud speaker installed in their homes and obtain the concerts and other entertainment from the studio.

The apparatus consisted of a switch on the telephone bell box and a morning-glory-shaped tin horn with a reproducing unit in the base. When the switch was thrown the broadcasting was reproduced by the loud speaker and the subscriber threw the switch, carried on his or her conversation, and then switched back to the broadcasting.

During this time Mr. Reichmann was experimenting with loud speakers for radio receiving sets as they are made to-day. At that time few receivers were capable of sufficient volume to operate anything but headphones. Mr. Reichmann, sensing the future of radio, was confident that in the end headphones would have to give way entirely to the larger and better sound reproducers. His latest achievement is found in the present Thorola receivers, wherein are utilized both the cone and horn type reproducers for faithful reproduction of both extremely high and low notes.

Mother of H. Emerson Yorke Ill

H. Emerson Yorke, head of the general publicity department of the Brunswick-Balke-Collender Co., Chicago, was recently called to his home in Ottawa, Canada, because of the serious illness of his mother. Mr. Yorke left the Chicago offices on October 29 and at this writing it was not known when he would be able to return to his desk, as Mrs. Yorke is still in a serious condition.

Cable Co. Branch Adds "Talkers"

The Roseland branch of the Cable Piano Co., Chicago, Ill., recently opened a talking machine department, carrying the Brunswick and Victor lines. Aileen Stanley, recording artist, made a personal appearance at the opening festivities of the department. Local interest in the event indicates that prosperous days are ahead.

Saal Ec-centric Cone Admired

The latest product of H. G. Saal Co., Chicago, phonograph motor and loud speaker manufacturer, is the Saal Ec-centric cone, shown for the first time at the New York Radio World's Fair, and a product that has met with a fine reception throughout the trade. The new Ec-centric cone is likened to the harp in that the actuating unit is "off center," the distance between the bottom of the cone and the unit being almost twice as great as the distance between the top and the unit. In the harp, and also the piano, long strings produce

deep low vibrations, and the high notes require short strings. Adopting this principle, the Saal engineers have perfected a cone speaker along the same lines, the large space beneath the unit expressing the deep low notes, and the shorter space at the top reproducing the high notes. The Saal Ec-centric cone is produced in a smaller model known as the Saal Junior, exactly the same in form and construction as the Senior cone. Among the other Saal products are the Pedestal speaker, the Saal soft speaker horn type No. 5 and the Saal phonograph attachment.

Rosenberg Co. Has Wolf Industries Account

The Irwin L. Rosenberg Co., Wrigley Building, Chicago, is now handling the advertising for the Wolf Manufacturing Industries, Quincy, Ill., one of the pioneers of the phonograph industry and a company which has made exceptional progress during the past few years. Irwin L. Rosenberg, head of the agency bearing his name, is well known in advertising and business circles, for he has been identified with several prominent industrial organizations, and in addition to taking charge of the publicity for the Wolf organization, will also advise with the executives of the company on merchandising and sales plans.

Minerva Radio Co. Expansion

Minerva Radio Co., Chicago, recently announced the doubling of its manufacturing facilities during the past month in order to properly

Improvement in Reception by Using Good Power Tubes

Interesting Talk With President of Sonatron Tube Co., Based Upon Visit to Prominent Members of the Trade

CHICAGO, ILL., November 6—The prediction, often heard at the beginning of the current radio season, that power tubes would make a deep impression on the radio accessory market, would seem to be thoroughly fulfilled by sales records made throughout the past two months, according to Harry Chirelstein, president of the Sonatron Tube Co., who recently returned to the Chicago headquarters of his firm after an extended swing through the trade centers of the mid-West. The Sonatron firm manufactures a line composed of twenty-five distinct types of tubes, including a complete list of the latest power tubes.

"The radio listeners of the country," stated Mr. Chirelstein, "have found out for themselves the remarkable improvement in reception brought about by the use of good power tubes. The average five-tube set with one power amplifier tube and one power detector is more than a five-tube set—it has more power, it brings in more distant stations, it gives greater volume and clarity to the reproduction. As

Simplex Antenna

Is proving a sensation with set owners. Dealers, too, are enthusiastic. Gets everything in the air—BETTER. Non-directional. Non-interfering. Easily and quickly installed. Consists of a staff on which is wound a novel conductor coil which renders a 12-inductance that produces a volume of natural tones and places the SIMPLEX in a class by itself.

DEALERS: You can install a SIMPLEX with every set you sell. List, \$3.00. Sample in U. S., \$1.85; 3 for \$5.40, postpaid. Sold on money-back guarantee.

G. H. SCHUBERT, Mfr.
753 W. 32d St., Chicago, Ill.



ly handle the greatly increased amount of business. The company has enjoyed a very steady growth during the past three years and has constantly striven to improve its product. E. R. Schultz, president of Minerva Radio Co., stated a few days ago that the policy of the company has been to proceed slowly and manufacture a product that would be acceptable to the public and particularly that would eliminate in so far as is possible unnecessary service work which causes expense and annoyance for the dealer. Continuing, Mr. Schultz stated that the company's one-dial 1926-27 line has secured complete acceptance by the dealer and by the buying public alike and has proved a practical success in every way.

this knowledge has gained circulation the demand for good power tubes has advanced, until now it may well be said to be phenomenal.

"Sonatron has been conducting an educational campaign in this season's advertising, in order to stabilize and increase power tube preference. Our newspaper and magazine advertisements have been selling power to the consumer and telling him the advantages of using power tubes. As a result, Sonatron dealers have enjoyed a remarkable sales record and have encountered no sales resistance, the market being already prepared for them.

"Further carrying out the Sonatron 'power' slogan is the Sonatron amplifier, a device which adds three stages of amplification to any set, even a crystal. This amplifier is equipped with three Sonatron power tubes, colored, respectively, red, white and blue, a combination which gives a beautiful effect when the tubes are lit. Among the results afforded to the user of the Sonatron amplifier are great volume, an amazingly beautiful tone and longer life for the B batteries.

"The Sonatron Tube Co. recently announced that the Hi-Mu tubes used in the Sonatron amplifier are now available separately or in matched sets of three. In addition to these three Hi-Mu tubes, others are being manufac-

(Continued on page 122)



Minerva Library Console complete as illustrated, with built-in horn and battery compartment, less accessories, \$140.00 list.

DEMAND TELLS THE Whole Story!

We have recently been forced to practically double our manufacturing facilities in order to take care of the increased demand for Minerva receivers. This is not said boastfully, but is a simple statement of fact to prove that dealers do appreciate

MAXIMUM VALUE

MINIMUM SERVICE WORRIES

This is what the Minerva receiver offers. Minerva is up-to-date. Beautiful cabinets, beautiful tone, 6 tubes, plenty of volume, and one-dial convenience, which offers real selectivity. We are open for distributors in a few localities and we invite dealers everywhere, who are interested in larger profits and less work servicing sets, to write us at once.

MINERVA RADIO CO.

154 East Erie St., at Michigan Blvd.

CHICAGO, ILL.

One of Slagle's Leaders

This 2-dial set wins sales. Perfect control, easy tuning, beautiful appearance, clean, quiet reception, very good value, console or cabinet models. Let us tell you more about it.

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



Model XX. Free of noises for which sets are often responsible. Low battery consumption; extreme sensitiveness to signals; sharp, clean tuning; plenty of volume; simple and complete control; full, rich tone values; and beautiful appearance are some of the points this set gives you. It's real value for your money. All elements completely shielded from each other. The highest development in radio receiving sets. Beautiful walnut cabinet with matched burl panels \$130 without accessories.



**Model XX
Console
2-Dial Control**

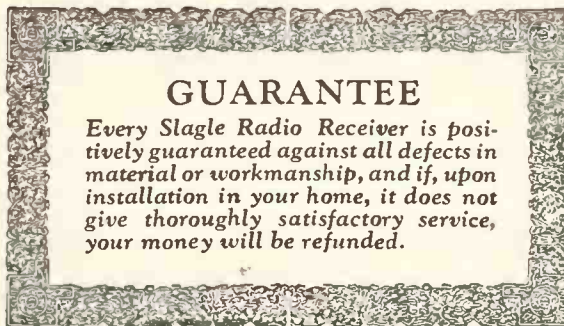
Beautiful cabinet work makes this console a delight to the eye as well as the ear. Two-toned walnut with burl panels. Drop front makes convenient room for tuning and logging. Ample space in lower compartments for batteries.

Equipped with Model XX 2-dial control 5-tube receiver described above. \$185 without accessories.

THE Slagle Merchandising Policy is to provide a full line of sets within a range of prices that enables a dealer to fill any order for first-class sets from the one line. The Slagle line gives you a fully representative stock on display with smaller investment; you can concentrate your efforts on a single line and back it to the limit. The guarantee below protects you because it protects your customer.

We shall be glad to send a beautifully illustrated, 4-color sheet, giving details of our line and complete plan of merchandising. Mention the name of jobber from whom you prefer to buy.

**SLAGLE RADIO COMPANY
FORT WAYNE, INDIANA**



GUARANTEE

Every Slagle Radio Receiver is positively guaranteed against all defects in material or workmanship, and if, upon installation in your home, it does not give thoroughly satisfactory service, your money will be refunded.

Slagle Radio

Bell & Howell Camera Line With Lyon & Healy

Prominent Music Store, in the Loop District of Chicago, Featuring Line of Motion Picture Cameras Made by Bell & Howell Co.

CHICAGO, ILL., November 8.—Lyon & Healy, prominent music store in the loop district of Chicago, recently added the line of motion picture cameras manufactured by the Bell &

It's here

at
Lyon & Healy's
The BELL & HOWELL
Filmo Camera on
Easy Payments
will help you
Make Your Own
MOVIES



NOW, in a 5 or 10 minute visit, you can find out all about the fascinating, new delight of taking your own movies:

Pictures of baby—the children—all the family—weddings—your trips—football games, and other interesting events—as clear and beautiful in your own home as the feature films shown in your favorite theatre!

This is the automatic, personal movie camera everyone is talking about. So simple that even a child can operate it. Does not get out of order. Light. Easy to carry.

\$10.00
per month

As easy as riding a bicycle, to take movies of your own

Made by Bell & Howell who for 19 years have made practically all cameras and equipment for the world's leading movie producers. Naturally, Filmo has features not found in other motion picture cameras.

Come in and see how easy and simple motion photography has been made for you. Actual demonstration at our main floor Camera Counter every day.

4 Convenient Purchase Plans

1. Cash, or charge account.
2. \$10 per month if you do not wish to pay cash.
3. Our Club Plan makes it possible for several people to combine in the purchase of a Filmo outfit, either paying cash, or small payments required to purchase on our \$10 per month plan.
4. To familiarize yourself with the quality and operation of Filmo equipment you can rent either a Camera or Projector at the rate of \$10 per week. All rentals so paid will be applied on the bill you charge prior should you decide to keep the equipment. Come in for a demonstration.

MAIL THIS

LYON & HEALY
Wabash and Jackson, Chicago, Ill.

Please mail me literature for Bell & Howell camera lenses

Please send me a camera

I would like to see your cameras in my home, please send me a list of prices.

Name _____

Address _____

At Our First Floor Camera Counter
All Leading Makes of Cameras, Projectors and Accessories
PRINTING—DEVELOPING—ENLARGING
24-Hour Service

Lyon & Healy

Wabash Avenue at Jackson Boulevard

Lyon & Healy's Bell & Howell Advertising Howell Co., of this city, and on Thursday, October 21, the Chicago Tribune advertisement reproduced herewith advised the local public regarding the product and the manner in which it might be secured. Lyon & Healy are planning an extensive drive among old customers and prospects on the Filmo camera, and two sales representatives are specializing upon its

sale at the present time. In addition all radio and phonograph outside salesmen and canvassers are also devoting their attention to the sale of the motion picture cameras.

At the time that the Bell & Howell line was added, a special letter was sent to the entire Lyon & Healy customer list announcing the service which the firm is now equipped to give on the Filmo camera. A group plan has been devised making it possible for several people to combine in the purchase of a complete Filmo outfit, and a camera or projector may also be rented, the rental bills being applied on the full purchase price should the customer decide to buy the equipment.

The camera counter is located on the first floor of the Lyon & Healy building and actual demonstrations of the Filmo camera and projector are made in this section of the store every day.

T. J. Holzem Buys Willey's Music Store in Baraboo, Wis.

Ted J. Holzem, who has represented the Gulbransen Co. in Wisconsin for some time past, recently purchased Willey's Music House, Baraboo, Wis., and joined the ranks of the retailers. The store he purchased is in a location where there has been a music store for forty years. It is a well-located and attractive store, serving a wide trading radius. In addition to Gulbransen lines, the store handles Victor talking machines and musical merchandise. The business in the future will be known as Holzem Music Co.

Plaza Music Co. Markets "Micro-phonie" Reproducer

George D. Lewis, the acoustical engineer, who is now a member of the experimental laboratory of the Plaza Music Co., New York, recently designed a new reproducer for talking machines. This product is now being marketed by the Plaza company under the trade name "Micro-phonie" phonograph reproducer. The instrument has been developed with a plan of satisfying music lovers with full, deep tones of talking machine records. It is being given wide publicity by the Plaza company and is presented in a silk-lined box, which should aid the trade in merchandising the instrument.

Carl Kronenberger Back From Long Trip to Europe

Carl Kronenberger, head of the Favorite Mfg. Co., 105 East Twelfth street, New York City, has returned to his offices following a three months' business and pleasure tour of the larger trade centers in Europe. Mr. Kronenberger has for a good many years been



Carl Kronenberger

an active figure in supplying talking machine repair parts, motors, tone arms, sound boxes and allied material to the retail trade. While in Europe he looked over the latest developments from the factories of Europe and expects to shortly announce the arrival in this country of various European materials that should find a ready market here.

Mr. Kronenberger expects shortly to make a tour of all Eastern territory.

The Favorite Mfg. Co. was recently appointed distributor for Symphonic reproducers and tone arms. The company is issuing some special circular matter on all of its products, including the Symphonic reproducers and tone arms, and expects to start an intensive sales drive on these materials.

Good Power Tubes Improve Radio Reception

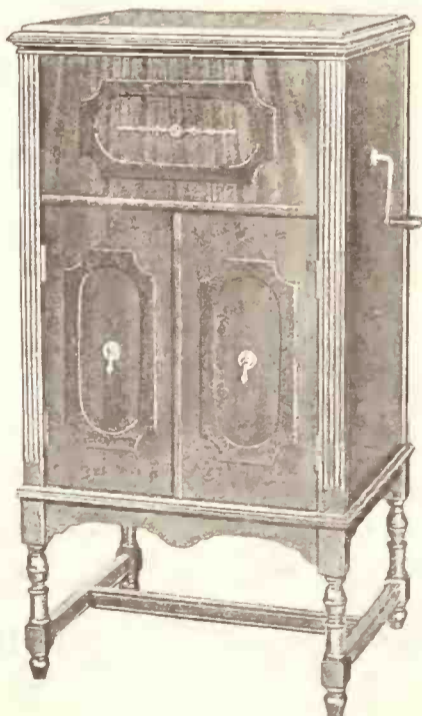
(Continued from page 120)

tured, making a most complete and extensive line of these important tubes. Used in resistance or in impedance coupled sets, the Mu's result in remarkable improvements in tone quality, and are said to double volume in these types of sets.

"Success for the dealer who wants to establish his supremacy in the tube field," concluded Mr. Chirelstein, "lies in presenting to his public a complete tube service, which includes not only the standard tubes, but also the finest and latest power tube developments. The business will go to, and stay with, dealers who operate on the basis of complete service."

Eckhardt Corp. Describes Line in Artistic Brochure

PHILADELPHIA, PA., November 8.—Formal announcement of the new Eckharmonic radio and Eckphonic resonator was made by the Eckhardt Corp., of this city, by means of a large, artistic brochure. A grayish-brown mat was used, and pasted on the two facing inside pages was a communication announcing the Eckharmonic signed by Walter L. Eckhardt, president of the corporation, and on the other page an attractive display in colors similar to that appearing in the current issue of The Talking Machine World. This brochure was the creation of the Aitkin-Kynett Co., advertising agent for the Eckhardt Corp.



Imperial Phonogrand

are equipped with our NEW TRIPARTITE AMPLIFIERS.

Three scientifically proportioned and designed Tone Chambers combine in one Unit.

They will please the Dealer who is looking for volume Reproduction without sacrificing quality.

PHONOGRANDS MAKE SELLING EASIER.

The Tone, the Quality and the Prices are right.

Send for Catalog and Prices

FOREIGN INQUIRIES SOLICITED

Phonogrand Division

FUEHR & STEMMER PIANO CO.

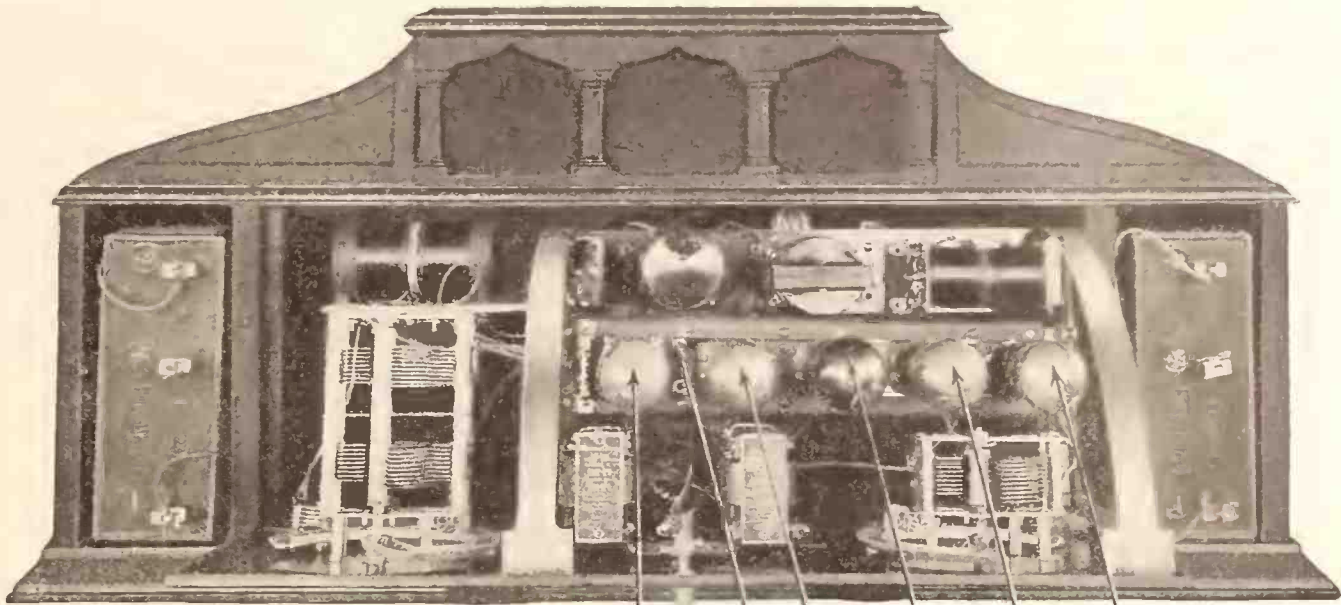
1934 Wentworth Avenue

Chicago, Ill., U. S. A.

Musical Instrument Builders for 25 years

IMPERIAL MODEL
46" High, 24" Wide, 22" Deep.
List Price, \$150.00

Inside Information



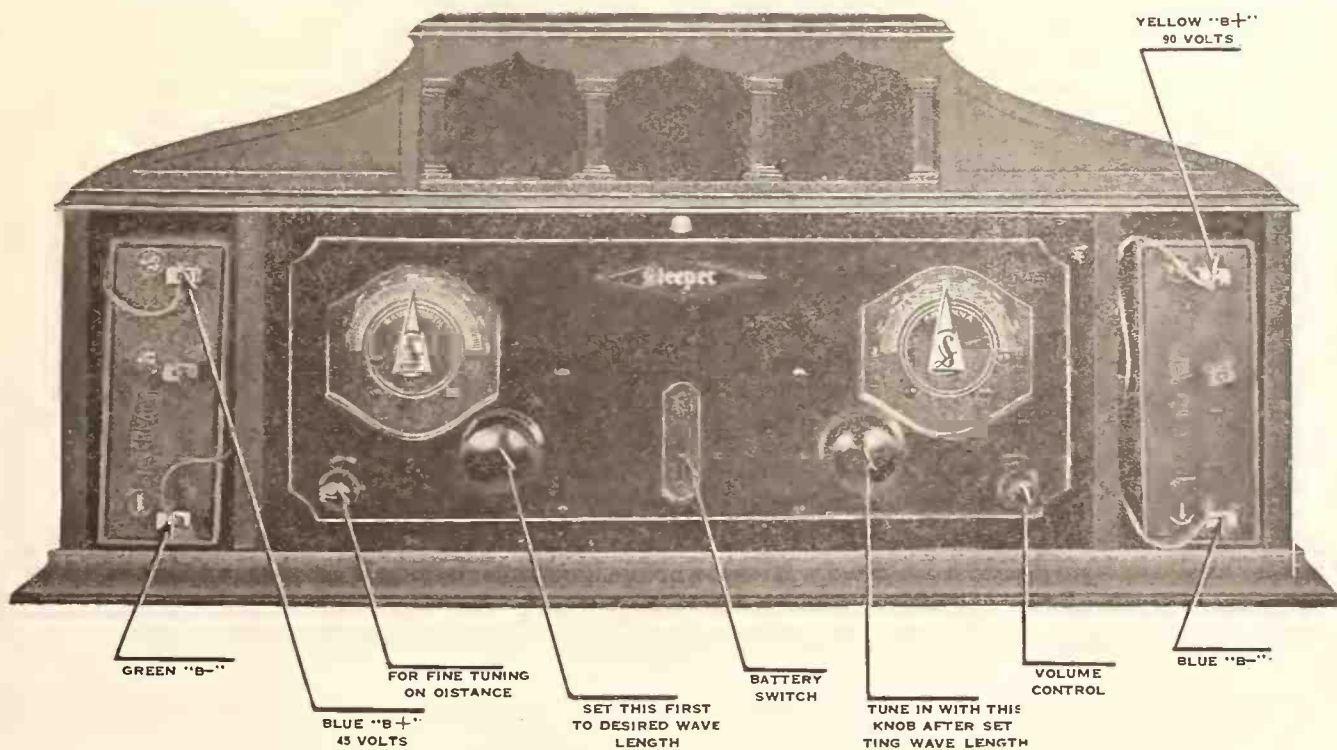
(Note reduction gear drives, dual condenser, powerful audio transformer and the special Output Transformer protecting loud speaker from high voltages.)

DETECTOR
1ST AUDIO
2ND RADIO
2ND AUDIO. FOR BEST RESULTS USE UX-171 TUBE
1ST RADIO

TIP JACK SHOULD BE AT "++" FOR 201-A TUBE BUT AT "-" FOR 200-A TUBE

Complete disclosure, revealing and intimate of why the SLEEPER SCOUT and SERENADER MODELS are the most talked of radio sets in trade circles this year. A perfect example of what is possible when intensive study is applied to perfecting a product that is good to start with.

For infinite refinement of detail and improvement of every feature that caused even the slightest sales resistance a year ago, see and hear the improved Scout and Serenader.



GREEN "B-"
FOR FINE TUNING ON DISTANCE
BLUE "B+" 45 VOLTS
SET THIS FIRST TO DESIRED WAVE LENGTH
BATTERY SWITCH
TUNE IN WITH THIS KNOB AFTER SETTING WAVE LENGTH
VOLUME CONTROL
BLUE "B-"
YELLOW "B+" 90 VOLTS

Battery compartment doors removed to show ease of hook-up. All other connections are made on a terminal strip in the rear. The Amplion adjustable Loud Speaker unit is used in the Type 61 Serenader model illustrated. Price \$125. The same set with flat top without loud speaker is called the Scout Model 60. Price \$100.

Sleeper Radio & Mfg. Corporation

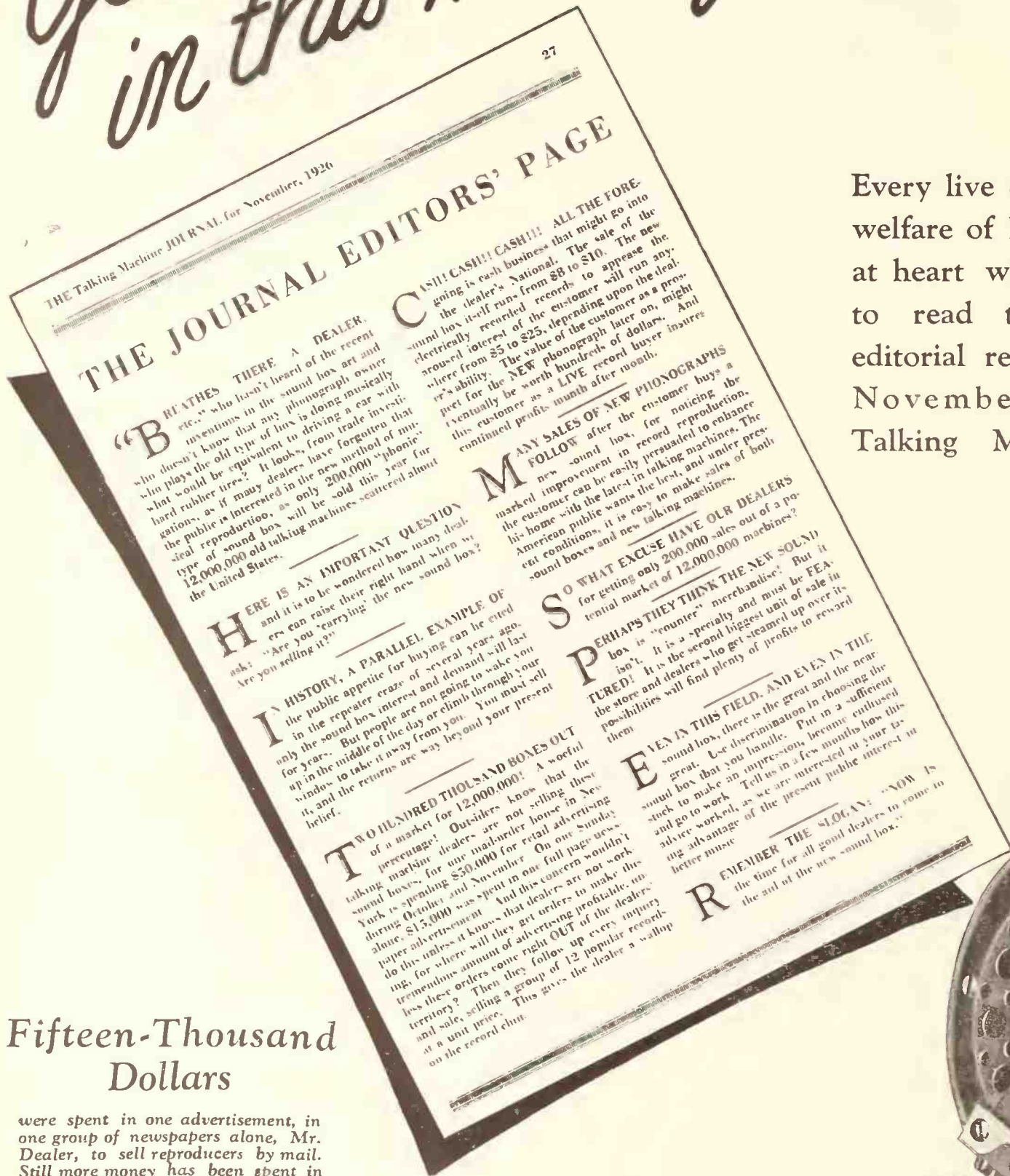
GORDON C. SLEEPER, President

6th and Washington Aves.

Long Island City, N. Y.

TWO SIDES TO THE

Your side is summed up in this masterful editorial

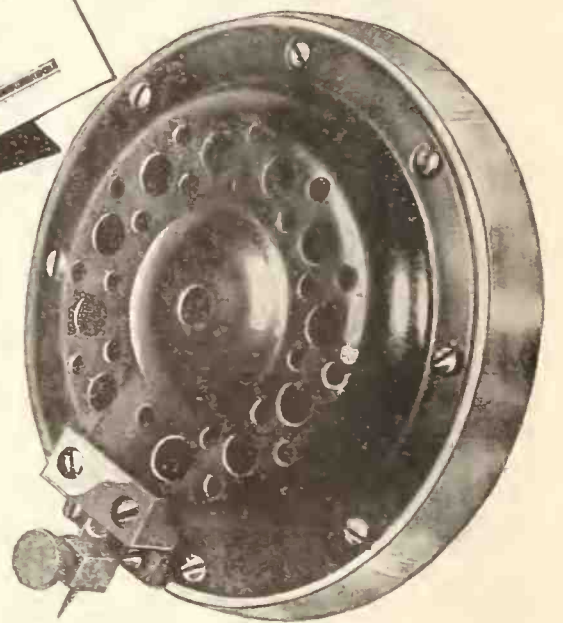


Every live dealer having the welfare of his business truly at heart will take the time to read this enlightening editorial reprinted from the November issue of the Talking Machine Journal.

Fifteen-Thousand Dollars

were spent in one advertisement, in one group of newspapers alone, Mr. Dealer, to sell reproducers by mail. Still more money has been spent in many other publications by the same people. More will undoubtedly follow.

Can you afford not to push a good reproducer?



Symphonic PHONOGRAPH REPRODUCER

REPRODUCER QUESTION

*The other fellow tells
your customers this!*

A greatly reduced reproduction of a full page newspaper mail order advertisement in multicolor which recently appeared in a number of large cities.

**Make a New Type Phonograph
Out of Your Old One**

**Get the Beautiful Tone and Volume of
Expensive New Phonographs**

Now at last you can say goodbye to the squeaky, nasal, rasping, metallic rounded tone of your phonograph. Now you can have the beautiful, natural, full, rounded tone of the expensive new machines which are starting the world! Yet you need not buy a new phonograph if you have an old one. The reproducer is the HEART of any phonograph—and the New PHONIC reproducer makes your old phonograph like an entirely new one. Based on the new PHONIC principle. Makes every record as real as living people! Makes you think the orchestra or artist is in the same room.

**New PHONIC
Reproducer**

Never Before Such Tone

Tones never before heard are clearly distinguished when the new PHONIC reproducer is used. Test it on an old record you have played again and again. Hear the difference yourself. Listen to the deep low notes and the delicate high notes. Hear how plainly and clearly the voice sounds. Note the natural tone of the violin and the piano, and the absence of "silly" music. You will be amazed at the difference.

Volume Without Distortion

The new PHONIC reproducer is ideal for dancing or for home entertainments. Its volume is almost double that of the ordinary reproducer. Yet there is no distortion of sound. The new principle makes you use even the softest records. The new PHONIC is always mellow and natural and pleasing in tone. It is impossible to describe its tone. You must hear it. Let the whole family judge of its merit!

TRY IT 10 DAYS AT OUR RISK

You cannot realize the difference in favor of the New PHONIC until you hear it in comparison with your present reproducer. That is why we want to send it to you on 10 days' trial at our risk. Try the New PHONIC on old or new records—on songs, instrumental selections, dance music. See how much clearer the words and music are, how much more volume you get without the slightest distortion. Make the test yourself—on your own phonograph.

SEND NO MONEY

Send no money now—just a coupon. When the New PHONIC arrives pay the postage only with the difference in price. Then if you are not delighted with the difference in volume and tone send our reproducer back within ten days and your money will be refunded. The low price of \$1.45 is made possible by dealing direct with phonograph owners. Over 300,000 people have saved money by purchasing their records from us. Now we save them money on the finest reproducer made. If sold in stores the price would be at least \$7.50. Our price only \$1.45. Mail coupon now for ten days' trial. **BE SURE TO STATE THE NAME OF PHONOGRAPH YOU OWN**

Read What Users Say

Things Out High and Low—Having used the new PHONIC reproducer I can say that it is a real improvement over the old one. It gives a much more natural and pleasing tone. I have used it on many records and it has made them all sound like new. I am a great fan of the new PHONIC. Sincerely yours, J. H. Smith, 123 Main St., New York, N. Y.

Pleasing in Musician's Ear—I have used the new PHONIC reproducer on many records and it has made them all sound like new. I am a great fan of the new PHONIC. Sincerely yours, J. H. Smith, 123 Main St., New York, N. Y.

Sound Like New—I have used the new PHONIC reproducer on many records and it has made them all sound like new. I am a great fan of the new PHONIC. Sincerely yours, J. H. Smith, 123 Main St., New York, N. Y.

How All You Users See It—I have used the new PHONIC reproducer on many records and it has made them all sound like new. I am a great fan of the new PHONIC. Sincerely yours, J. H. Smith, 123 Main St., New York, N. Y.

General Instrumental Magnitude—I have used the new PHONIC reproducer on many records and it has made them all sound like new. I am a great fan of the new PHONIC. Sincerely yours, J. H. Smith, 123 Main St., New York, N. Y.

Please send me a New PHONIC reproducer for \$1.45 (plus postage) plus a few cents postage. If I am not satisfied after ten days, I will return your product within 10 days and you guarantee to refund my money.

Name

Address

City

State

Keep this profitable business in the Phonograph trade - for yourself! Stock and push a truly great reproducer - sell SYMPHONIC!

Symphonic Sales Corporation
LAMBERT FRIEDL, PRESIDENT
370 Seventh Ave., New York City

The Symphonic Diaphragm is made of aluminum alloy, the material proved to be best for the purpose, extremely thin and sensitive for finest tonal results.

Symphonic PHONOGRAPH REPRODUCER

1925 Census of Manufactures Serves to Indicate Transformation of Trade

Heavy Decrease in Production and Values as Compared With 1923 Figures Reflects the Period of Liquidation of Old Stocks and Preparations for Marketing of New Machine and Record Products

WASHINGTON, D. C., November 8.—The Bureau of the Census of the Department of Commerce has just issued its report covering the phonograph industry as a part of the census of manufacture, for 1925, and the figures presented are interesting, though likely to be somewhat confusing to those who are not acquainted with developments that have taken place in the industry.

The report shows, for instance, that there was a decrease of 35.6 per cent in the number of phonographs, and 16.3 per cent in the number of records produced in 1925, as compared with 1923, and that the value of the 1925 output of phonographs was 16.4 per cent less than that of 1923, with the value of records 26.3 per cent less.

Industry's Clean-Up Period

In considering the figures it must be understood that 1925 saw the cleaning up of the industry. Old-type machines were offered at greatly reduced prices in order to clear decks for the introduction of the greatly improved models, and the same held good in the record field. For a large part of the year the manufacturers were marking time to a greater or less degree until the new instruments could be placed upon the market in quantities, and were the census figures made to cover 1926 the story would be considerably different.

Value of 1925 Production

The total value of the production of the phonograph industry in 1925 was \$61,057,147, a decrease of 43.1 per cent from the 1923 total of \$107,311,265.

Only sixty-eight establishments were reported in 1925, as compared with 111 in 1923. Four new establishments were listed last year, but seventeen had gone out of business prior to 1925, seventeen had switched from the phonograph industry to other lines, six were idle during the entire year and seven had an output of less than \$5,000, the biennial census including only plants with a production in excess of that sum. Of the sixty-eight establishments reporting last year, fifteen were located in Illinois, seven each in New Jersey and New York, five each in Indiana, Connecticut, Michigan and Ohio, and the rest in seven other States.

Some Interesting Figures

The average number of wage earners employed in the industry declined from 20,491 in 1923 to 11,267 last year, and wage payments declined from \$24,969,685 to \$14,144,955, a drop of 45 per cent in employment and 43.4 per cent in wages.

The cost of materials, including fuel, electric power and containers, was \$14,144,955 last year, against \$24,969,685 in 1923, a drop of 45.1 per

cent. The value added by manufacture, the value of products less cost of materials, was \$36,210,053, as compared with \$62,060,938, a decrease of 41.7 per cent.

A total of 642,015 phonographs, including dictating machines, were produced last year, with a total value of \$22,613,009, as compared with 997,459, valued at \$57,037,060, produced in 1923. The number of records produced in 1925 was 82,125,060, and their value \$26,790,847, as compared with 98,104,279, valued at \$36,372,410, in 1923. The production of needles was valued at \$960,831, as compared with \$1,464,064 in 1923, a decrease of 34.4 per cent.

Increase in Cabinet Values

The value of cabinets produced increased 10.7 per cent, from \$2,544,208 in 1923 to \$2,816,718 last year. This does not include phonograph cabinets made as secondary products by establishments classified in the furniture industry. The production of other parts, however, dropped 68.6 per cent, from \$8,092,682 in 1923 to \$2,543,384 last year.

Custom work and repairing to the value of \$295,583 was reported for 1925, a decrease of 27.6 per cent from 1923, when it totaled \$407,998. The value of all other products reported by the establishments in the industry, chiefly radio sets, cabinets and parts, was \$5,035,875, an increase of 261.8 per cent over the \$1,391,943 total of 1923.

Otto N. Frankfort a Visitor to New York

General Sales Manager of Mohawk Corp. Calls Upon the Trade, Accompanied by M. O. Giles, New York District Manager

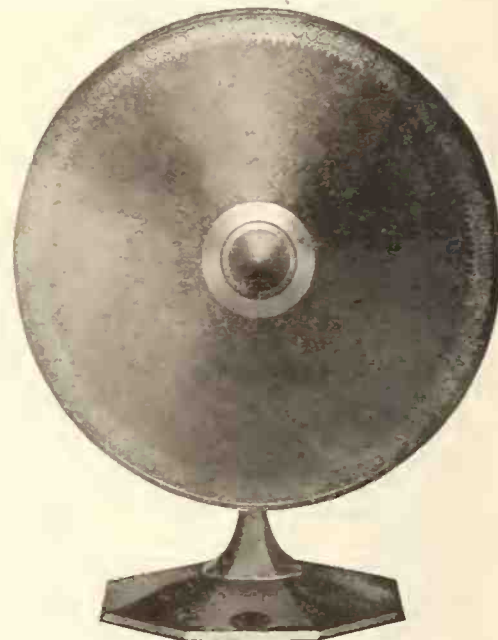
Otto N. Frankfort, general sales manager of the Mohawk Corp. of Illinois, Chicago, manufacturer of Mohawk one-dial receivers, was a recent visitor to New York, calling upon the trade, accompanied by M. O. Giles, Mohawk district manager in this territory. Mr. Frankfort, before arriving in New York, had visited Mohawk jobbers in the leading cities up State, as well as several other points in the Middle West, and wherever he called he found a keen enthusiasm for Mohawk products that was emphasized in the substantial orders placed by the jobbers. In fact, Mr. Frankfort was besieged by the jobbers to expedite shipments of merchandise, for at the present time the main problem at the Mohawk plant is one of production rather than orders.

Mr. Frankfort before reaching Chicago will visit Mohawk jobbers in Philadelphia, Harris-

burg, Baltimore and other points with the idea of outlining in detail the Mohawk plans for the coming year. This season is proving to be the most active in Mohawk history, with every indication that the demand enjoyed during 1927 will even outdistance the satisfactory sales totals of the current year.

New Cone Speaker Is Popular With the Trade

CHICAGO, ILL., November 5.—The latest product of the Utah Radio Products Co., of this city, a new cone speaker of the free edge type, 17½ inches high with a weight of 3½ pounds, is proving immensely popular with the radio trade throughout the country and orders are pouring into the offices of the company at a



Utah Cone Speaker

rate that is highly satisfactory to Utah officials. In letters received from dealers commenting favorably on the new speaker, its clear tone is given high praise as is the appearance of the unit.

Arthur Bergh Returns From West Coast Recording Zone

Arthur Bergh, musical director of recordings of the Columbia Phonograph Co., New York, recently returned from a five-week recording tour of the Pacific Coast States, where Coast hits were recorded by Coast stars for the Coast trade. Orchestras and vocal stars of Seattle, Portland, San Francisco and Los Angeles made recordings, which are being manufactured at the new Columbia recording plant in Oakland, Cal. Full details of the new artists who will make their first appearance on Columbia records in the very near future appear in the Chicago section of this issue of The World.

Now—you can get the Symphonic Reproducer and Tone Arm

together with your supplies—parts—
springs—motors, etc.

From the Old Reliable House

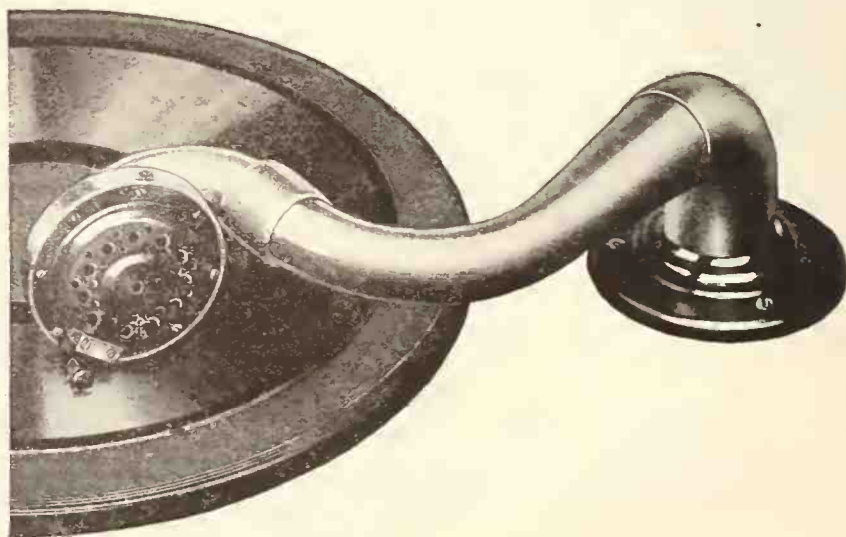
FAVORITE MFG. CO.

CARL KRONENBERGER, President
Established Since 1914

105 East 12th Street

New York City

Telephone Stuyvesant 1666



Stevens Speakers



Model "A" 17½ inch

Ideal for the home, combining superior tone and volume with decorative elegance. Mahogany sounding board gives rich resonance and power to the tone. Can be used on console, or hung on wall. Complete with easel base and silk hanging cord.

Price \$25



Model "B" 14½ inches

Similar to Model "A" but smaller. Has Burtex diaphragm, resonant wood sounding board, and powerful balanced armature unit, giving remarkable volume with highest tone quality. Ideal for a small room. Finished in rich, mahogany shades to match many of the standard sets.

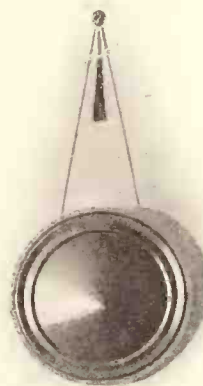
Price \$16.50

Two leaders in quick profits and trade building satisfaction — each the best in its price class, challenging comparison on any basis, whether appearance, tone quality, dependability, or merchandising value.

Note the many *exclusive* selling features — the *only* seamless diaphragm, the *only* moisture-proof diaphragm, the *only* true scientifically curved diaphragm, and many others.

And made by the pioneers in the cone speaker field, with fifty years of successful manufacturing experience as your assurance of stability, reliable goods, and sound merchandising policy.

Ask your jobber for details of the Stevens line or write us for literature.



Model "A"

Hung on the wall, Stevens Speakers are especially effective, both in performance and decorative quality.

CONOIDAL
"CONTINUOUSLY CURVED"

The scientific curve of perfect sound reproduction

For full musical range and natural tone quality, the conoidal form of the exclusive Stevens diaphragm is essential. Combined with the famous Stevens non-freezable, balanced armature, it affords more *complete* sound reproduction than any other speaker commercially practicable.



the exclusive new material, has a fabric base and is formed under tension into the conoidal shape. It is resilient, practically unbreakable, and absolutely moisture proof.

STEVENS & COMPANY, Inc.

46-48 East Houston Street

New York City

Made by the Pioneers in Cone Speakers

Licensed and Manufactured Under Pat. No. 1414801

How the "Heebie Jeebies" Reached Apex of Popularity and Developed a New Dance

Record Made in Okeh Laboratories of Consolidated T. M. Co. Proved Popular—Consolidated Music Publishing House Brought It Out on Sheet Music—Dance Steps Were Devised

The layman often is amazed at the manner in which a popular dance originates, sweeps the country, crowding the ballrooms, night clubs and dance halls, gains large-space newspaper notices, usually with illustrations, and eventually brings forth not only local, but national



Dancing on Cornice of Skyscraper

contests to decide who is the most accomplished exponent of that particular series of eccentric steps. The story which follows outlines the manner in which a dance now ascending to popularity had its beginnings.

Last Spring, in the Okeh record laboratories of the Consolidated Talking Machine Co., Chicago, Okeh record distributor, a record was made under the title "Heebie Jeebies," with a "skat" chorus. The recording proved to be a popular one, and was sold to dance lovers throughout the country. Late in October the Consolidated Music Publishing House, headed by E. A. Fearn, also president of the Consolidated Talking Machine Co., published "Heebie Jeebies" in sheet music form.

Through the co-operation of Floyd Du Pont, nationally known producer of musical comedies and revues, a dance step was devised to suit the rhythm of the song. A professional dancer,

Miss Tina Tweedie, was the first individual to publicly appear in a performance of the "Heebie Jeebies" dance, and the event caught the eye of the Chicago Evening American, which published a strip of pictures showing Miss Tweedie executing the various steps, and accompanied the illustrations with instructions, enabling the reader to learn the dance. Other newspapers quickly adopted the idea, Underwood & Underwood photographed Miss Tweedie, and illustrations of how the dance is done were syndicated throughout the United States, often appearing in the rotogravure sections of leading metropolitan newspapers within recent weeks. On one occasion Miss Tweedie was photographed as she danced on the cornice of a thirty-eight-story building in Chicago's "loop," or business district, to music received by an Operadio portable set, while the photographer clung to a flagpole as he snapped the pictures.

Sensing the publicity value of the "Heebie Jeebies" dance as a drawing card, ballroom and cabaret managers throughout the country are now planning contests and revues built around the popular step. In Chicago alone the Mid-Nite Frolics, Samovar, and seven other night clubs are staging "Heebie Jeebies" revues, the dance being featured as the main attraction on the program. In each case special programs are placed on the tables, listing the names of the entertainers, while on the back cover detailed instructions and illustrations of the various steps are printed. Cafe patrons are advised by the program that the "Heebie Jeebies" record is obtainable on Okeh records and that the sheet music is published by the Consolidated Music Publishing House. On the back cover of the sheet music edition of the number instructions and illustrations posed by Miss Tweedie are also included, while a picture of Paul Ash, Chicago's idol of jazz, occupies the front cover.

During the week ending November 6 the "Heebie Jeebies" dance occupied center stage at the Oriental Theatre, owned by Balaban & Katz. The stage setting resembled a hall of fame, with all of the old-fashioned and modern dances, from the minuet and polka down to the

charleston, listed upon one side, as already members of the hall of fame, while on the other side of the stage the "Black Bottom" and "Heebie Jeebies" were listed as applicants. Paul Ash sat as judge, dressed in the gown and wig of an old English member of the bench. To decide the controversy between Miss "Heebie Jeebies" (Miss Tweedie) and Miss "Black Bottom," Ash suggested that they each call in six witnesses and have them execute their particular dances. The clashing factions both finished their separate dances, and then did them simultaneously. Ash, still puzzled as to who was the victor, left the verdict to the audience. The question still apparently could not be decided, so both the "Heebie Jeebies" and "Black Bottom" were allowed to enter the Hall of Fame.

Another instance which shows the rapid rise of the dance to popularity within a space of a few weeks is the adoption of the name "Heebie Jeebies" by a shoe manufacturer, a maker of hats, and a local restaurant owner who has applied the name to a sandwich. The dance, hard on the heels of the "Black Bottom," is making a strong bid for popularity honors, and both the Okeh record and the Consolidated sheet music version have been in tremendous demand as a result.

Q R S Music Co. Purchases the U. S. Music Roll Co.

Line of United States Music Roll Co. Will Be Continued as Product of Q R S Co.—Arthur Friestedt and George Ames Join Q R S Staff

The Q R S Music Co., manufacturer of music rolls and radio tubes, with factories in Chicago, New York, San Francisco, Toronto, Canada; Sydney, Australia, and Utrecht, Holland, has taken over the United States Music Roll Co., of Chicago, without issuing any additional stock. By the purchase the Q R S Music Co. acquires the good will, patents, masters, trade-marks, machinery, inventory, etc., and will add the U. S. line to its regular line of Q R S rolls. The combined output of music rolls of the two companies last year was \$7,000,000 rolls. Because of the added volume of sales with very little additional expense, it is estimated that under normal conditions the addition of the U. S. line should bring a quarter of a million dollars to the Q R S Co.'s annual profits.

A little over a year ago the Q R S Co. started to manufacture radio tubes under the trade-mark of "Q R S Redtops."

Arthur Friestedt, president of the U. S. Music Roll Co., has joined the Q R S Music Co. in an advisory capacity, and George Ames, vice-president and general manager of the U. S. organization, has been appointed sales manager of the Q R S Music Co.

Forty-three Q R S salesmen and executives gathered at dinner Tuesday night of last week at the Illinois Athletic Club, Chicago, the occasion being the initiation of the United States Music Co. organization into the Q R S Music Co. fold. President Tom Pletcher gave one of his usual inspiring talks and on Wednesday morning the sales force went out into their respective territories with added pep. The policies that have won so much good will for the Q R S Music Co. were impressed strongly on the minds of everyone present and no change of policy will be made because of the consolidation of the two companies. As a matter of fact the dealer who ordered from both companies heretofore will now save time in bookkeeping, transportation and inconvenience by placing his orders and keeping only one account instead of two.

In Bankruptcy

The Briscoe Radio Service Corp., New York, has filed a petition in bankruptcy listing liabilities of \$9,856 and assets of \$447.

Televocal QUALITY TUBES

Dependable and a Technical Triumph



A RADIO TUBE that is non-microphonic — won't short. Sold in matched units; tested, balanced and plainly marked detector, radio frequency or audio frequency.

DEALERS AND JOBBERS

Ask for particulars on this new and better radio tube that costs no more.

Televocal Corp'n.
67 A FIFTH AVE. — NEW YORK

Dealer's Name.....	
City.....	State.....
Jobber's Name.....	
City.....	State.....

At last! **THE \$300.**
INSTRUMENT
 which you can retail at
\$170. ~ *and make money!*

SALES
PROFITS
VALUES

MasterCraft
 PHONOGRAPHS

**This is
 VALUE
 that means sales!**

THE new Masterphonic Model M-3 is a superb piece of furniture craftsmanship, beautifully finished in Walnut, with all metal parts gold plated. With the new scientifically designed tone chamber and special reproducer for playing the new electric recordings, it is equal to the finest that money can buy.

Tremendous Volume

Deep Rich Tone

**New, Scientifically Designed
 Tone Chamber!**

THIS wonderful Masterphonic phonograph is guaranteed to be of the highest possible quality. The retail price of \$170 is tempting to the consumer, and allows an unusually good profit for the dealer. We urge ordering at once!

**This Masterphonic is
 also in big
 demand —
 Retails for
 only \$70!**

MASTERCRAFT Model 25, built on the masterphonic principle, has made a "hit" from the very start. It will enable you to meet the insistent demand for the new type of phonograph at a popular price. This model in its beautiful cabinet and deep, powerful tone is the real leader for the season. Be sure to place your orders now in order to avoid any disappointment in delivery.



Mastercraft Model 25
 40" High; 19" Wide; 20" Deep



Masterphonic Model M-3
 46" High; 32" Wide; 22½" Deep

The WOLF MANUFACTURING INDUSTRIES - Quincy Ill.

Southern Aluminum Co. a Leader in Its Field

Successful Distributing Firm, Headquarters in New Orleans and Allied Companies in Atlanta and Dallas, Pushing Magnavox Radio and Carryola Line of Portables

Commenting on the result of twenty years' activity with the Southern Aluminum Co. of New Orleans, La., and its allied companies, the Aluminum Specialty Co., of Atlanta, Ga., and the Aluminum Specialty Co., of Dallas, Tex., Gus Blancand, who is the directing executive of



Gus Blancand

these companies, said: "We have been fortunate in our endeavors, bringing a small capital, only \$178 to start with, up to a value of over one-half a million dollars, and our annual sales to an amount well in excess of one and a half million dollars. This, of course, was not the work of genius, simply the hard plugging and stick-to-itiveness of a very fine force of men."

The principal medium of merchandise distribution practiced by the Blancand organization as outlined by Mr. Blancand is that which is called "The Merchant's Club Sale." By this

means sales are conducted by contract between company and merchant anywhere in the United States, whereby the company furnishes men and merchandise, advertising and transportation, financing the entire sale—all under the supervision of the merchant. This sale is a club plan new account opener, building new business by actual sale, personal contact, advertising and by stimulating the merchant's own force into action by the enthusiastic sales methods of the company's crews. The merchant receives a profit of 40 per cent on the sale without advancing a cent for merchandise or expenses and his costs are well taken care of by his collections on instalment sales.

In addition to the club sale each office does a regular jobbing business in a varied number of lines, including the nationally known Magnavox radio and loud speakers (Louisiana and Mississippi only), Saxon Chinaware, Rogers

Denton, Cottier & Daniels Stage Columbia Drive

BUFFALO, N. Y., November 9.—One of the most elaborate and impressive announcements ever made by a Columbia dealer was that of Denton, Cottier & Daniels, late in October after they had been established as Columbia dealers, having stocked their floors with a full line of the new Viva-tonal instruments and a large assortment of the late records, including a complete stock of the Masterworks series.

The last week of October and the first in November found the four large windows of this store turned over exclusively to the new Columbia line. As a tie-up with the window display, page advertisements were run in the three local newspapers, announcing the establishment of the Columbia line with the largest music house in this section of the country and one of the oldest in America.

Charles Heineke, one of the officials of the concern, and manager of the phonograph department, supervised the window trim and the advertising, which has caused no end of comment and brought to the store an astounding volume of Columbia business. Another unusual feature of the display was the double line of Columbia instruments along the aisle leading from the entrance on the street floor to the elevator which carries passengers to the Columbia department.

In an interview with Mr. Heineke he ex-

pressed keen enthusiasm over the Viva-tonal line and the Columbia records, particularly the Masterworks series. He said he anticipates featuring this series in his record department.

Probably the greatest achievement of the Southern Aluminum Co. and the Aluminum Specialty Co. has been with the Carryola portables, the regular models and specially built ones. During the eight latter months of 1925 when portables were first handled, over 63,000 phonographs were sold. And during the present year up to the end of September the 75,000 mark had already been passed, a goal of 100,000 has been set and will easily be reached for the year.

Mr. Blancand believes in the policy of close contact with men and merchants; scarcely a week passes but that every salesman and merchant receives a letter, telegram or personal visit from him. In the Blancand organization there are now seven corporations and three unincorporated sales groups, each under his direction.

They do, however, appeal to the music lover



Columbia in Window of Buffalo Store and the record man is the first to experience the rapid spread of musical appreciation.

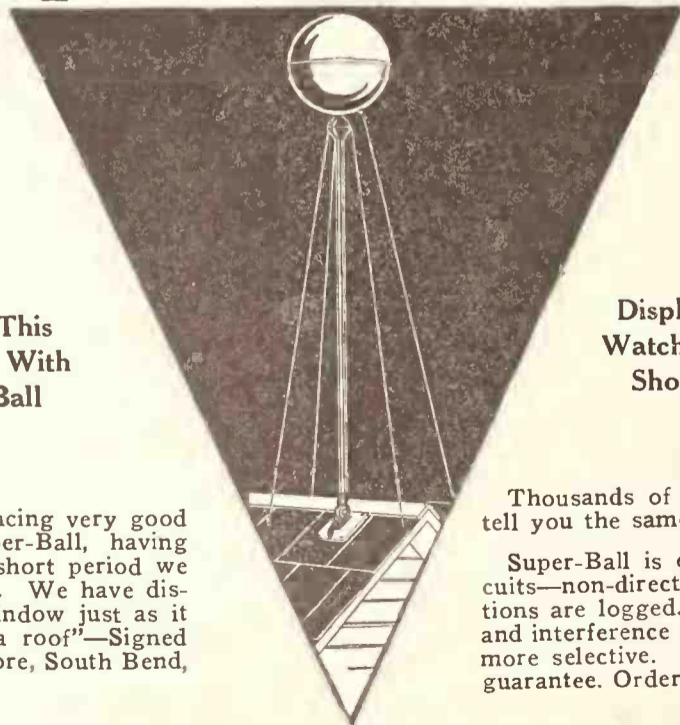
"I feel that we have taken another step forward in adding to our stock the new Columbia line of instruments and records," Mr. Heineke said. "This line, together with Victor and Brunswick, in my opinion, gives us the three leading makes in phonographs and records."

Ten Landay Bros.' Stores Add Kellogg Radio Line

An announcement of interest to the metropolitan trade during the past month was the addition of the line of Kellogg radio sets, made by the Kellogg Switchboard & Supply Co., Chicago, to the stock carried in each of the ten retail stores of Landay Bros. in New York and nearby cities. The granting of the agency to the Landay organization assures the Kellogg product of high-class representation in practically every shopping center in New York City and in Newark, N. J., Mt. Vernon and Yonkers, N. Y., and New Haven, Bridgeport and Hartford, Conn. Immediately following the receipt of a stock of Kellogg receivers, Landay Bros. staged an impressive campaign featuring the line in advertisements in metropolitan newspapers and giving prominent window and interior displays of the Kellogg line.

The placing of the Kellogg line in the Landay Bros. establishment was effected by the metropolitan distributing firm of the Boley-Oliver Co., Kellogg distributor, whose officers, D. H. Boley and Fred P. Oliver, visited the Kellogg headquarters with Julian Shield, general manager of the Landay stores, during the recent Chicago radio show. Mr. Shield was taken on a tour of inspection of the factory by Ben Woodbury, vice-president and general manager of the Kellogg organization; Sales Manager R. K. Smith, G. A. Burt, R. W. Mounter and other executives and the inspection of the plant convinced Mr. Shield.

"Super Ball" Antenna



Read What This Merchant Did With The Super-Ball

Display It And Watch Your Sales Shoot Up Fast

"We are experiencing very good sales on the Super-Ball, having sold thirty in the short period we have handled them. We have displayed it in our window just as it would appear on a roof"—Signed Berman's Radio Store, South Bend, Ind.

Thousands of other dealers will tell you the same.

Super-Ball is efficient on all circuits—non-directional so more stations are logged. It reduces static and interference and makes any set more selective. 30 day unqualified guarantee. Order from your jobber.

YAHR-LANGE

MILWAUKEE, WIS. INCORPORATED DETROIT, MICH.

Berg Co. Announces New Additions to Its Products

Manufacturer of Artone Portable Phonographs Presents a Line of Console and Floor Models —Radical Departure in Finish a Feature

The Berg Auto Trunk & Specialty Co., Thomson avenue and Manly street, Long Island City, N. Y., has given its jobbers a welcome addition



Joseph Berg

to its line of Artone portable phonographs by the presentation of a line of console and floor models. These Artone machines are distinctly different from phonographs of this size heretofore presented and are noted chiefly for being



E. R. Manning

covered with artistic reproductions of hand-tooled leather effects.

Most people think of the Berg Co. only as makers of Artone portables, and that these new large machines were designed this year as an evolution from the Artone portables; but The Talking Machine World representative in talking with Joseph Berg, president of the Berg Co., recently discovered that as early as 1916 the Berg factory produced a covered upright floor model. This sample, which is still in existence, was made at the suggestion of Harry Parnes, a well-known Brooklyn phonograph dealer; at that time the Berg Auto Trunk & Specialty Co., Inc., was making portable cases for manufacturers.

Development of these artistically covered cabinets has been going on for some time in collaboration with the DuPont Fabrikoid laboratories. The manufacture of portable cases for others developed into the radio cabinet line and several radio manufacturers have used large quantities of Berg radio cabinets. All of this experience has helped the creation of the present

remarkable Berg Artone phonograph models.

Mr. Berg has over a hundred patents to his credit, and a substantial part of these apply to phonographs and acoustical improvements. So with this foundation to build on, the Berg Co. has a future that should prove interesting, not only to itself, but to the trade in general and its jobbers and retailers in particular.

E. R. Manning, treasurer and general sales manager of the company, says that the early 1916 experiments, and Mr. Berg's work on acoustics, have reaped generous rewards. This is best indicated by steadily increasing sales, which from present schedules will exceed the plant capacity for the balance of 1926. However, additional factory space has just been acquired and production has increased materially. Bigger plans for 1927 are already under way.

Jobbers and dealers handling Berg Artone portables and large models are enthusiastic over the public's reception of them. Naturally, any new article, especially with the revolutionary features combined in the Berg line, have to go through an experimental stage with the dealer until the public accepts or rejects such merchandise. Mr. Berg and Mr. Manning have never had the slightest doubt as to the public's acceptance of the Berg line, especially because the highly decorative effects possible with the use of DuPont Fabrikoid in beautiful reproductions of hand-tooled leather designs fit in harmoniously with the present-day trend of home furniture. Odd pieces, colored lacquers and polychrome effects are greatest in demand and the new Berg Artone phonographs have been endorsed by the trade and public.

Lacey Laboratories, Chicago, to Represent Perryman Co.

The Lacey Laboratories, 529 South Franklin street, Chicago, have been appointed manufacturers' representatives for Perryman tubes, manufactured by the Perryman Electric Co., 33 West Sixtieth street, New York. The company is covering a very important territory, including Illinois, Wisconsin, Minnesota, North Dakota and South Dakota, Iowa and Nebraska. H. B. Foster, Perryman general sales manager, who closed these arrangements with the Lacey Laboratories, states that the organization has already accomplished splendid results in the appointment of well-known concerns as Perryman jobbers throughout their territory. Perryman tubes are steadily increasing in popularity.

Big Edison Advertising Campaign Now Launched

National Magazines and Newspapers With Aggregate Circulation Exceeding 7,000,000 to Be Used Before Christmas Holidays

Thomas A. Edison, Inc., has just issued a broadside to Edison dealers calling attention to the extensive national advertising campaign being conducted during the coming months for the purpose of featuring the new long playing Edison record with its forty minutes of music, and the New Edison long playing phonograph. The Edison advertising will appear in the Saturday Evening Post, Collier's, Comfort Magazine, and several farm magazines, as well as in over 150 newspapers throughout the country, with an aggregate circulation in excess of 7,000,000, before the Christmas holidays roll around.

At the Edison factory it was reported that the demand for both the long playing records and the new long playing phonograph has reached most substantial proportions with the result that the plant is operating nights to keep in sight of orders. A large part of this demand is traceable directly to the results of the recent tour of the country made by Charles Edison, president and chief executive of Thos. A. Edison, Inc., and Arthur L. Walsh, vice-president and general manager of the phonograph division, when personal contact was made with several thousand retail dealers to whom the new Edison products were displayed and demonstrated.

Bloomingdale Bros. Add Complete Columbia Line

The complete line of Columbia Viva-tonal phonographs and Columbia New Process records has been taken on by the talking machine department of Bloomingdale Bros., department store, New York, during the past month. The placing of the line in this establishment provides another important outlet for the Columbia products, as, in addition to the large trade which this store draws from New York City proper, a great percentage of Long Island purchasers give the Bloomingdale establishment their patronage. William Schneider, manager of the music section, is planning an intensive campaign to push the new line.

Why our service means greater, more profitable sales for you



Records

AN OKEH DEALER'S LICENSE is something to build future business on. This statement is made on the prosperity our Okeh Dealers show.

AN ESTABLISHED DEMAND for Okeh Records which sets their sales squarely on a par with other makes of records.

A VARIETY IN CLASSIFICATION (Popular Hits, European Classics, Old Time Tunes and Race) that takes care of every customer's choice.

JUNIUS HART PIANO HOUSE

123 CARONDELET ST.

NEW ORLEANS, LA.

Money-Making Children's Records



The above poster in life size will be mailed free with your first order of Jackie's records

The "Big Three" Holiday Items

15¢ Retail

Although low in price the Cameo Kid and Uncle Wiggily records are of the highest quality. Note the accompanying record titles. They cover every song, game and story that will appeal to children.

The Cameo Kid and Uncle Wiggily records are seven inch double faced put up in gayly illustrated multi-colored envelopes.

Send for an assortment of records today, also circulars and window display matter.

The Most Complete Line of Records for Children

CAMEO KID RECORDS

- 10 JACK AND JILL (Song)
- 11 OLD KING COLE (Song)
- 12 JACK AND THE BEANSTALK (Story)
- 13 TOM THUMB (Story)
- 14 CINDERELLA (Story)
- 15 THE THREE BEARS (Story)
- 16 LONDON BRIDGE IS FALLING DOWN
- 17 THE FARMER IN THE DELL (Game)
- 18 HERE WE GO ROUND THE MULBERRY BUSH
- 19 OATS, PEAS AND BEANS (Game)
- 20 TOM, TOM, THE PIPER'S SON (Song)
- 21 SIMPLE SIMON (Song)
- 22 LITTLE BO-PEEP (Song)
- 23 MARY HAD A LITTLE LAMB (Song)
- 24 YANKEE DOODLE (Patriotic)
- 25 HAIL COLUMBIA (Patriotic)
- 26 STAR SPANGLED BANNER (Patriotic)
- 27 COLUMBIA, THE GEM OF THE OCEAN
- 28 LAZY MARY, WILL YOU GET UP (Game)
- 29 TEN LITTLE INDIANS (Game)
- 30 THE THREE LITTLE KITTENS (Song)
- 31 WHERE ARE YOU GOING, PRETTY MAID? (Song)
- 32 ROCK-A-BYE BABY (Song)
- 33 SING A SONG OF SIXPENCE (Song)
- 34 COCK-A-DOODLE DO (Song)
- 35 OLD MOTHER HUBBARD (Song)
- 36 SWEET AND LOW (Lullaby)
- 37 DOLL SONG (Lullaby)
- 38 THE SANDMAN (Lullaby)
- 39 THE SLUMBER BOAT (Lullaby)
- 40 GO TO SLEEP MY LITTLE PICKANINNY
- 41 THE DREAM MAN (Lullaby)
- 42 LITTLE RED RIDING HOOD (Story)
- 43 THE FROG PRINCE (Story)
- 44 THUMBKIN SAYS, "I'LL DANCE" (Game)
- 45 FIVE LITTLE CHICKADEES (Game)
- 46 LADY MOON (Lullaby)
- 47 TWINKLE, TWINKLE LITTLE STAR
- 48 NURSERY-MEDLEY, Intro.: "Hey Diddle, Diddle," "Humpty-Dumpty," "Dickory, Dickory Dock" (Song)
- 49 NURSERY-MEDLEY, Intro.: "Little Jack Horner," "Little Miss Muffet" (Song)
- 50 SANTA CLAUS' TOY SHOP
- 51 SANTA CLAUS' GREETINGS
- 52 HOW THE BIRDS TALK (Story)
- 53 THE LION IS KING (Story)
- 54 JENNIE JONES (Game)
- 55 ROUND AND ROUND THE VILLAGE
- 56 I HAD A LITTLE DOGGIE (Song)
- 57 PUSSY-CAT, PUSSY-CAT (Song)
- 58 THE SNOW MAN (Song)
- 59 THE BLACKSMITH (Song)
- 60 PETER, PETER, PUMPKIN EATER (Song)
- 61 ALPHABET (Song)
- 62 LITTLE BOY BLUE—SEE SAW MARJORIE DAW (Song)
- 63 LITTLE GIRL'S GOOD-NIGHT (Lullaby)
- 64 RING AROUND A ROSY—Medley Intro.: "Georgie Porgie," "Itskit, Itskit" (Game)
- 65 GDDSEY, GDDSEY GANDER—Medley, Intro.: "The Man in the Moon," "Little Tommy Tucker" (Songs)
- 66 WELCOME, SWEET SPRINGTIME (Song)
- 67 LULLABY (Lullaby)
- 68 THE BOOGY MAN (Song)
- 69 THE SQUIRREL (Song)
- 70 THE SUNBEAM'S DANCE (Song)
- 71 MOTHER GDDSEY'S PARTY (Song)
- 72 THE ELEPHANT (Song)
- 73 A LITTLE BROWN DOG (Song)
- 74 LITTLE DNE'S GOOD-NIGHT PRAYER (Hymn)
- 75 NOW I LAY ME DOWN TO SLEEP (Hymn)
- 76 RAMBLE ROUND THE CHRISTMAS TREE
- 77 SANTA CLAUS IS A JOLLY OLD FELLOW
- 78 I'VE WRITTEN A LETTER TO SANTA CLAUS
- 79 A NICE GAME (CLAP, CLAP, CLAP) (Game)

UNCLE WIGGILY KID RECORDS

- 51 UNCLE WIGGILY'S ALPHABET (Song)
- 52 UNCLE WIGGILY AND THE DARK (Song)
- 53 UNCLE WIGGILY'S SLEEPING SONG
- 54 UNCLE WIGGILY AND OLD MOTHER HUBBARD (Song)
- 55 UNCLE WIGGILY AND THE WIND (Song)
- 56 UNCLE WIGGILY'S PINK NOSE (Song)
- 57 UNCLE WIGGILY AND THE PHOEBE BIRDS (Story)
- 58 UNCLE WIGGILY AT THE CIRCUS (Story)
- 59 UNCLE WIGGILY'S SWIMMING LESSON (Story)
- 60 UNCLE WIGGILY IN THE WOODS (Story)

JACKIE COOGAN KID RECORDS

- 110 LITTLE AH SID (Nov. Recitation with Orch.)
- 111 CIRCUS (Novelty Recitation with Orch.)
- 112 A BEAR OF A STORY (Recitation)
- 113 ADVICE TO KIDS (Nov. Recitation with Orch.)
- 114 THE MAN WITHOUT A COUNTRY (Recitation with Orch.)
- 115 THE DIRECTOR (Recitation)

CAMEO RECORD CORPORATION

249 WEST 34th STREET, NEW YORK, N. Y.

Lincoln Records

Retail 35c. or 3 for \$1.00



A rising tide of Lincoln record sales makes this popular priced quality record an important item in progressive music stores.

Every dealer should have a popular priced record counter — and Lincoln records offer an unusual opportunity for attracting new customers and retaining old ones.

The volume business in Lincoln records — at 3 for \$1.00 assures substantial profits.

Lincoln records are recorded by a new method giving the finest reproduction of voice or instruments in solo or ensemble.

Write today for our liberal proposition on the last minute popular successes and the musical comedy hits.



Window strips, circulars and other advertising material will also help your sales

The Lincoln Record is a product of

Cameo Record Corp.

249 West 34th St., New York, N. Y.

Enthusiasm Over the Outlook for Holiday Business Is Marked in Detroit Territory

Business Increasing Steadily and the Peak Will Be Reached Just Before the Holidays—Dealers Preparing for Rush—Radio Show Draws Large Attendance—News of the Month

DETROIT, MICH., November 8.—October business was better than expected with most of our talking machine dealers and everyone is enthusiastic about November and December. They can see nothing ahead but good business, their only source of worry being "will they be able to get enough merchandise." It is true that right at this time there are a good many people out of employment owing to the temporary slump in the motor business, but dealers do not believe this is serious, as business with the motor factories is always more or less "shot" at this season of the year, so that it is nothing unusual. It is true, however, that collections have been hit a little and that retailers are watching them very closely.

Adds Talking Machine Line

The last music store to add talking machines is the Janney-Bowman Co., which has a very artistic establishment at Park and West Elizabeth streets. This concern handles the Knabe and the Ampico and has always steered clear of any other musical merchandise. But a deal was closed recently whereby the company secured a Victor agency.

Big Crowd at Radio Show

Talking machine dealers have come to fully realize the importance of radio and about 99 per cent of them are now handling radio, in separate and combination cabinets. It has boosted their volume of sales enormously and it has brought real profits to their stores. It is no wonder, then, that a great many dealers attended the fifth annual show of the Radio Trades Association of Michigan, in which E. K. Andrew, of the J. L. Hudson Music Store, is very active. The show was held at Convention Hall and the total attendance was double that of a year ago. While we could not get the exact attendance figures, we understand that it ran way over 150,000 for the seven days ending October 31. During the show many artists of national reputation were in Detroit broadcasting over local stations, the principal star being Maria Kurenko, noted Metropolitan Opera star. As a result of the show, exhibitors foresee the most unusual business prospects. People not only came to look, but the orders actually taken far exceeded expectations. All of the nationally advertised radio outfits were on display through the local or State jobbers.

Yahr-Lange, Inc., of 442 East Lafayette avenue, Detroit, had three spaces in which they exhibited the Sonora in all of its styles. Speaking of the Sonora, the line is handled by many of Detroit's leading talking machine dealers, including the J. L. Hudson Music Store, the City Music Co., Everybody's Music Shop, Dupraw's Music House, Raimi Bros., Crowley, Milner Co. and the Walker Music Co.

Columbia Popularity Grows

It is hardly necessary to comment on the increasing business reported by the local wholesale branch of the Columbia Phonograph Co. Not only are the New Process Columbia records selling as never before, but the Columbia phonographs are also showing a healthy monthly increase. Dealers look for important announcements on phonographs very shortly.

J. M. Quinn, recently appointed Detroit manager for the Wurlitzer Co., is extremely busy these days getting the new store in shape, located on Broadway, and which will open about the middle of this month.

Featuring Edison and Brunswick

R. B. Alling, Edison and Brunswick dealer, who now operates under his own name, has

come to realize the possibilities in the retail field. When Mr. Alling first opened the Edison Shop in Detroit, as well as the Phonograph Co. of Detroit (wholesale Edison only) he devoted most of his time to the jobbing and was even undecided as to whether he would continue the retail store when the lease expired. But with the coming of radio and considering his choice Woodward avenue location, Mr. Alling decided to push the retail business more. He added the Brunswick line—later he added a line of electric refrigerators, with the result that the store to-day is doing a tremendous business, keeps open every evening and is making a real name for itself in music circles.

Panatrope Sales Increase

Paul McCullough, manager of the wholesale phonograph division of the Brunswick Co. in Detroit, declares that Panatrope sales are showing phenomenal increases every week and that new accounts all over the territory are being added right along. He anticipates a tremendous holiday business and says he is well prepared with ample stocks.

Grinnell Bros. recently added the Kellogg radio, manufactured by the Kellogg Switchboard & Supply Co., for which they are distributors.

Okeh Phonograph Corp. Markets Meller Recordings

Practically coincident with the start of the second series of concerts in this country by Raquel Meller, world-famous interpretative singer, comes the announcement of the Okeh Phonograph Corp., New York, that it has placed on the market twenty-three Odeon recordings of this artist. Mlle. Meller has recorded exclusively for the Odeon catalog and the metropolitan dealers who carry this line have received the announcement of the new records with great enthusiasm. A co-operative advertisement of the Okeh Phonograph Corp. and thirty metropolitan dealers appeared in several of the leading metropolitan newspapers during the past week and further advertisements will appear at regular intervals.

While Mlle. Meller records only in Spanish, her art has an appeal that is not limited by differences in language, as is amply evidenced by the success which she has achieved in her concert appearances in France, Germany and the United States.

Studner, Cummings & Co., N. Y. Eckharmonic Jobber

PHILADELPHIA, PA., November 6.—The Eckhardt Corp., of this city, maker of the new Eckharmonic radio set, has carefully built up a sales outlet that is well calculated to provide a big future for the Eckharmonic set. A number of well-known retailers have been awarded the Eckharmonic franchise and it has just been announced that Studner, Cummings & Co., Inc., manufacturers' agents, New York City, would handle the line in New York City. In presenting the line to its dealers the firm entertained them at dinner at the Hotel Astor on Wednesday evening, November 10. Walter L. Eckhardt, president of the Eckhardt Corp., was present, together with various members of the Studner-Cummings organization and other men prominent in the industry.

Famous People Enjoy the Stromberg-Carlson Radio

Governor Smith, of New York, Derived Keen Pleasure From Set at His Political Headquarters—Queen Marie Also Enjoyed Set

During the past few weeks Gross-Brennan, Inc., Stromberg-Carlson sales representative in Greater New York and New England territory, has been placing these popular sets in



Al Smith Enjoys Stromberg-Carlson

the suites of several prominent people. The accompanying photograph shows a Stromberg-Carlson 602 Art model with external cone speaker in the suite occupied at the Hotel Biltmore during the strenuous pre-election days by Governor Smith, of New York, who was recently re-elected by a tremendous majority. Governor Smith, together with his campaign manager, Colonel Lehman, derived keen pleasure from the Stromberg-Carlson set, which was the medium used for conveying to the Governor on election night the first news of his tremendous victory.

The Stromberg-Carlson 602 Art model, with external cone speaker, was also placed by Gross-Brennan, Inc., in the suite occupied at the Ambassador Hotel by Queen Marie of Roumania during her stay in New York. The royal visitor was greatly pleased with the Stromberg-Carlson set, which was in frequent use while she was being entertained in New York.

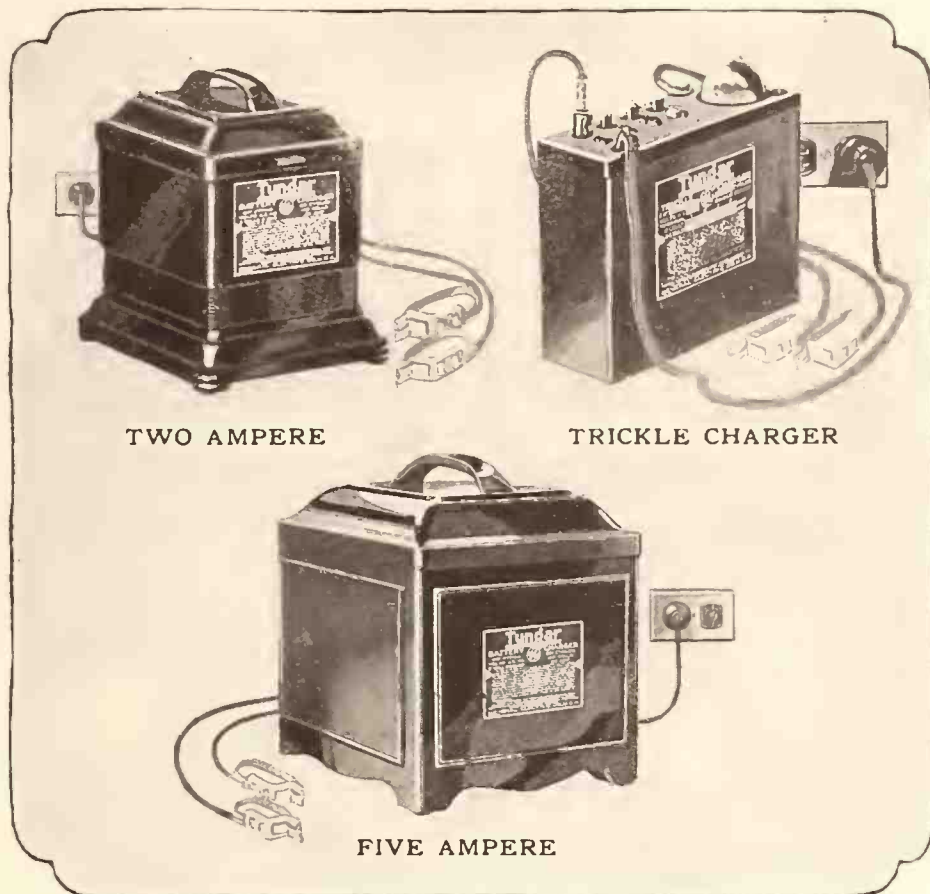
A Stromberg-Carlson 602 Art model is being used to splendid advantage at the Harvard Club, New York City, where a remarkable electrical scoreboard has been installed to give the results of the various Harvard football games. The Stromberg-Carlson set is the main feature of the scoreboard, giving the members a lifelike presentation of the football game, and the Harvard Club is very enthusiastic regarding the success of this interesting and novel presentation.

Republic Radio Day a Big Event in Detroit

DETROIT, MICH., November 6.—At the recent Detroit radio show, Republic Radio Day, held under the auspices of the Republic Radio Corp., of this city, prominent wholesaler, was one of the outstanding events. A. H. Zimmerman, president of the company, made arrangements whereby C. W. Kirby, radio announcer at station WJR, took charge of a most interesting program. Mr. Kirby was not limited to expense and the first nineteen concerts of the Detroit Symphony Orchestra went on the air as the Zenith Radio Symphony Orchestra.

The Hudson Male Quartette, considered one of the foremost musical organizations in the state, went on the air as the Mohawk Radio Quartet, and a number of well-known soloists also appeared on the program. The concert started at 8:30 with all local broadcasting stations hooked up together and continued for two hours and forty-five minutes. The Republic Radio Corp. received hundreds of letters and telegrams of congratulation from all over the country.

MANUFACTURERS OF RADIO and PHONOGRAPH HARDWARE
Write—Star Machine & Novelty Co., 9-11 Watsessing Ave., Bloomfield, N. J.



popular—profitable

These two words explain why the best dealers stock G-E Tungar—the original bulb charger. And now the line is complete. It includes the 2 ampere, 5 ampere and the new Tungar Trickle Charger.

To get the greatest profit out of the line, be sure you sell the right Tungar for the job. Don't sell a Trickle Charger when the set demands a large one. Or a large one when the Trickle Charger will do the job. Help your customers buy wisely. They will thank you. And they will remain your customers.

The demand for battery chargers will be bigger than ever this year. For quick, profitable turnover, order from your Tungar distributor before the great demand begins.

 **Tungar**
REG. U.S. PAT. OFF.
BATTERY CHARGER

Tungar—a registered trademark—is found only on the genuine. Look for it on the name plate.

GENERAL ELECTRIC

GENERAL ELECTRIC COMPANY

MERCHANDISE DEPARTMENT

BRIDGEPORT, CONNECTICUT

Sparks-Withington Co. Stages Its Sixth Annual Party for Sparton Distributors

Manufacturer of Sparton Radio Receivers and Other Products Is Host to Nearly 350 Representatives of Distributors at the Company's Headquarters in Jackson, Mich.

The Sparks-Withington Co., Jackson, Mich., maker of Sparton radio receivers and automobile horns, acted as host to its distributors and trade friends at the sixth annual Sparton Party at Jackson, on November 5 and 6. Nearly 350 representatives of Sparton distributors, representing practically every State in the Union, as well as several foreign countries, attended the gathering. Friday, November 5, was devoted to the "Go-Getters," an organization composed of Sparton distributors' salesmen who have made exceptional sales records. The program was opened with a luncheon in the Sparton dining hall, followed by a trip through the horn and radio plants. At 3:30 the distributors' salesmen who have gained admission to the "Go-Getters" Club were formally initiated. They were later the guests of honor at a dinner at the Jackson Country Club, followed by a Carnival Dansante in the Country Club ballroom.

Saturday, with every hour crowded with entertainment for the guests, opened with a breakfast at the Jackson City Club, after which the Sparton guests were transported by motor to the radio cabinet and radio receiver plants, where they inspected every operation in the manufacture of both the Sparton sets and cabinets. The trip through the plant was followed by a luncheon in the Sparton dining hall, after which a special train transported the entire party to Ann Arbor, Mich., where the visitors saw the Michigan University football eleven overwhelm Wisconsin University by a score of 37 to 0 in the homecoming game.

After the game the special train returned to Jackson and the crowning event of the two-day gathering, the sixth annual Sparton dinner party, started at 6.30 p. m. After the dinner the guests were welcomed by Col. Wynne Withington, who stated that at the first party six years ago only thirty-five were present, while that night 350 guests were present, denoting the progress which the Sparton organization has made during the last few years. Capt. William Sparks, president and general manager of the

company, acted as the toastmaster, introducing the various entertainers and speakers.

Sir Martin Abrahamson, of Tvermose & Abrahamson, Sparton distributors in Copenhagen, Denmark, sponsored the showing of motion pictures of a recent automobile show held in Copenhagen, at which Sparton products were much in evidence.

A feature of the evening's entertainment was the presentation of decorations to two and three cycle "Go-Getters" by Harry G. Sparks, sales manager. The first-year men received a watch charm, and those who had carried off the honors for a second time, a handsome wrist watch. The presentation was followed by entertainment by Detroit radio stars, Charlotte Meyers and Mary Tudor, and short talks by various of the representatives from other countries who attended the banquet, including Julio T. Rodrigues, Sparks-Withington representative from San Juan, Porto Rico, and Senor Frizula, Mexican representative, both members of the "Go-Getter" club.

The guests were then entertained by Joe McLaren and his Sunkist Serenaders, an orchestra composed of girls, an act which was secured especially for the Sparton Party. The surprise of the evening was furnished by Francis Cook, an impersonator, who was introduced by Capt. Sparks as the new Italian representative of the firm, and who, after making a forceful address in broken English, astonished the guests a moment later by standing and delivering a short talk in very fluent English.

The banquet ended shortly after 11.00 o'clock, after which all guests from the Western section of the country boarded a special train for Chicago. Among the other representatives, who traveled from distant points to the Party, were C. B. Eells, Halifax, Nova Scotia; J. F. Bailett, of the New York export office, who handles Sparks-Withington affairs in Europe and South America, and Hy. James Thorpe, of Durban, Natal, South Africa.



H. Emerson Yorke

who, as announced in *The World* last month, heads the new publicity department created by the phonograph division of the Brunswick Co. to the end that the name Brunswick be kept constantly before the public.

Latest Summary of Exports and Imports of "Talkers"

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

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

The dutiable imports of talking machines and parts during September, 1926, amounted in value to \$59,403, as compared with \$8,631 worth which were imported during the same period of 1925. The nine months' total ended September, 1926, showed importations valued at \$424,144; in the same period of 1925, \$296,617.

Talking machines to the number of 9,011 valued at \$265,341, were exported in September, 1926, as compared with 6,512 talking machines, valued at \$187,230, sent abroad in the same period of 1925. The nine months' total showed that we exported 76,187 talking machines, valued at \$2,316,792, as against 56,036 talking machines, valued at \$1,634,335, in 1925.

The total exports of records and supplies for September, 1926, were valued at \$171,397, as compared with \$112,120 in September, 1925. The nine months ending September, 1926, show records and accessories exported valued at \$1,591,339, as compared with \$1,217,055, in 1925.

The countries to which these instruments were sent during September and their values were as follows: United Kingdom, \$2,349; other Europe, \$9,113; Canada, \$16,139; Central America, \$10,910; Mexico, \$15,591; Cuba, \$9,631; Argentina, \$40,506; Chile, \$15,179; Colombia, \$21,107; Peru, \$4,510; other South America, \$27,814; China, \$6,548; Japan, \$2,574; Philippine Islands, \$11,718; Australia, \$36,730; New Zealand \$18,603; other countries, \$16,319.

Aimee Semple McPherson Records for Columbia

The world-famous evangelist, Aimee Semple McPherson, has recorded, for the Columbia Phonograph Co., some of her ideas and beliefs. This first and only recording which Aimee Semple McPherson has made gives everyone the opportunity of hearing this remarkable woman who has been so much in the public eye of late.

Pathe Issues Catalog on the New Pathephonic Line

The Pathe Phonograph & Radio Corp., Brooklyn, N. Y., has issued its first catalog on the



Pathephonic Model 125 new Pathephonic line. In the attractive presentation of the new line each one of the four models is illustrated and described. A fore-

word traces the evolution of the phonograph from a mere novelty to the modern musical instrument of the present day employing the phonic principle, and contributions to this growth by the Pathe laboratories, both American and European, are cited. Thereafter follows a description of the new Pathephonic and its many merits. Although the reproducer is of the modern type employing a shielded metal diaphragm, another important feature of the Pathephonic is presented in the sound chamber or horn, which is constructed entirely of wood. In the model 125 this solid wood amplifying chamber is 78 inches long; model 175 is 90 inches; model 225 is 100 inches and model 275 is 112 inches. These various models are all equipped with large double spring motors, automatic stops and automatic lid supports. Models 225 and 275 are also album-equipped.

In the comparatively few months that the line has been on the market many dealers have taken it on, and a number of distributors have been appointed, among the latest being Ideal Phono Parts Co., Pittsburgh and Cleveland.

Gold Seal Tube Prices Drop

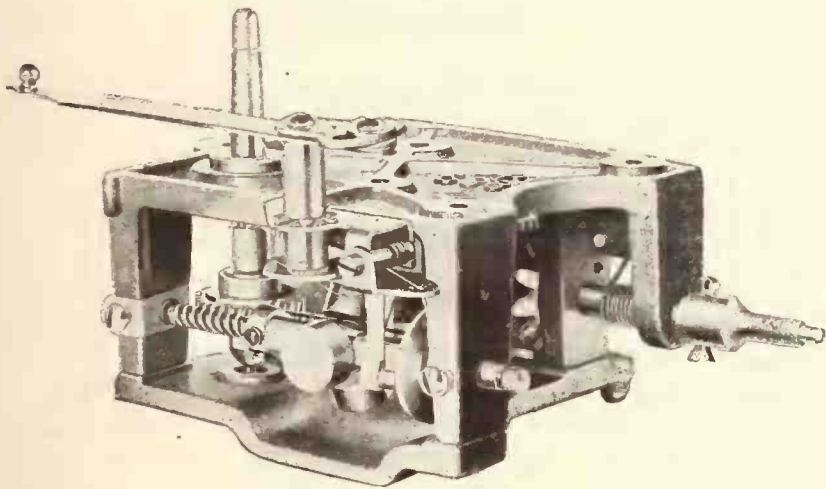
Price reductions on three types of Gold Seal tubes have been announced by the Gold Seal Electrical Co., Inc., New York. Type GXS-200A super-sensitive detector heretofore listed at \$5 is now \$4; GSX-171, formerly \$6, is now \$4.50 and GSX-112, formerly \$6.50, is reduced to \$4.50. This announcement was made too late to correct the prices shown in the Gold Seal advertisement elsewhere in this issue.

Portable phonographs have to stand more abuse than any talking machine made

THEY'RE carted here, there and everywhere—picked up and dropped—exposed to rain and weather—played hour after hour, month after month. They have to stand the gaff or you're going to have a lot of explaining to do, with returns and losses.



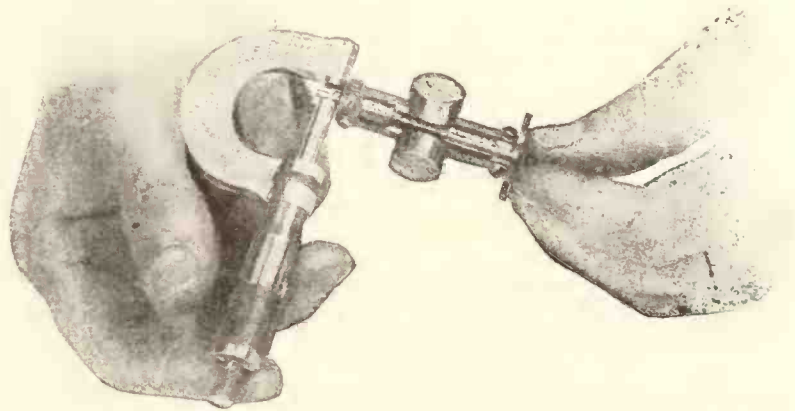
Although Flyer Motors are in constant use the world over under exacting conditions—There are no returns



FLYER-EQUIPPED portables are easier to sell and they stay sold—because Flyer Motors are built with the precision of a fine watch—they are built to last—built to pass 77 O. K.'s.

Every Flyer Motor must successfully pass 77 rigid inspection operations

AND you can bank on it that the motor that does pass these inspections is a safe motor for you to sell. It is sturdily made of the finest materials, carefully made by experienced workmen, and backed by the oldest maker of motors for independent phonographs.



That's why you as a dealer should insist on portables equipped with Flyer Motors, and so insure yourself against returns and losses



GENERAL INDUSTRIES CO.

ELYRIA, OHIO

Formerly named The General Phonograph Mfg. Co.

Makers of Precision Products for a Quarter of a Century

H. J. Zopf Is Appointed Manager Fada Radio, Ltd.

Executive, Just Home From Foreign Tour,
Gets Important Post at Canadian Branch
Factory of F. A. D. Andrea, Inc.

The appointment of Homer J. Zopf as manager of Fada Radio, Ltd., the Canadian branch factory of F. A. D. Andrea, Inc., located at



Homer J. Zopf

Toronto, Ont., has been announced. Mr. Zopf recently returned from a foreign tour in the interests of Fada radio, which included all important business centers of Central America and South America.

In Canada Mr. Zopf will act in collaboration with Tracy M. Rozelle, who will continue his activities as production manager in charge of factory matters.

Three Kolster Jobbers Tell of Excellent Trade Outlook

Three Kolster jobbers, from three leading markets of the West and Middle West, met in New York a few days ago and, after comparing notes, agreed that this Winter's sales will set a new record in the radio industry. In each section they represented they reported that the season had opened earlier than usual and that sales were being made in a greater volume than ever before. The jobbers were N. L. Cohn, of Triangle Electric Co., Chicago; B. K. Sweeney, of B. K. Sweeney Electric Co., Denver, and Frank Proudfit, of R. S. Proudfit Co., Lincoln, Neb., all representatives of Federal-Brandes, Inc., in whose offices they met.

Duo Rectron Price Cut

A reduction in price from \$65 to \$37.50 on the Duo Rectron, 18937, B eliminator has been announced by the Radio Corp. of America. Production economies make this possible.

SPRINGS

VICTOR

1 1/4"x.022x17', bent each end.....	No. 6543	\$.57
1 1/4"x.022x18' 6" marine ends.....	No. 3014	.57
1 1/4"x.022x17' bent arbor.....	No. 5362	.56
1 1/4"x.022x13' bent arbor.....	No. 5423	.48
1 1/4"x.022x9' bent arbor.....	No. 5427	.38
1 1/4"x.022x9', bent each end.....	No. 6542	.38
1"x.020x13' 6" marine ends.....	No. 2141	.35
1"x.020x15' marine ends.....	No. 3335	.38
1"x.020x15' bent arbor.....	No. 5394	.39
1"x.020x15', bent at each end.....	No. 6546	.39

COLUMBIA

1"x.028x16' crimp arbor, new style.....	No. 20009	.61
1"x.028x10' Universal.....	No. 2951	.32
1"x.028x11' Universal.....	No. 2951	.36
1"x.030x11' hook ends.....	No. 1219	.40
1"x11' for motor No. 1.....	No. 1219	.34

HEINEMAN

1"x.025x12' motors, Nos. 33 & 77.....	No. 33	.70
1 3/16"x.026x19', also Pathé.....	No. 4	.60

SAAL-SILVERTONE

1"x.027x10', rectangular hole.....	No. 144	.39
1"x.027x13', rectangular hole.....	No. 145	.45
1"x.027x16', rectangular hole.....	No. 146	.53

Terms, 2 per cent cash with order.

TALKING MACHINE SUPPLY CO., PARK RIDGE, N.J.
Complete catalogue on request

New Artists Found in the Latest Edison Release

Constance Mering, Pianist; Johnny Marvin, the
"Ukulele Ace," and Aladar Sio's Orchestra
Have First Recordings in New Edison List

The latest Edison record list introduces to Edison phonograph owners several new artists of particular interest, among them being Constance Mering, the prominent pianist, who has recorded as her first offerings two piano solos, namely, "Crazy Quilt" and "Trail of Dreams." Johnny Marvin, known as the "Ukulele Ace," has also joined the Edison recording family with his first record presenting two catchy numbers from "Honeymoon Lane." Aladar Sio's Orchestra, which has created quite a hit in the Broadway operetta success "Countess Maritza," has also been engaged to make Edison records and the first efforts of the organization are also found in the latest record release. The addition of three new recording artists and organizations in one month is in line with the Edison policy of building up a representative group of recorders and adding desirable variety to the records offered.

Ten Thousand Dance to the Auditorium Model Victrola

PHILADELPHIA, PA., November 5.—Five thousand couples dancing to the music of a single, huge Victrola was the unique picture presented at the eighth annual ball of the American Legion, given in the mammoth auditorium of the Sesqui-Centennial at Philadelphia. It was the biggest single event of the Legion's greatest convention, and it furnished an opportunity for one of the most remarkable demonstrations in the history of musical reproduction. Alternating with a thirty-piece orchestra, the giant auditorium model Orthophonic soon captured the fancy of the dancers; and until the approach of dawn sent the weary Legionnaires to seek reluctant rest, the inspiring Victor program of latest jazz "hits" and old-time waltz favorites kept the great throng applauding for more and bigger encores.

The machine employed was a replica of the model that entertained boardwalk crowds at Atlantic City last Summer. It was installed and operated under the personal direction of Dr. Carlton D. Haigis, chief of the Victor Co.'s physical research laboratory.

Paragon Electric Corp. Buys Adams-Morgan Co.

The Adams-Morgan Co., Inc., Upper Montclair, N. J., maker of the Paragon radio sets, has been purchased outright by the Paragon Electric Corp., a new organization that has for its officers C. S. Phillips, president, and P. A. Petroff, secretary, treasurer and general manager. The assets of the new company have a value of more than \$200,000. The new company will continue making the "Paragon Six" and parts and accessories, which are widely popular with the trade.

Drop Name "Rexophone"

According to a recent announcement by the Jewel Phonoparts Co., Chicago, the firm has discontinued the name "Rexophone" as a trade mark for its reproducer and brass tone arm. This action was taken when it was recently learned that a firm in Australia had used the name "Rexophone" as a trade-mark for several years. When the Jewel reproducer was introduced in May the executives of the firm were not aware of the fact that the name was already in use. The Jewel Concert reproducer and Jewel brass tone arm will be the names by which the Jewel Phonoparts products mentioned above will now be known.

World's Classified Advertising

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c per line. If bold-faced type is desired the cost of same will be 25c per line. Rates for all other classes of advertising on application.

FOR SALE

500-1000 Atwater Kent Model-20 Compact
Cartons, Perfect Condition. Immediate Delivery.

WHAT AM I OFFERED?

FRED'K P. ALTSCHUL,
6 East 14th St., New York City

LINES WANTED

We have opened up a furniture, bedding and radio store at 485 Rockaway Avenue, Brooklyn. We would like to represent some manufacturers of standard sets, radios and cabinets on consignment to sell direct to the public for cash at a low price with small profits. Address United Housefurnishing Co., 485 Rockaway Avenue, Brooklyn, N. Y.

BUSINESS FOR SALE

Which is paying a net cash profit of 20% on the investment. We have branches located in five states and will sell any one of them separately. They range in price from \$25,000 to \$60,000. Terms half cash and the balance in monthly payments. Owner wishes to retire. Address "Box 1583," care The Talking Machine World, 382 Madison Ave., New York City.

FOR SALE

Only exclusive music and radio store. City of 10,000. Division point main line Santa Fe. Established 27 years. Pianos, phonographs, radios and general stock. Competition negligible. Central location. Reasonable rent. About \$8,000 will handle. Can reduce. Bear investigation. Illness cause of selling. Address Newton Music Co., Newton, Kans.

J. R. Kenney, New Brooklyn Stewart-Warner Manager

F. M. White, district manager of the Stewart-Warner Speedometer Corp., New York, recently appointed J. R. Kenney as manager of the radio division of the Brooklyn service station of the company. In his new post Mr. Kenney will serve Stewart-Warner dealers in Brooklyn, Long Island, Rockland and Richmond counties and part of Westchester county. Mr. Kenney was, until recently, connected with the sales promotion staff of the New York branch of the Brunswick Co., and has had many years' experience in the retail and wholesale music fields.

Yahr-Lange, Inc., Display at Wisconsin Radio Exposition

Yahr-Lange, Inc., Milwaukee, Sonora jobbers and national distributors of Super-Ball antenna, sponsored one of the largest and most attractive displays at the Fourth Wisconsin Radio Exposition recently held by the Wisconsin Radio Trade Ass'n. Each pillar at the back of the booth was surmounted by a Super-Ball antenna and in the exhibit proper were the new Sonora radio receivers, cabinet loud speaker and new Reproducing Sonora phonographs, together with Philco rechargeable batteries and Ray-O-Vac dry batteries.

Fred E. Yahr, president of Yahr-Lange, Inc., recently stated that his firm expected to experience the largest radio season in its history, due to the fact that Yahr-Lange, Inc., has passed through the four years of readjustment successfully and has cut down its lines to include only standard merchandise such as was displayed at the Wisconsin Radio Exposition.

B. E. Bensinger, president of the Brunswick Co., returned to the Chicago offices of the company the latter part of last week after a two weeks' business stay in New York.

An artistic design of table-type Victrola, No. 170, has just been introduced by the Victor Co. The list price is \$50.



For 201-A tubes
or equivalent
AC-6 HA-\$42.50

Unipower sales have already passed last year's grand total

—and the big winter months are still to be heard from . . .

LAST year dealers found they could sell a lot of Unipowers. And once sold they stayed sold. There were no complaints—no service calls to eat up the profits. With dealers actively pushing it Unipower's sales were greater than ever before.

Now—this year—with the busy season hardly started, more Unipowers have been sold than were sold *all last year!* And the biggest radio months—November, December, January—are still to be heard from!

What a sales story you can tell now about Unipower! Last year's models are giving unflinching service everywhere. Refinements this year have made these same models more fool-proof than ever.

In addition, a new type of Unipower is now available that has already received the highest praise of radio engineers and manufacturers. Unipower again is making radio history—the new 6-volt model is far ahead of any other radio "A"

power unit yet devised. *It is absolutely automatic in operation.*

A miniature power plant

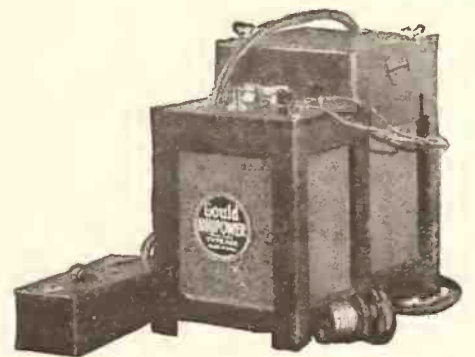
Unipower is a miniature power plant, carefully designed to furnish radio "A" power from the light socket. Incorporated in Unipower is the trickle charge principle, which changes electric light current into satisfactory radio power. Unipower, however, also contains the extra, rapid charge rate absolutely necessary to keep the set at full power always—even under unusual conditions caused by overwork or neglect.

Experts designed Unipower—time and performance have proven it totally fool-proof. There are no parts that need adjustment or that will wear out or need replacement during the normal life of the product. It is so constructed that it *cannot fail.*

Take advantage of the big Unipower months just beginning. Write now for the complete story of automatic "A" power that cannot fail. The Gould Storage Battery Company, Inc., 250 Park Avenue, New York.

New refinements to a proven principle—the principle of trickle charge plus the indispensable rapid charge found only in Unipower—are present in this new 6-volt Unipower designed to furnish unflinching "A" power to any 201-A tube set. Four trickle rates, operated by a simple dial, enable the user of heavily-worked multi-tube sets to adjust the power to the exact rate necessary to his individual set and hours of use.

Complicated wiring is eliminated—installation is as simple as that of a storage battery. Automatic switching makes possible a power-operated set under one control—no change is necessary in "B" power supply or set wiring.



For 199 tubes or
equivalent
AC-4—\$33.00

Unipower contains a Balkite charging unit of Gould design. It operates from alternating current 110-125 volt—60 cycle. Special models, 25-50 cycle, at slightly higher prices.

Unipower

A GOULD PRODUCT

A U T O M A T I C " A " P O W E R T H A T C A N N O T F A I L

New Stores and Changes Among Talking Machine Dealers During the Past Month

New Stores Opened Recently Throughout Country and Changes of Management Compiled for Benefit of Talking Machine and Radio Manufacturers and Distributors

Arkansas

Little Rock—The Co-Operative Music Co. has obtained a charter with a capital stock of \$25,000 and will conduct a general music business.

California

San Jose—The Anderson Music Co. has moved into its new quarters in the St. Claire building at 321 South First street.

Los Angeles—A new music store was recently opened at 3808 Whittier boulevard by E. V. Henderson, who was until recently field man for the Rudolph Wurlitzer Co. A complete line of talking machines and radio is carried.

San Francisco—Lubbe Bros. are now located in their new quarters on Mission street and are featuring the Columbia Viva-tonal line of phonographs.

Van Nuys—The Platt Music Co., of Los Angeles, has opened a branch store at 6278 Van Nuys boulevard, handling a full stock of musical instruments.

Long Beach—The legal procedure for changing the name of the Fitzgerald Music Store to the Don Humphreys Music Co. has been carried out.

Livermore—A new music department featuring phonographs and radio has been opened on the mezzanine of the Lawless drug store.

Auburn—E. Renwick, for the past few months salesman with the Auburn Music Co., has purchased control of the business.

Montebello—The Smith Bros. Music Co., of Whittier, Cal., has opened a branch store at 509 Whittier boulevard, handling all lines of musical instruments.

Colorado

Pueblo—The Knight-Campbell Music Co. has moved into handsome new quarters in the Colorado building.

Bessemer—The Harding Jewelry Co. has opened a music department, handling the Brunswick line and Gulbransen pianos.

Connecticut

New Haven—The A. B. Clinton Co., well-known music house, recently moved from 33 Church street to new and larger quarters at 942 Chapel street.

Florida

West Palm Beach—S. Ernest Philpitt & Son recently opened a new store at 508-512 South Olive avenue with a complete stock of musical instruments.

West Palm Beach—The Florida Music Co. will shortly move to its new quarters at 340 Clematis avenue.

Leesburg—A new music store has been opened here by Mrs. L. Crawford Van Orsdale under the name of the Music Shoppe.

Petersburg—The Corley Co., prominent music house, has moved from 28 West Washington street to new and larger quarters at 129 North Sycamore street.

Clearwater—The Post Music Co. has taken new quarters in the Sever Arcade on Fort Harrison avenue.

Daytona Beach—The Burns Piano Co., formerly known as the Burns Music Shoppe, 819 Main street, has opened a second store at 146 South Beach street.

Cocoa—Arthur Salton, manager of the Oriental Bazaar in the Central Arcade, has enlarged his business by the addition of a music department.

Georgia

Atlanta—E. W. Dahlberg was recently appointed manager of the talking machine department of the Cable Piano Co.

Idaho

Idaho Falls—The Glen Bros.-Roberts Piano Co., of Salt Lake City, has opened a branch store here with D. G. Brian as manager.

Illinois

Chicago—The Roseland branch of the Cable Piano Co. has opened a talking machine department carrying the Brunswick and Victor lines.

Pontiac—J. A. Parrish and his son have purchased the business of the Pontiac Music Shop from P. H. Von Qualen and F. J. O'Connor.

Joliet—George Wiswell has moved his music and furniture store from 119 Ottawa street to larger quarters at 314-16 Van Buren street.

Peoria—A charter has been granted to the Community Music Shop to deal in musical instruments.

Indiana

Terre Haute—The music section of the Herz department store has been greatly expanded and has been moved to a different location. L. H. Duncan is the new manager.

South Bend—The Templin Music Store has moved from 124 Lincoln Way East to spacious new quarters in the Major-Lang building on South Main street.

Iowa

Eldora—J. E. Noble, music merchant, has moved to larger quarters over the Grant Tire Station.

Elkader—The music store of Herman H. Mueller was recently sold to Kurdelmeyer & Youngsdale and Julius Mentzel.

Dubuque—The Renier Music House has opened its new four-story home at 531 Main street.

Kansas

Parsons—Jay Richmond has purchased the interests of R. C. Hardman and J. M. Standridge in the J. R. J. Music House and is now the sole owner of the business.

Kentucky

Louisville—Lawrence M. Miller, dealer in musical instruments at 1800 Deer Park avenue, has filed a petition in bankruptcy with assets of \$11,979 and liabilities of \$22,188.

Louisiana

Shreveport—The O. K. Houck Piano Co. has opened a beautiful new store in this city carrying a full line of musical instruments. This makes the fourth in its chain of Southern music stores.

New Orleans—A new music establishment, "The Music Shop," opened the early part of last month at 337 Baronne street with a full line of musical instruments. Parker Harris is manager.

New Orleans—The Collins Piano Co., carrying a full line of musical instruments, will move shortly to new quarters at 346 Baronne street.

Maryland

Baltimore—The Kranz-Smith, Sanders & Stayman Co. has consolidated with the Hamann-Levin Co., and the new concern is located at 100 Charles street.

Baltimore—Trout's Music Store recently moved to its new location, which was completely remodeled before occupancy.

Baltimore—The Consolidated Gas & Electric Co. has entered the talking machine field, taking on a full line of Brunswick phonographs and Panatropes.

Massachusetts

Fall River—The Kaplan Bros. Music Store, 304 South Main street, suffered a large loss in a recent fire.

Michigan

Alma—A. J. Peters has established a new music store known as the Peters Music Co.

Detroit—The Janney-Bowman Co. has added show-rooms on the second floor of its building at Park and West Elizabeth streets, to accommodate the growing business.

Lansing—R. S. Budd has opened the Budd Music House in the remodeled building at 318 South Washington avenue.

Buchanan—Martin Schoeneberg has moved his music store from 104 West Front street to new space in the Parkinson Millinery building.

Detroit—The Janney-Bowman Co., formerly an exclusive piano house, has opened a talking machine department carrying the Victor line.

Missouri

Kansas City—The Rutan has been incorporated with a capital stock of \$15,000 to deal in musical instruments. The incorporators are John A. Rutan, Hallie B. Rutan and Jay M. Lee.

St. Louis—The Thiebes Music Co. has purchased the talking machine stock of the Smith-Reis Piano Co., which has liquidated its business.

St. Louis—The Kirkland Piano Co., Brunswick dealer, has discontinued business.

New Jersey

Trenton—The music house of G. A. Barlow's Son Co. was recently completely reorganized and H. A. Glasser was elected vice-president and general manager.

Leonia—Henry Dranger has opened a general music store in the McGee building on Broad avenue.

New York

Buffalo—A new music store has been opened at 823 Tonawanda street by Melzer Bros.

Ithaca—Lent's Music Store recently moved to new and larger quarters on North Aurora street.

Niagara Falls—The Music Master Co., owned by Stephen Warsaroski, recently opened at 263 Portage road, carrying a full line of talking machines and radio equipment.

Croton-on-Hudson—Baker's Music House, Ossining, recently opened a branch store here with a complete line of musical instruments and radio equipment.

Nyack—Fred Harwood has opened a new music store in the Sullivan block.

Amityville—Granville M. Fisher and Victor E. Olson have opened a new music store at 140 West Merrick road with a full line of musical instruments.

Richmond—The Verry Music Co. has filed a certificate of voluntary dissolution.

Buffalo—C. J. Fisher has been appointed manager of the J. N. Adam Co.'s music store, succeeding H. R. Russell, who resigned last Spring.

Buffalo—The Consolidated Music Stores, Inc., has been granted a charter, the directors of the new

business being the owners of the Brunswick Music Shoppe on Main street.

Olean—The Willard Music Store suffered a heavy loss in a recent fire in the store.

Patchogue—Hubert H. Lindenberger and Merritt Smith have opened a new music store in the Haskell building on East Main street.

New York City—The Sherman Music Corp. has been granted a charter to deal in musical instruments.

Gasport—Charles Lord has purchased the radio stock and business of Louis Brust.

North Carolina

Salisbury—The Maynard Music Co., located for several years at 224 South Main street, has taken quarters at 201 South Main street.

Charlotte—C. S. Andrews, proprietor of the Andrews Music Store, has taken larger quarters on North Tryon street.

North Dakota

Bismarck—The Melody Shoppe recently opened in the Van Horne Hotel building with a full stock of musical instruments. E. A. Dahners is the proprietor of the new establishment.

Minot—Reinhard Bros., radio dealers of Minneapolis, have opened a branch store here.

Fargo—R. M. Laird, president of the St. Paul Electric Co., radio dealer, has opened a branch store here.

Ohio

Lorain—F. D. DeWitt will move his music store in the near future to a new building which is being erected at 649 Broadway.

Troy—Hiram W. Hunt, proprietor of the Melodia Co. and Hunt's Music Store on East Main street, has made an assignment to W. A. Haines.

Piqua—The Piqua Music Shop, owned by Joseph Thompson and Biddy Etter, has moved to new and larger quarters.

Kent—Smoke and water damaged the stock of the S. W. Trory Music Store in a recent fire.

Cleveland—The remodeled store of Smerda's Music House was opened recently and many visitors attended the opening festivities.

Kent—The talking machine department of Gennsmer Bros. suffered a heavy loss through a recent fire.

Urbana—J. O. Smucker, who has operated a general music store in Bellefontaine, has opened a branch store here.

Cincinnati—Steinway & Sons have moved into new quarters adjoining the Hotel Gibson. The facilities for handling the Brunswick and Victor lines carried by the store are much better in the new store.

Columbus—The Hoermle Music Shoppe has been completely remodeled and demonstration booths, record racks and small goods show cases have been installed.

Cleveland—A new music store is to be opened on Broadway near East Fifty-fifth street under the name of the Siskak Music Co.

Oklahoma

Alva—The Wood Music Co., which formerly occupied quarters on the north side of the square, has moved to a larger store.

Oregon

Dallas—P. P. Kroecker has moved his music store to larger quarters in the Dallas National Bank building.

Pennsylvania

Corry—Miss Myrtle Fuller has opened a new music store on South Center street, handling a full line of musical instruments.

Oxford—Lester McCreary has purchased the music department of the Goldstein store and will conduct it apart from the rest of the store.

Greenville—The Greene Music Co. has been granted a decree of dissolution.

Philadelphia—The F. A. North Co., 1306 Chestnut street, has opened three new branches at 41 South Sixty-first street, 4357 Main street and in the Manayunk district of the city.

East Pittsburgh—Schaffner's Music House is the name of a new music store at 713 Linden avenue with C. B. Mitchell as manager.

Philadelphia—Joseph Jacobs, who recently purchased the Diamond Furniture Co., has added a phonograph department carrying the Columbia Viva-tonal line.

Washington—The Thatcher Store has taken over the Victor department of the Ford Furniture & Carpet Co.

Rhode Island

Providence—The Gardiner Piano Co., carrying a full line of musical instruments, recently moved to larger quarters at 48 Snow street.

South Carolina

Greenville—Payne's Music Store, Columbia dealer, recently moved to new and larger quarters formerly occupied by Phillips and Crew.

South Dakota

Sioux Falls—A music section with the Columbia Viva-tonal line of phonographs featured was recently opened in the Shriver Johnson department store by George Compton.

Texas

Dallas—A new talking machine store was recently opened on Elm street operating under the name of the "Music Box." Frank Wright, known through-

out the country as one of the Radio Franks, record and radio artists, is the proprietor.

Amarillo—The Phonograph Shop has been incorporated with a capital stock of \$7,500.

Utah

Salt Lake City—Tod Taylor has been appointed manager of the talking machine department of the Glen Bros.-Roberts Piano Co.

Washington

Seattle—A new music store, Broom's Music Room, was opened at Sixth avenue and Stewart street, by George R. Broom, who has had many years' experience in the retail music field. A complete line of musical instruments is carried.

Goldendale—The Erbes Music Co. has opened a store carrying a full stock of merchandise, including Sonora phonographs and the Stromberg-Carlson, Federal, Bremer-Tully and Thorola lines of radio apparatus.

Ritzville—A musical merchandise department has been installed by the Ritzville Drug Co., quarters having been remodeled for the purpose.

Everett—The Everett Department Store, which has a music and radio department, has filed an application to change its name to Rumbaugh's.

Tacoma—Incorporation papers have been filed for Hopper-Logan, Inc., which will deal in musical instruments with a capital stock of \$30,000.

West Virginia

Charleston—The McKee Music Co. has opened a branch store at 712 State street.

Wellsburg—The McAllister Music Co., which has been located on Charles street, has moved to new quarters on Seventh street.

Wisconsin

Milwaukee—J. L. Heald was recently appointed manager of the radio department of the Boston store. The department is operated by the R. B. Rose Co.

Madison—The Music Shop has been incorporated to operate a retail and wholesale musical merchandise business. Owen E. Lyons, Perry A. Sletland and Glenn W. Stevens are the incorporators.

Reedsburg—J. W. Williams and Mrs. Williams have opened a new music store which is known as the Baldwin Music Store.

Fond du Lac—James A. Sandee has opened the Sandee Music Shop at 85 South Main street with a full stock of musical instruments.

Oconto Falls—Edward Allen has purchased the Maigatter Music Store from Arno Maigatter.

Milwaukee—The Thiery Music and Specialty Shop has changed its name to the Thirft Music and Specialty Shop and is continuing business in its remodeled store at 872 Upper Third street.

Baraboo—Ted J. Holzem has purchased Willey's Music House and will operate it under the name of the Holzem Music Co., carrying the Victor line and Gulbransen pianos.

Milwaukee—The Home Appliance & Radio Shop has been incorporated with a capital stock of \$1,000 to deal in radio apparatus.

Milwaukee—The Wisconsin Specialty Sales Co. has been incorporated with a capital stock of \$10,000 to deal in radio apparatus.

Milwaukee—A new radio shop has been opened at 495 Ivanhoe place by Otto H. Fiebing and Charles C. Kruse, featuring the Radiola and Atwater Kent lines.

Canada

Lethbridge, Man.—Willis & Co., Ltd., of Montreal, has opened a branch store in the Royal Bank Building with E. C. Patey and A. E. Patey in charge.

Ottawa—Orme, Ltd., has acquired the interests of Leach, Clegg & Leach and has taken over the latter's personnel.

Montreal—J. W. Shaw & Co., music dealers, recently opened a ground-floor radio department carrying the Stewart-Warner, Freed-Eisemann and other lines.

London, Ont.—The Gray Music Co. recently purchased the entire stock of the London branch of Gerhard Heintzman, Ltd., which included the transfer of the Victor agency.

Intensive Sales Drive on Little Tot Records

The Regal Record Corp., 10 West Twentieth street, New York City, manufacturer of Regal and Little Tot records, has arranged a most intensive sales drive on children's records for the holiday season. The Little Tot records include all together ninety-eight titles, covering practically all the songs, games and stories that appeal to children. This product is marketed in a multi-colored record album containing four records. It has loose-leaf features which make possible the addition of other selected records, from time to time.

In conjunction with its sales and advertising campaign the Regal Record Corp. is issuing much circular matter for counter use. This material has space for dealer's imprint. In addition, the advertising department has avail-

able window strips, cut-outs and a multi-colored "mother goose" display sign. This is of large size and can be used very effectively for a background in a window setting.

Suzanne Lenglen Presented With Portable Victrola

PHILADELPHIA, PA., November 5.—On the day that Suzanne Lenglen, French tennis star, played in the Sesqui-Centennial auditorium here, the Victor Talking Machine Co. received a message to the effect that the portable talking machine which Mlle. Lenglen carried about with her had been put out of order on her trip to this country. Investigation showed that the instrument was wrecked beyond repair and so the temperamental French court star was presented with a brand-new portable Victrola by John Gregg Paine, of the Victor Co.

C. B. Cooper has been appointed New York representative of Shamrock Mfg. Co., Newark.

Vitaphone Corp. to Record Artists of Brunswick Co.

The Vitaphone Corporation has entered into an arrangement with the Brunswick-Balke-Collender Co. providing for exclusive contracts with all the Brunswick artists.

Among the Brunswick artists already registered under this arrangement are the New York Philharmonic Orchestra, Al Jolson and the Vincent Lopez Orchestra. The right to negotiate with other Brunswick artists is now being exercised by the Vitaphone Corp.

At the time the Vitaphone Corp. was formed to handle the destinies of the amazing instrument now being seen and heard in two theatres on Broadway, a contract was entered into with the Victor Talking Machine Co. for the exclusive privilege of the services of all the artists under contract to that company. An arrangement was also entered into with the Metropolitan Opera Co. for the exclusive privilege of negotiating for the services of all of its artists.

MAGNAPHON

The Electric Phonograph Amplifier

that is taking the country by storm



LIST \$10.00

Electrical Reproduction of Music from Phonograph Records is now an accomplished Fact—and at a LOW COST.

This remarkable new instrument will turn even the small portable phonograph into an electrically operated machine and give it the volume, tone and smoothness of a Panatrope or an Orthophonic. No skill is required in its installation. The ordinary phonograph needle is inserted into the electric pick-up and the wires plugged into the radio set or power speaker.

With this new attachment for the Radio and Phonograph your customers can enjoy music and dancing from their own broadcasting station—free from the annoying scratch of the needle or the nerve racking rasp of static.

The MAGNAPHON will prove a leader that will stimulate the sales of Phonographs and Records to Radio set owners and the sales of Radio Sets to Phonograph owners. There is a generous discount to Jobbers and Dealers. Get in on this highly profitable item.

MAGNAPHON with a Three Stage
Quality Tone Power Amplifier and
an Eighteen Inch Cone Speaker, \$49.50

TECTRON RADIO CO.

1270 Broadway

New York, N. Y.

HAPPENINGS IN THE DOMINION OF CANADA

Dealers in the Toronto District Are Active in Pushing Merchandise Handled

Whaley Royce & Co., Ltd., to Distribute Symphonic Phonograph Reproducer in Canada—All-American Radio, Ltd., Organized—Other News and Trade Activities of the Month

TORONTO, ONT., November 8.—Palmer's music store was recently opened after undergoing extensive interior remodeling. Special demonstrations were given on the Brunswick Panatrope.

E. H. McCarthy, vice-president of the Symphonic Sales Corp., New York, was a recent visitor to Toronto on pleasure bent.

Whaley Royce & Co., Ltd., have recently arranged for the distribution in Canada of the Symphonic phonograph reproducer, made by the Symphonic Sales Corp., New York.

All-American Radio, Ltd., is one of the most recent additions to the list of radio firms of Canada and have their headquarters at 445 King street, West, Toronto.

National Sales Representatives have been appointed distributors for Teletone loud speakers.

R. O. Bull, of Purser Bull & Co., was elected president of the Canadian Radio Trades Association at a recent meeting of that body held in Toronto. John Byers, manager, Canadian Brandes Co., was chosen first vice-president, and Henry Gooderham, assistant managing director, Dominion Battery Co., was selected as second vice-president. Members of the board were elected as follows: Messrs. J. E. Bennet, W. G. Barber, G. F. Eaton, B. E. Carey, J. W. Moncur. J. M. Van Atter is treasurer.

Fada Radio, Ltd., manufacturer in Canada of the Fada neotrodyne radio set, recently held a distributors' convention in Toronto.

W. C. Fuhri, vice-president and sales manager of the Columbia Phonograph Co., New York, recently spent a day in Toronto with E. A. McMurtry, manager, Columbia Phono. Co., Ltd.

C. E. Sibbett, proprietor of the Ottawa Phonograph Co., has secured the representation for Ottawa and district of the Columbia phonograph and Columbia records. In radio the firm features the A-C Dayton and Thompson lines.

The Gray Music Co., London, Ont., which recently purchased the entire stock of the London branch of Gerhard Heintzman, Ltd., has taken over with it the transfer of the Victor agency, which was formerly held by Gerhard Heintzman Co., Ltd.

A. G. Farquharson, a former member of the Canadian phonograph industry, has returned to Canada after an absence of three years to join the sales organization of the McLagan Phonograph Corp., Ltd., Stratford, Ont. He will work in Ontario co-operating with McLagan dealers in marketing phonographs and will reside in Hamilton, Ont.

W. G. Barber, sales manager of the Baldwin International Radio of Canada, Ltd., states that L. D. Cahoon, factory superintendent of the above-mentioned company, recently left for an

extended trip through the United States, visiting the different Baldwin factories.

The L. S. Brach Co., Newark, N. J., is now manufacturing in Canada under the name of L. S. Brach of Canada, Ltd. Its line is being distributed by Burndep of Canada, Ltd. Principals of the new company are L. S. Brach, chairman of the board; S. B. Trainer, president; Godfrey Cort, vice-president, and H. B. Mc-

Brunswick Panatrope Used With Symphony Orchestra in Concert Held in Montreal

Third Annual Montreal Radio Show Exhibits Viewed by Record Attendance—Dealer Conferences, Demonstrations, Sales Talks and Promotion Effort Featured Week of the Show

MONTREAL, CANADA, November 8.—The Boston Symphony Orchestra, under the direction of Serge Koussevitzky, recently gave a recital in the Forum, this city, in which C. W. Lindsay, Ltd., furnished a Brunswick Panatrope, which was utilized in the rendering of Respighi's symphonic poem "Pines of Rome." This is the first time that a phonograph has been used in Canada with a symphony orchestra.

Record attendance marked the recent third annual Montreal Radio Show held under the auspices of the Montreal and District Radio Club, in which the manufacturers of sets and parts were well represented. Programs were broadcast nightly from the show, which included three Eveready nights as well as an Atwater Kent night. That radio has a strong hold on Montrealers and the Province of Quebec was demonstrated by the large number of new dealers signed up at the show by the various exhibitors. During the week numerous conferences of dealers were held in which demonstration sales and talks and promotion work was outlined, likewise service talks. On the stage at the end of the hall a picture, "The Spirit of Radio," the work of Edwin L. Chase, New York, was framed in blue velvet hangings and thrown into relief by soft diffused lighting and hung by the Canadian National Carbon Co., Ltd., Toronto, Ont., of Eveready Battery fame, was one of the attractions during the show.

The Victor Talking Machine Co. of Canada, Ltd., in accordance with its policy of offering to the public the best musical talent available, announces the appointment of the noted Hart House String Quartet as exclusive Victor Red Seal artists. This Canadian string quartet name is taken from Hart House, Toronto University.

R. M. Brophy, sales manager of the Canadian Marconi Co., has just returned from a six weeks'

Kenzie, vice-president and general manager.

The Columbia Phonograph Co., Ltd., has renewed its arrangement for the distribution of A. C. Dayton sets throughout Canada.

S. Gillen Hyman has been appointed the factory representative of the Acme Electric & Mfg. Co., Cleveland, O., to sell Acme products throughout Canada.

R. G. Entwistle has resigned as sales manager of Fada Radio, Ltd., to accept a responsible position in another line of endeavor. The management of Fada Radio, Ltd., is now being assumed by Homer J. Zopf, who brings to Canada a thorough knowledge of radio merchandising. Tracy M. Rozelle continues as factory manager.

trip through to the Pacific Coast. Business prospects, he says, were never so good.

J. W. Shaw & Co., music and piano dealers, have opened a ground-floor radio department and are featuring a number of sets, including the Freed-Eisemann, Stewart-Warner, etc.

The Brunswick-Balke Collender Co. of Canada, Ltd., is doing some extensive newspaper advertising, asking for the name and slogan that best describes the reproduction of the New Brunswick, in which \$5,000 is offered in prizes.

Lewis Bros., Ltd., this city, have taken on the representation for Quebec Province for the Freed-Eisemann line and are going after wholesale business in a large way. This firm is also pushing the Farrand line of cone speakers.

C. W. Lindsay, Ltd., in a recent advertisement referred to the new Brunswick phonograph as "The Miracle of Music."

Wm. Lee, Ltd., is advertising and pushing extensively Stromberg-Carlson radio receivers.

Winnipeg Trade News

WINNIPEG, MAN., November 8.—Canadian Westinghouse Co., Ltd., are jobbing Radiolas in Manitoba direct to the trade this year.

Bowman Bros., Regina and Saskatoon, Sask., are reported to have sold two thousand Atwater Kent sets in the province of Saskatchewan.

Consolidated Radio Distributors, Winnipeg, have become Western distributors for Pfanstiehl receiving sets. Other lines handled are Amplion, Browning-Drake, Electrad, Howe, Silver-Marshall and Tower loud speakers.

L. J. Haug & Co., Winnipeg, have taken on the Western representation for Erla sets.

Great Redi-"A" Radio Tie-up

MILWAUKEE, WIS., November 8.—A line of radio which has attracted a great deal of attention recently is the Redi-"A," made by the Briggs & Stratton Corp., of this city. Considerable advertising space was devoted to the opening of this line in local newspapers, and a list of thirty-six Milwaukee firms appended to the advertisement as handling the Redi-"A" makes a very striking appeal. Among the downtown firms which handle the line are the Orth Music Co., Kesselman-O'Driscoll Co., and Samson's Radio Stores, Inc. The Hi-Mount Radio Shop, which has recently been incorporated, and the Luebtow Music Co. are other firms handling the line in the northwest part of the city.

Talking Machine Springs and Repair Parts

NONE BETTER IN QUALITY NONE LOWER IN PRICE

THE RENÉ MANUFACTURING CO.
MONTVALE, NEW JERSEY

Progressive Dealers Even Sales Curve by Taking on Profitable Side Lines

The Experience of a Chicago Dealer Who Found a Line That Sold During the Season of the Year When the Normal Demand for His Regular Lines of Merchandise Was Below Par

[The tendency among a great many dealers in radio to take on side lines such as talking machines, small musical instruments, cameras, sporting goods, fishing tackle, etc., to cover quiet times in business during the Summer months is illustrated in the experiences of a well-known Chicago dealer, which makes interesting reading.—ED. NOTE.]

Inspired by an exhibition of bait casting witnessed at the Out-Door Show, Philip Ackerman, owner of the W. D. A. P. Radio Shop in Chicago, now turns the lean Summer months into a busy season. One of the pioneers of the retail radio business in Chicago, and one of the few exclusive radio dealers able to keep the figures on the right side of the ledger, showing sufficient profit throughout the busy season to carry him over the lean Summer months, he had never done anything more than still fishing and very little of that.

He visited the Fourth National Out-Door Life Exposition held in Chicago last May. In his wanderings about the exposition he visited the annex where the big casting pool was located. There he observed several representatives of fishing tackle manufacturers engaged in practice casting. One in particular attracted his attention, for this one seemed to drop the five-eighths-ounce plug inside the target with remarkable ease and unerring accuracy. The movement of his hand so slight, accomplishing spectacular results so quickly and deftly, that it was difficult for the uninitiated to detect the movement. Perhaps this was partly due to the fact that the eyes were focused more on the plug at the end of the rod than on the hand that directed its movement.

So engrossed with the casting was he that he was unconscious of the surroundings, even a friend came along and stood beside him for a few moments without being observed. When he

was rudely awakened from his trance by a vigorous slap on the back, directed by his friend, his first remark was, "Gee, that fellow is a 'darb,' watch him hit inside the ring every time."

In response to his friend's inquiry, "How's business," he explained that the radio business was slack in the Summer, adding that was why he could spend the daytime at the Out-Door Show. His friend said, "Why don't you sell fishing tackle during the dull radio season, put up a big sign 'Fishermen's Headquarters' and fill two of your windows with tackle?"

He considered it a good suggestion and by the time he had finished ordering six of this and three of that from all the sporting goods exhibits in the Out-Door Show he found he was investing \$1,500 in merchandise entirely new to him and quite foreign to the radio business. In checking up the latter part of August preparatory to the opening of the radio season his books revealed that the original \$1,500 investment in sporting goods had been turned over more than three times.

His success as a radio dealer was due to the fact that he has made an earnest study of radio and has been the recognized authority of the neighborhood. If he was to sell fishing tackle he felt he must know something about tackle, so he first tried out some of the rods, using the back lot for his experiment. The first he tried was the kind he saw the fellow use at the Out-Door Show. In doing so he unwittingly interested nine neighbors who were onlookers, each of whom invested with him \$20 to \$30 in rod and tackle. It was not long before he had six to eight of his neighbors making up a Wisconsin fishing party for every week-end.

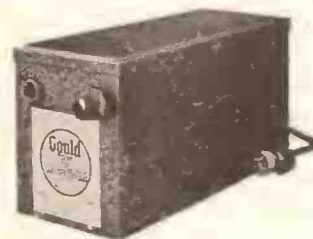
He carried an extensive variety of artificial

bait with him, which he and his friends tried out on their week-end trips. Thus, from actual experience and close observation he is able to tell his customers what has been accomplished with this bait or that.

The back lot casters have increased to eight or nine every afternoon, when alongside of the garage, using an inner tube for a target, they cast to an audience of fifteen to twenty people. Late in August three of the back-lot casters made application for membership in the Chicago Fly Casting Club.

Gould "B" Unipower Is Announced to the Trade

The Gould Storage Battery Co., New York City, maker of the Unipower "A" battery and Gould storage batteries, has now placed upon the market the Gould "B" Unipower, which it



Gould "B" Unipower

describes as a worthy teammate to Unipower "A". This "B" eliminator produced by the Gould organization is made for 60-cycle alternating current and is also available for 25-cycle alternating current. It has a normal operating voltage of 135 volts and a tube capacity of 60 mils. Compact in size, it will fit into most of the standard makes of radio cabinets. With the Gould "B" Unipower it is impossible to come in contact with any electric current whatsoever. There are no exposed terminals outside the unit and when the cover is lifted a safety switch automatically turns off all power.

The Unipower "B" may be used in conjunction with the Unipower "A" and when so used the radio receiving set becomes a power-operated set, which is automatically controlled by the radio set switch.

HELYCON

HELYCON

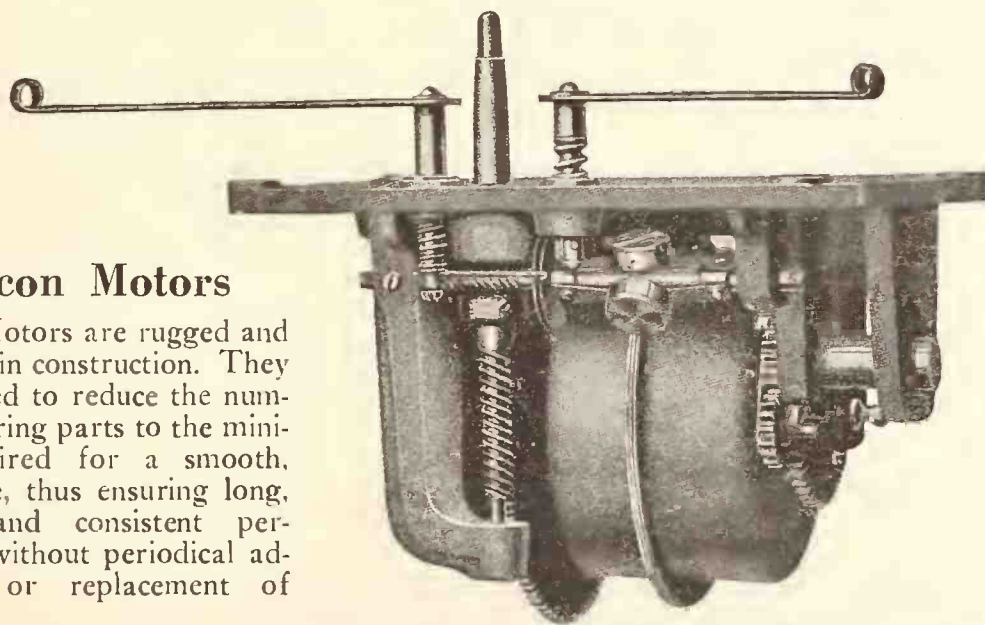
HELYCON

Motors, Tonearms and Reproducers

Superiority Internationally Recognized

Helycon Motors

Helycon Motors are rugged and substantial in construction. They are designed to reduce the number of wearing parts to the minimum required for a smooth, silent drive, thus ensuring long, constant and consistent performance without periodical adjustments or replacement of parts.



Helycon Motor No. 2

The spring barrels can be removed without disturbing the fine adjustment of the motors, and any group of gears can be removed without disturbing any other part. The Helycon Motor is made in four types, with interchangeable parts, to meet every phonograph requirement.

POLLOCK-WELKER, LIMITED

KITCHENER, ONTARIO, CANADA

Cable Address: Polwel, Kitchener.

Established 1907

Code: A. B. C., 5th Edition, Bentley's



Telling the World About Hohner Harmonicas

From every city, town and village in America, and from practically every nation in the World, people are journeying, by hundreds of thousands, to the Sesqui-Centennial International Exposition at Philadelphia.

Judging by the enthusiastic comments of the visitors as well as by the daily news dispatches, the Sesqui-Centennial is playing an important part in "telling the world" about Hohner Harmonicas.

The Hohner Exhibit, shown above, which is located in the Palace of Liberal Arts and Manufactures, is but a single factor in the illuminating program of Harmonica activity.

Not only are the visitors to the Exposition enabled to view the greatest collec-

tion of "The World's Best" Harmonicas ever assembled, but they are privileged to hear and enjoy the finest musical concerts imaginable by the famous Sesqui-Centennial Harmonica Band, directed by one of the leading musical instructors of America.

Naturally, the harmonicas which are played as well as exhibited at the Sesqui-Centennial are *Hohner* Harmonicas, for Hohner Harmonicas have been exhibited, played and awarded highest honors at leading expositions during the past seventy years.

All of which is merely to suggest to you, Mr. Dealer, that while we are busy *telling* the World about Hohner Harmonicas you should be busy *selling* the World Hohner Harmonicas.

M. Hohner, Inc., Dept. 72, 114 East 16th St., New York

Canadian Address: Hough & Kohler, 468 King Street, W., Toronto

Fascination
Inspiration
Education
Entertainment
Accuracy



Health
Portability
Durability
Convenience
Popularity

IN THE MUSICAL MERCHANDISE FIELD

Experiences of Retailers Prove Sales-Building Value of Small Goods Windows

Dealers Who Devote an Occasional Window Entirely to Small Musical Instruments Will Find the Venture Profitable—Careful Planning Essential to Eye-arresting Displays

The value of an attractive window display has never been better evidenced than in the analysis of the success of the band instrument and musical merchandise departments of several music stores, which depend almost entirely upon the display space in the store windows to attract trade. Several dealers who maintain band instrument and musical merchandise departments, which are strictly side lines to the regular piano and talking machine departments, do in these lines a steady, consistent business throughout the year, netting a profit which in many cases pays the store's rent. Outside of stocking the instruments the only work done in pushing the merchandise is an occasional mention of the department in the store's regular advertising in the newspaper and a permanent display in a section of the store's window. This display, however, is changed frequently and is kept attractive and inviting. Inside the store the same system is used, a showcase showing the products in stock.

If in cases like these where the musical merchandise department is admittedly a side line and does not receive any of the exploitation work which the store's chief products receive and none of the establishment's sales efforts are placed directly behind the instruments, a window display pulls to the extent that each year a neat profit is shown, how much more necessary is it that a live musical merchandise and band instrument dealer use his window display space to present his products to the public. The space enclosed within the show windows of a store on an average thoroughfare, where hundreds of people pass, day after day, is the most valuable of the entire store. If the dealer who is paying rent were to analyze the problem and ascertain for just what he was paying he would find that the square foot value of this space is higher than that of any other portion of the warerooms.

There are so many opportunities to create attractive band instrument displays in the windows that it is surprising that more dealers do not use this space to sell instruments. An interesting example is illustrated herewith. Prior to the opening of Loew's Century Theatre, in Baltimore, the \$75,000 organ which was to be used arrived and was placed in the window of the music store of Kranz-Smith-Sanders & Stayman, Inc., for display purposes. While the handsome organ was in itself an eye-arresting feature, the management was not content and immediately put into effect a most effective band instrument and musical merchandise display. It is known that the organ represents the different instruments used by a symphony orchestra. One of each of these instruments was placed in the foreground of the window with a ribbon running from the instrument to the particular stop on the organ.

The crowds that were attracted became so dense at times that police had to keep a lane open for pedestrians, and to gain the full benefit of the display the establishment displayed a sign featuring a sale of musical merchandise. The result was a most satisfactory increase in the volume of sales of this department, attributable directly to the window.

Another type of display that can be used by any dealer and which brought an average of three sales of band instruments a day for

the two weeks it was used by the Flanner-Hafsoos Music House, Inc., of Milwaukee, Wis., was this: A collection of photographs of leading local artists who use and endorse the instruments stocked by the store occupied the center of the window and in the background and to the sides the instruments in question were arranged artistically. The local angle of the display was one reason for its effectiveness. Another reason was that it differed from the usual run of music store displays and the arrangement caused many people to stop and view the photographs to see if they recognized any of their friends or favorite artists. The picture of each musician was mounted in a standard frame on which was printed the name of the musician, the instrument he or she played and the make of instrument the musician endorsed.

F. J. Bacon Wins Prize at Lewiston Banjo Contest

LEWISTON, ME., November 4.—At the World's Old Timers Banjo Contest, which took place at the Pageant of Progress at the Lewiston State Armory recently, Frederick J. Bacon won a handsome silver cup about twenty inches high and a cash prize of \$50.

Mr. Bacon is president of the Bacon Banjo Co., Inc., of Groton, Conn., and also one of the leading banjo players in the country. The World's Old Timers Banjo Contest was sponsored by the same man who presented Mellie Dunham, who won the old-time fiddlers' contest last year. The affair aroused national interest and was reported in a number of papers throughout the country.

The Boston Globe featured the contest in a special article, which also described the \$500 B & D Silver Bell banjo on which Mr. Bacon played. Telegrams and letters were received from all sections of the country by Mr. Bacon. Among them was one from the Brown-Pardun Co., of Omaha, Neb., which stated "Congratulations to



F. J. Bacon and His Trophy
the newest world's champion. We knew you would win."

Felix Baer Home From Trip

Felix Baer, representative of Buegeleisen & Jacobson, New York, recently returned from an extensive trip to the Pacific Coast, and reported that dealers are stocking up on musical merchandise for the holiday trade.

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 145)

HOHNER Harmonicas and Accordions

THE WORLD'S BEST



Hohner Harmonicas have an appeal that extends from the small boy to rulers of nations. This provides a wide market in which the dealer can operate.

Write us for our "Big Business Builders." They will help you.

M. HOHNER, Inc. 114-116 East 16th Street
New York City



HOHNER PRODUCTS AWARDED FIRST PRIZE AT THE PANAMA-PACIFIC INTERNATIONAL EXPOSITION SAN FRANCISCO 1915

Follows Policy of Making Store the Music Center

Tom Brown Music Co. Uses Advertisement to Invite All Musicians, Professional and Amateur, to Make Store Their Headquarters

One of the policies which make for success in the retail music business is that of making the store the musical center of the vicinity in which it is located. This policy can be followed with success by every type of music dealer but for the band instrument and musical merchandise dealer it is almost a necessity that the dealer's establishment be made the headquarters for the professional musicians located in the city and those who are visiting for a time. Some few months ago there was related in these columns the story of the growth of the Tom Brown Music Co., which is one of the most successful band instrument houses in the Middle West, and it is the policy of making Chicago musicians as well as visiting musicians feel at home and having them make the store their headquarters that has been largely responsible for the undoubted success of the store.

A recent advertisement of the Tom Brown Music Co. was devoted in its entirety to featuring this policy. "Make 32 West Lake street

your headquarters," it read. "The place to meet your friends and fellow musicians. Our store is centrally located, an ideal place to drop in when time is not pressing. Pleasant surroundings, comfortable chairs, considerate attention if desired, and only when desired—these await every patron and visitor who comes to this gathering-place for musicians.

"It is no idle boast that 32 West Lake street is Chicago's Center for Things Musical. At every hour of the day the discerning person will find here a goodly representation of Chicago's musical celebrities at the accepted rendezvous for the alert amateur and the successful professional."

Edfred Co. Effects Tie-up With Marine Band Concert

AKRON, O., November 8.—When the United States Marine Band made its appearance in a concert at this city, the Edfred Co., well-known musical instrument house, effected a tie-up through large display advertisements in the local newspapers and through window displays, calling attention to the fact that Leedy drums and Conn instruments, used by the Marine Band, were on sale by the company. The publicity attracted considerable attention.

Demand Increases for the Hygrade Case Co. Products

Enjoying a steadily increasing volume of business, the Hygrade Case Co., Inc., of Newark, N. J., manufacturer of Hygrade musical instrument cases, has found it necessary to more than double its manufacturing space and has recently added eighteen men to the factory force. Joseph Kiser, executive head of the Hygrade organization, reports that large orders have been received for portable phonograph cases, in addition to the regular line of musical instrument cases.

Saxophone Decision Reversed

WASHINGTON, D. C., November 4.—Saxophones entered at Chicago, Ill., by Carson, Pirie, Scott & Co., and returned for duty as "toys" at 70 per cent ad valorem, have been held by the United States Customs Court, in a decision recently rendered, to be properly classified as "musical instruments" at 40 per cent ad valorem.

Instrument Sales Increase

Sales of band instruments are increasing each year, a recent statement of the Department of Commerce showed. Wind instruments, including the saxophone and trombone, manufactured and sold during 1925, were valued at more than \$9,470,000, an increase of nearly \$2,000,000 as compared with the previous year.

Free Lessons Aid Sales

COLUMBUS, O., November 5.—The Home Music Shoppe here has been stimulating the sale of certain musical instruments, particularly the tenor banjo, saxophone and clarinet, by giving a certain number of free lessons to purchasers of instruments.

Music Classes in Schools

Several orchestral instrument classes have been started in the public schools at South Bend, Ind., under the direction of the supervisor of music. Lessons are given to the pupils of the grade schools, the junior high schools and the senior high schools.

George Hall in New Post

George Hall, who was formerly with Tom Brown Music Store, of Chicago, Ill., is now a member of the small goods staff of the Robert L. White Music Co., of Cleveland, O.

The NEW SUPER-LUDWIG DRUM

Parallel Snare Throw-Off
Individual Snare Adjustment
Perfect Snare Control



Patd. Jan. 1924 and Others Pending

Send to us Now for Prices and Discounts

LUDWIG & LUDWIG

World's Largest Makers of
Drums and Drum Accessories

1611 to 1627 No. Lincoln Street, CHICAGO

The Sensation of the Drum World

Again Ludwig sets the pace with a new drum—the SUPER-LUDWIG with its many new advanced features.

INDIVIDUAL adjustment of snares, a parallel throw-off of snares and means for securing PERFECT snare control are but a few of the many new improved ideas to be found on this latest creation of Ludwig engineers and craftsmen.

It's a sales leader for the dealer who is on the alert to be up and ahead of the van that will follow.

George H. Way and Jack Roop Return From Trip Abroad in Interest of Leedy Line

Sales and Advertising Manager and Sales Representative of Leedy Co. Visited Foreign Countries to Establish Close Contact With Leedy Dealers and Musicians

INDIANAPOLIS, IND., November 5.—In order to stimulate sales in foreign countries and to establish close contact with Leedy dealers and with the professional musicians of European cities, the Leedy Manufacturing Co., maker of drums, banjos and other musical instruments, recently sent George H. Way, sales and advertising manager of the company, and Jack Roop, sales representative, to Europe with a complete set of sample instruments. The venture was highly successful, as can be seen from the following statement given out by



Mr. Way following his return. He says: "While American manufacturers have long been bidding for business and, in many cases, have been successful in establishing their brands in many European countries, we know of no companies who have adopted a personal contact method of creating a demand with the consumer along the lines of our recent experi-



Jack Roop

ment. Of course there has been extensive direct mail and magazine advertising in these countries. We felt that this was a slow method, however, and decided to adopt the 'seeing is believing' system by taking samples to the consumer, as well as the dealer. Five large trunks were carried throughout the entire trip, consisting of banjos, brass instruments, snare drums, machine tympani, a four-octave marimbaxylophone and over one hundred traps and accessories used by the drummer. These were carried to fifteen cities in England, Scotland and France. They were set up in sample rooms engaged for the purpose, and the musicians were called in to view the display through the help of the dealer, who covered his mailing list with a letter of explanation, pointing out very plainly that the goods on display were not for sale.

"We found in most cases that the dealer was very eager to co-operate with us because it was a bit of free and valuable publicity for him

that had never been dreamed of. In Glasgow 261 musicians visited our show within three days and the ratio of attendance in other cities was beyond all our expectations. Without exception we succeeded in lining up the better class of dealers in every city. The fact that we had taken the merchandise to their own customers and that the dealer was able to hear their many favorable remarks soon won them over to realize that it would be to their benefit to stock our lines. In many cases actual sales were booked and in many more the prospects showed their sincerity in such a forceful manner that dealers could not help being impressed.

"The European musician does not receive as great a remuneration for his work as those in the United States and this has always been given as the big reason why high-priced American instruments could not be sold over there. However, our trip proved to us that even though the salaries are less, human nature is the same and it is the desire of every real musician to have the very best and we found them very willing to admit that our instruments were superior and to make the extra effort to possess them.

"The saxophone possibilities have not yet reached their peak in those countries and we found hardly a man who did not admit that our brand was superior. The banjo and xylophone family of instruments has hardly started, so to speak. We found both dealer and consumer in the British Isles wide open to conviction and the dealer perfectly willing to invest in the lines complete.

(Continued on page 148)

Scintillating Beauty Rich, Superb Tone Inherent Worth

The popularity of VEGA Banjos is indicative of their sterling and irresistible qualities. Skilled players who are constantly appearing before the public in broadcasting, in records, at the theatre and at the concert recommend them. The "Little Wonder" and "Whyte Laydie" Special Models with their scintillating beauty, rich superb tone, and inherent worth become "stepping stones" to greater achievements.

LITTLE WONDER
Special
\$75.00
(List \$93.75)



Little Wonder Special—

The "Little Wonder" Special Model is everything its name implies—a beauty in appearance, a wonder for tone and the highest quality for the price. Its tone is clear and brilliant due to the ring mounted under the head, giving forth that distinctive banjo twang which is characteristic of Vega Banjos. The highly polished, natural wood finish and the artistic flange design make this model exceptionally attractive. A little wonder for the student.

Whyte Laydie Special—

To see it and to hear it is to admire the high quality maintained in the "Whyte Laydie" Special Model. The neck is of carefully selected curly maple, reinforced with a black-wood strip, and the fingerboard is inlaid with pearl position marks. The patented "Whyte Laydie" Tone Tube is mounted in truss fashion over the heavily laminated rim, producing the favorite "Whyte Laydie" tone quality. Its resonator is of figured maple in sectional design and supported by heavy nickel-plated flanges adding to the scintillating beauty of the "Whyte Laydie" Special Model. A lifetime of service and enjoyment to either amateur or professional banjoists.

Carefully selected materials, durable construction and high-grade workmanship are factors emphasized to every detail, designed to withstand every climatic condition and endless abuse, and present a flashy artistic appearance.

WHYTE LAYDIE
Special
\$100.00
(List \$125.00)



Write for further information
—Easy Payment Plan
—Free Trial Offer
—"Voice of Vega"

The **VEGA** Co.

155-6 Columbus Ave., Boston, Mass.

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 147)

Current Issue of Voice of Vega Is Interesting

Informative Article on Development of Banjo From Primitive Instrument to Present Fine Products Included in Text

A new issue of the Voice of Vega, the attractive house organ published by the Vega Co., Boston, Mass., musical instrument manufacturer, has been mailed to the trade. As usual this publication is attractive in appearance and profusely illustrated with half-tone engravings of various artists using the Vega and Vegaphone banjos.

An opening article on banjo development traces the history of the banjo from the primitive instrument to the present type banjo which is typified by the "thousand dollar" Vegaphone played by Brooke Johns. In addition to the large number of native artists using the Vega banjos there are depicted fourteen out of the many leading banjo artists in England who play the Vega or Vegaphone banjo.

Queen Marie Entertained by Sesqui Harmonica Band

In estimating the sales possibilities of a product one of the first thoughts of the dealer is "what is its market." Of all the many members of the musical instrument family it would seem that the harmonica possesses probably the widest appeal, for it has practically reached the point where "everybody plays a harmonica." Letters that have been received by M. Hohner, Inc., New York City, maker of the Hohner harmonica, have proved that the popularity of this instrument extends from the school boy to the business man and even into the executive mansion.

Upon the visit of Queen Marie to this coun-

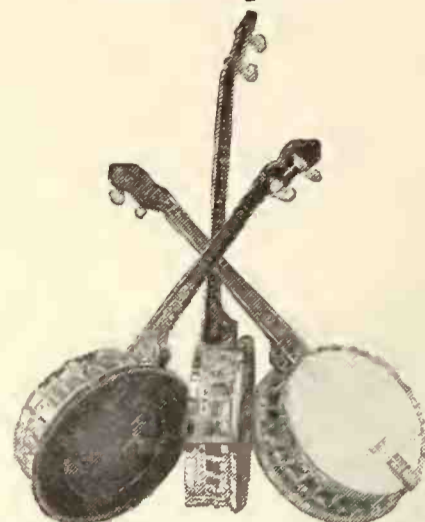
try, Philadelphia newspapers carried an interesting account of the Queen's endorsement of the harmonica, and her pleasure as sixty boys played real American music upon these instruments. The Queen's program included a trip to the Sesqui-Centennial exhibition in Philadelphia. Mayor Kendrick, of Philadelphia, a harmonica enthusiast himself, provided a novelty in the entertainment of the Queen through the playing of the Philadelphia Sesqui-Centennial Harmonica Band, under the direction of Albert Hoxie. Mayor Kendrick escorted the Queen and her party to the Fine Arts Building, where, when the doors were thrown open, she beheld this imposing harmonica organization lined up to greet her. When the boys had finished playing Queen Marie enthusiastically bestowed her approval. Each boy used two harmonicas and they quickly changed in the middle of a piece from one to the other. It is interesting to note that the only official band of this international exhibition is a harmonica band.

Souders' Music Shoppe Booking Office an Asset

MUNCIE, IND., November 5.—The Souders' Music Shoppe, music dealer, has had unqualified success with the small booking office which is conducted in collaboration with the store and it has proved a decided asset. The store provides musical entertainers for public and private functions within a radius of the territory served by the store. The booking office serves several purposes in that it makes the establishment the headquarters for musicians, stimulates trade, is a boon to clubs, societies, theatre owners and all others who need entertainers, thus building good-will.

The Saxophone Shop, 622 Main street, Little Rock, Ark., recently opened a branch store in Conway, Ark.

"Silver Bell" Banjos



Send for illustrated book of Prominent Orchestra and Professional Players

The Bacon Banjo Co., Inc.
GROTON - - - CONN.

Leedy Executives Home From Trip to Europe

(Continued from page 147)

"The going was slow: the methods of handling heavy trunks in these countries is very crude, but, while the work was slow and hard, often requiring many hours into the night, there were many bright spots in the trip in the way of observing the very different methods and customs of the people and there were many good laughs. The English musicians and dealers are very courteous and gentlemanly at all times; even those who could not do business with us, owing to certain conditions, were more than pleasant and always did us the courtesy of calling around to become acquainted. Many of the professional boys went far out of their way to entertain us and make things enjoyable.

"In Paris Jean Couesnon and Henri Selmer entertained us most royally, and we want to mention most emphatically that the courtesy shown us by the Hawkes Bros., of London, and several other English dealers was truly wonderful.

"Our three months' trip was highly successful from a financial standpoint and neither Mr. Roop nor myself would have missed the experience for a great deal."

Joint Meeting of Musical Merchandise Associations

The first meeting of the Fall season of the Associated Musical Instrument Dealers of New York, Inc., and the Musical Merchandise Manufacturers Association (Eastern District), was held jointly on Tuesday, November 9, at Keen's English Chop House, New York. These joint meetings are held frequently, as the aims of the two organizations are, in the main, identical and, although their activities may differ occasionally, the purpose in view remains the same.

Weymann Demand in Japan

PHILADELPHIA, PA., November 4.—H. A. Weymann & Son, Inc., manufacturer of Weymann orchestra banjos and Weymann Keystone State string instruments, reports continuance of good business, both domestic and foreign. Among recent foreign inquiries for Weymann instruments is one from far-off Wakayamaken in Japan. It may be seen, therefore, that the fame of Weymann products has spread not only to the far-off Island Empire but even penetrated to this relatively unknown town in Japan.

An Investment That Pays Dividends Every Day

Invest \$43.35

Sell For \$85.60

If our Catalogue is not handy send for Details Today



Total Profit \$42.25

plus

the finest display cabinet to be had FREE

For Contents see our Catalogue No. 132

Durro Cabinet For Strings and Accessories

BUEGELEISEN & JACOBSON

(Wholesale Only)

Manufacturers and Importers of Musical Merchandise for a Generation

5-7-9 UNION SQUARE

NEW YORK CITY

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 142)

The Weymann Orchestra Banjo



FRED C. BUCK
Banjoist
Waring's
Pennsylvanians

Has won for itself the endorsement of banjoists the country over! Its fine tone qualities, its beauty—have created an unparalleled demand for this instrument.

Write TO-DAY for handsome catalog describing the Weymann line of Banjos, Mandolutes, Guitars and Ukuleles. Agencies are still available for a few live dealers.

Address Dept. W

H.A. WEYMANN & SON, Inc.
1108 Chestnut St. Phila., Pa.

Progressive Retailer Features the King Line

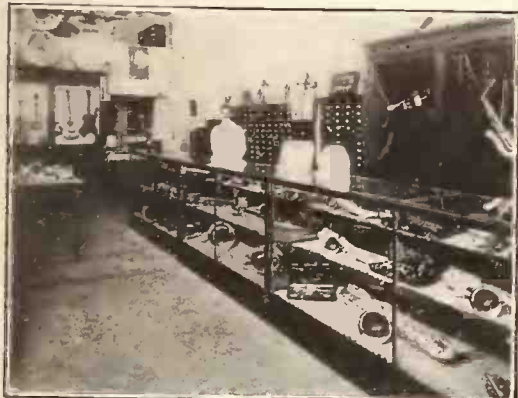
King Music House, New Orleans, Makes Profits in the Musical Merchandise Department by Featuring Lines It Handles

NEW ORLEANS, LA., November 4.—The King Music House of 352 Baronne street, this city, King band instrument dealer, is one of the



Featuring King Line in Window

most successful band instrument and musical merchandise dealers in the South and among the factors responsible for the success of the establishment, high on the list are the utilization of the window display space for an attractive presentation of the merchandise carried,



Interior of King Music House

and a neat, effective and attractive store layout and interior display.

The eye-arresting window display is of the type which will stop nine out of ten passers-by, with its sense of balance and artful arrangement of instruments. The two monster bass tubas at the sides and the bass drum in the center, with a woodland scene in colors depicted on the drumhead, are the instruments which compel attention, but closer inspection

shows a wide variety of instruments each of which merits detailed study by observers.

No less effective is the interior display where the great variety of instruments carried in stock are shown in cases so that the prospective buyer can view the entire line and select at a glance the instrument which most interests him and which he wishes to examine or try.

M. Hohner, Inc., Introduces the Trutone Pitch Pipe

New Product of Well-known Manufacturer Fills a Long-felt Need for Students and Teachers—Will Materially Increase Sales

Mr. Hohner, Inc., New York City, has presented a new product to the trade. This firm already enjoys not only a national but international reputation through its accordions and the Hohner harmonica, the popularity of which has been increased tremendously during the



last few years. The new products, Trutone pitch pipes, which have just been placed on the market, fill a long-felt need in music. The Trutone pitch pipes provide tonal accuracy. The need is self-evident. Music teachers find that there is a wide variation of opinion among their pupils regarding what constitutes the correct pitch. It has been found many pupils would tune their instruments with their pianos at home before leaving for the studio, which only resulted in proving that a large number of pianos were off pitch. Many other pupils had no pianos at home from which to tune.

The Trutone pitch pipe eliminates all this uncertainty and provides an authoritative standard of accurate pitch. Before being placed on the market the Hohner Trutone pitch pipes met the exacting test of the Hohner organization. It is reported that the reeds are accurately tuned to 440A pitch, the recognized standard in the United States, and that the tuning is done individually by the Hohner artisans, many of whom have been engaged in similar work for many years. The reeds are constructed so that they will sustain the tone regardless of the pressure put on them. It is also interesting to note that these Hohner pitch pipes somewhat resemble in construction the famous Hohner harmonica. One side of the pitch pipes is dye stamped with the tones and their respective position on the treble staff. Over the holes of the reeds is a sliding mouth-piece which can be speedily adjusted to obtain the tone desired.

In commenting on the new Hohner product William J. Haussler, vice-president of the company, stated that aside from the merchandising value of the new product the Hohner organization was doing something that would be bound to benefit the world of music. He drew attention to the tonal accuracy, which he described, as something never heretofore attained in pitch pipes. He stated in part: "The Trutone pitch pipes are original with Hohner and we have reason to be proud of them. Dealers in all parts of the country have welcomed the Trutone pitch pipes. Their letters are full of praise for these pipes and they are backing their judgment of them with many orders. In other fields, notably education, our pitch pipes have been accorded a hearty welcome. Students of Teachers College, of Columbia University, are but one of many such groups that have endorsed Trutone pitch pipes and recommended them for use in schools and other private institutions."

"HYGRADE" Musical Instrument Cases Made of Three-ply Veneer

We are now making a new combination Sax Case to fit any Alto or C Mel. Soprano Clarinet and Music Stand; also for Alto or C Mel. and Soprano. Our Sax Cases fit Alto or C Mel.

Send for our new price list!

HYGRADE CASE CO., Inc.

Manufacturers of "Hygrade" Musical Instrument Cases Sold by All Leading Jobbers

345-347 South 6th St. Newark, N. J.

The Hohner Trutone pitch pipe undoubtedly opens an increased means of profit for the music merchant. The need for pitch pipes by every musician, whether artist or amateur, is obvious. They are attractively and individually boxed and the popular price at which they are sold contributes to their extended use in schools and by individuals. It is entirely logical that a pitch pipe sale can be included with a purchase of each musical instrument.

Sherman-Clay Reports Big Increase Over Last Year

SAN FRANCISCO, CAL., November 4.—The volume of sales of the band instrument department of Sherman, Clay & Co., of this city, shows an increase of between 25 and 30 per cent over the figures for the month of October of last year. During 1926, E. J. Delano, manager of the department and his staff, have been making a special drive to secure business through co-operation with the local schools.

Every Dealer WILL WANT A COPY OF THE New Leedy Catalog "N" (OUT NOW)



NINETY-SIX PAGES—TWO HUNDRED AND FIFTY PHOTOGRAPHS—THIRTY NEW INSTRUMENTS

ALL ABOUT THE NEW PROFESSIONAL FLOATING HEAD SNARE DRUM *Leedy*

Send a postal for yours today—Mailed free

Leedy Mfg. Co. INDIANAPOLIS, INDIANA

Popular—**Song Hits**—Musical Comedy

These numbers have been issued or will be released shortly by all recording companies

From the Big Chicago Production
Rufus Le Maire's Affairs
 with Sophie Tucker and Ted Lewis

**I CAN'T GET OVER
 A GIRL LIKE YOU**
 (Loving A Boy Like Me)

**BRING BACK THOSE
 MINSTREL DAYS**
 Music score by MARTIN BROONES

From A. L. Erlanger's Production
"HONEYMOON LANE"
 with
 Eddie Dowling—Knickerbocker Theatre, N. Y.

THE LITTLE WHITE HOUSE
 (At the End of Honeymoon Lane)

HALF A MOON
 (Is Better Than No Moon)

JERSEY WALK
 Musical score by EDDIE DOWLING
 and JAMES F. HANLEY

Me Too (Ho-Ho! Ha-Ha!)

By Woods, Tobias and Sherman

Lonely Eyes

By Davis and Akst

Where Do You Work-a John

Push-A Push-A Push (The "Delaware Lackawan" song)

Bolshevik

By Jaffe and Bonx (writers of "Collegiate")

A Lonesome Boy's Letter Back Home

By Friend and Woods

Give Me A Ukelele

(And a Ukelele Baby—And Leave the Rest To Me)
By Lew Brown and Gene Williams

In A Little Garden

By Whittemore and Iula

Oh! How I Love Bulgarians

By Dixon and Henderson

A Tribute to Rudolph Valentino from Jean Acker (Mrs. Valentino)

We Will Meet At the End of the Trail

By Jean Acker

Scatter Your Smiles

By Kortlander and Wendling

Broken Hearted

By Romano, Lewis and Whiting

Published by
SHAPIRO, BERNSTEIN & CO., INC.,

Music Publishers

Broadway and 47th St.

New York City

GLEANINGS *from the* WORLD *of* MUSIC

Holidays Present Big Opportunity to the Sheet Music Dealers for Sales

Wide Variety of Music Publications Available to the Music Dealer by Which to Develop Christmas Gift Trade—Special Displays Bring the Volume of Sales

Reports from standard music houses and from jobbers seem to indicate that there is more than usual attention being given by dealers to the possibilities of adding considerably to music sales during the holidays. The Christmas period, particularly being a season of cheer, lends itself admirably to music features. In fact, without music no small part of the Christmas spirit would doubtless be lacking.

Besides the wealth of material from various catalogs written particularly for Christmas and other holiday occasions, there is much other material in music form which makes most appropriate gifts. The octavo, songs, anthems and cantatas and, all works published for holiday occasions naturally fall into the hands of the interested persons, groups and associations. A large number of books, folios and specialized music, when presented as a gift proposition, will run the sales totals for the season up considerably and make the retail establishment additional profits.

Due to the fact that in recent years the small instrument business has developed beyond bounds heretofore thought possible and is steadily growing, works to the advantage of many additional sales in music publications as Christmas gifts. Hundreds of thousands of saxophones, ukuleles, and other small instruments are in the hands of consumers, most of whom are music lovers, and when publications that can be used appropriately with these instruments are prominently displayed sales will naturally be the result.

The dealer who wants to bring the Christmas gift money into his store can for one thing do so through the inclusion of circular matter on these items to his customers through the mail. In the store he can arrange special counter space for these offerings and make Christmas literature, books and music a conspicuous feature of the establishment. During the entire month of December a window showing of small goods with the appropriate music publications is in order, and to get the best results in active communities it would be well to change this window presentation each week.

By properly presenting musical products available for Christmas gifts, hundreds of thousands of dollars will easily be brought into the coffers of the music industry. A little enterprise on the part of the merchant will easily

do the trick when carried out on a national scale. There is hardly any music establishment but which has sufficient room somewhere in a prominent part of the store for a special table upon which can be placed books, folios and other appropriate offerings. It will be found that the mere display of such goods with an appropriate placard will result in many sales and most of the customers will have selected the purchases without extra aid from the counter salesman.

A special table for such goods is important if the arrangement of the store will readily lend itself to the use of the space. This is one of the secrets widely accepted of modern merchandising. Authorities who have made a study of the use of display space say that hundreds of thousands of dollars' worth of sales are made through attractive displays. In department stores, which are always considered experienced merchandisers, goods on counters are arranged to attract attention, and this the department store managers will say is an important factor in creating sales. A man goes into a store for a pair of gloves and his eye is met by a display of ties, mufflers, attractively arranged handkerchiefs, and other appropriate material which are not only reminders of his needs but often are a lure, through their appeal, for a "right now" sale.

In the syndicate stores all goods are displayed on counters and handled by the customer. These syndicates do thousands of dollars' worth of business during the year just because the passer-by can see everything in the shop and can make the selection. So an interior display is of great value and there is no better time to try out the great possibilities in enlarging sales totals through this method than during the holidays. The holidays are particularly advantageous for this type of sales creator because there are ever so many people who are in a quandary of just what to buy for some particular person. It is an annual puzzle with purchasers of gifts, and the dealer in arranging special Christmas offerings is helping to solve this puzzle and at the same time adding considerably to his sales totals.

Music to-day is an important factor in the life of everyone and in some form or manner there is none it does not touch with sufficient influence to create a sale of some music offer-

ing. Music is a necessity in the life of everyone, although most of us do not realize it, and for that reason it is necessary for these products to be brought to our attention.

The total of Christmas gift money runs into many millions of dollars and there is no reason in the world why a greater share of this money should not accrue to the music establishment. A music gift means so much in sentiment, in appropriateness and for its value over a long period. A development of a greater number of sales for music each year is in a measure an educational program which will show increasing effects from season to season.

"Ting-a-Ling" Shown in Attractive Display

Actuelle Music Co. Features Waterson, Berlin & Snyder Numbers in Radio Tie-up

Herewith is an unusually attractive window display taken of the Actuelle Music Co., Hippodrome Arcade, Youngstown, O., arranged in



"Ting-a-Ling" Featured

in conjunction with the broadcasting program of Jimmy Ague, a Youngstown singer who is featured over station WTAM, Cleveland, O.

Jimmy Ague recently presented a full program of Waterson, Berlin & Snyder songs, particularly featuring the waltz success "Ting-a-ling" and the Actuelle Co.'s window carried out a like scheme when showing these Waterson songs. The bells of "Ting-a-ling" are artistically arranged with the various other title pages used as a background. In the center is a photograph of Jimmy Ague inserted in a reproduction of a radio "mike."

The other Waterson numbers, all of which are having a good sale, are "Mary Lou," "Animal Crackers," "Someone Is Losin' Susan," "That Night in Araby," "Petrushka," "Her Beaus Are Only Rainbows" and "To-night You Belong to Me."

"BESIDE A GARDEN WALL"

A Melodious Fox Trot Song

Lyric by GUS KAHN
Music by ALBERT E. SHORT
and DEL DELBRIDGE

A BEAUTIFUL BALLAD
BY THE WRITERS OF POOR BUTTERFLY

"YOUR HEART LOOKED INTO MINE"

Lyric by JOHN GOLDEN
Music by RAYMOND HUBBELL

"CALLING ME HOME"

A Great "Mother" Ballad

Lyric by L. WOLFE GILBERT
Music by JAMES V. MONACO

"You can't go wrong with any FEIST song"

©1926 LEO FEIST INC.

FIVE RECORD RECORD BREAKERS



JUST A LITTLE
LONGER



MY BABY
KNOWS



SOME DAY



WHEN I'M IN
YOUR ARMS



I'M TELLIN' THE
BIRDS—TELLIN'
THE BEES—HOW
I LOVE YOU

ABOVE SONGS FEATURED BY ORCHESTRA AND VAUDEVILLE ACTS FROM COAST TO COAST
IRVING BERLIN INC., 1607 BROADWAY, NEW YORK

Wm. Arms Fisher Elected Ditson Co. Vice-President

New Executive Has Been Editor and Publishing Manager of Prominent Boston Publishing House for Over Thirty Years

BOSTON, Mass., November 3.—At a meeting of the stockholders of the Oliver Ditson Co., held here Monday, November 1, William Arms Fisher was elected vice-president of the company. For thirty years Mr. Fisher has been editor and publishing manager of the house and will still retain his position as publishing manager. His able assistant, Charles Fonteyn Manney, at the same time becomes editor, and David C. King becomes sales manager.

Mr. Fisher was born in San Francisco, of New England parentage. Both his paternal and maternal ancestors came to the Massachusetts Colony from England in the seventeenth century. Before going into music professionally Mr. Fisher had a varied business experience that has since proven invaluable to him. He was a student of the voice, piano, organ, 'cello and theoretical branches, with experience as an organist, choir master and as a teacher. Upon first coming to New York years ago he continued his theoretical studies in canon and fugue with the late Horatio Parker, who then sent him to Dvorak, at that time director of the National Conservatory of Music. For two years Mr. Fisher studied composition and orchestration with this master and at the same time was instructor in theory in the Conservatory.

A few days after Dvorak left New York to return to Bohemia Mr. Fisher came to Boston to visit friends before going to Paris to continue his studies. This plan was laid aside temporarily and he continued his teaching activities in Boston when the position of editor and publishing manager of the Oliver Ditson Co. was offered him. Since January 1, 1897, he

has served this house in that capacity. He took the position with the distinct understanding that the tone of the publications was to be raised and those who are familiar with the situation know how well he has carried out this understanding. It is due to his lasting credit that he evolved the idea of the Musicians' Library. He originated and built up the Music Students' Library with its many volumes, which have played such a part in the educational life in the country. The Course of Study in Music Understanding, of which the fourth book has just been issued, was also planned by him in every detail. The Music Students' Piano Course and the Philharmonic Orchestra Series are also the outcome of his active mind, not to mention many other items. For thirty years he has been working constructively in building up the catalog of the Ditson Co. In a word, he brings to the vice-presidency of this historic publishing house a rich background of musical, educational and business experience.

No sketch of Mr. Fisher would be complete without mention of his rare personality, a personality that impresses itself on everyone with whom he comes in contact. Though a busy man, an indefatigable, conscientious worker, he still finds time to extend a courteous welcome to callers and never seems to begrudge the time occupied in brief or extended conversation. His manner is so easy, his voice so compelling and of that high cultured quality, that a visitor is immediately at ease in his presence. No one leaves him without the feeling that the time spent carries a permanent value.

Harry Reser Enters the Music Publishing Field

Famous Banjoist Opens Offices at 150 West Forty-sixth street, New York—Widely Known Composer

Harry Reser, the well-known recording artist, WEAf broadcaster and banjoist, has entered the music publishing business with headquarters at 150 West Forty-sixth street, New York.

Among the Harry Reser publications are "Lollypops," "Heebie Jeebies," "Easy Goin'," "The Banjo and the Clock," "Clicquot," "Frosted Chocolate," "The Old Town Pump" which have been already released for banjo with piano accompaniment. Besides these Reser has issued banjo adaptations of "Turkey in the Straw," "Southern Melodies," etc., and he is the publisher of a large volume known as "Harry Reser's Manual of Tenor Banjo Technic."

Harry Reser is considered one of America's leading banjoists. He is a phonograph artist of note and is the director of the well-known Clicquot Eskimos which broadcast over WEAf and fifteen other stations every Thursday. His various connections will be of inestimable value to his company in the exploitation of its publications.

"Cherie, I Love You" Proves a Steady Seller

Harms, Inc., Number Used by Many Dealers as Basis for Attractive Window Displays

"Cherie, I Love You," one of the successes in the Harms, Inc., catalog, is proving one of the steadier sellers of the season. Its big popularity arrived in the Summer months, and since that period a constant demand from the music stores of the country has kept the professional and sales departments of the above publishing firm enthusiastic over the response.

The song has a particularly attractive title page and this, together with its popularity, is



Featuring "Cherie, I Love You"

the reason why it has come in for some very attractive window displays in retail establishments throughout the country. One of the most recent of these appeared in the J. G. McCrory Store, Philadelphia, Pa., a reproduction of which is shown herewith. This is strictly a merchandising appeal. The title pages are massed into a background with a large placard "Cherie, I Love You" as the center attraction. It did create sales during the week of the showing, as the records of the sheet music department showed an increased demand that passed expectations.

Latest Feist Publications

Among the new publications added to the catalog of Leo Feist, Inc., and coming under its initial offer during the month of November are: "My Girl Has Eye Trouble" (I Want This, I Want That); "I've Lost All My Love for You," a sentimental waltz ballad; "Just A Bird's-Eye View" (Of My Old Kentucky Home), another song by Gus Kahn and Walter Donaldson; "Sunday," a novelty fox-trot, and the new Golden and Hubbell ballad, "Your Heart Looked Into Mine."

A New Comedy Song He Knows His Groceries

Each version funnier than the last.
Each extra chorus a bigger laugh.
Fox-trot orchestration ready.

Edw. B. Marks Music Co.
223 W. 46th St. New York



Feist Saxophone Folio No. 3 Is Just Issued

Fifteen of the Current Feist Successes Specially Arranged for Saxophone Are Included in the Latest Volume—Some of the Selections

Leo Feist, Inc., has just issued the "Feist Saxophone Folio No. 3." This publication, as its predecessors, has fifteen of the current Feist popular successes arranged for alto, melody tenor and tenor saxophones with piano accompaniment. These are playable as solos, duets or in combination, and due to the special method of placing these arrangements in the folio any or all of these musical groups find their particular arrangement accessible.

The list of the Feist successes in the new saxophone folio includes such numbers as "Pepita," "That's Why I Love You," "Horses," "Where'd You Get Those Eyes," "Katinka," "Adorable," "Hello Aloha" and others of the same high standard.

E. B. Marks Co. Has Thirty-third Anniversary

Publishing Company Now Has Over 10,000 Current Numbers in Its Catalog

The Edward B. Marks Music Co. is celebrating its thirty-third anniversary this Fall. The firm, originally known as Joseph W. Stern & Co., started with a few popular songs and today has compositions of every description totaling over 10,000 numbers. Its age is readily noted when a list of the composer contributors to its catalog is glanced through. These include the earlier songs of Jimmie Walker, the first published song of Irving Berlin, the earliest efforts of George M. Cohan, Reginald DeKoven, Paul Dresser, George V. Hobart, Clare Kum-

mer, James Thornton and Gussie Davis, and compositions of famous composers such as Paul Lincke, Franz Lehar, Leo Fall, Oscar Strauss, Emerich Kalman and others. There are also in this catalog many songs that are linked up with familiar names, a tendency that had an importance a decade ago. Thus we see the songs of Eddie Leonard, Cole & Johnson, Bert Williams, George Rosey, Marie Cahill and many others of like importance, at least of importance to a past generation. The Marks firm started in 1894 and its first song was "Little Lost Child." The firm is no longer a child, but is, as stated above, the father of 10,000 children.

J. H. Remick & Co. Now Have Fine Catalog

Several Numbers Published by That House Now Listed Among the Hits of the Day—Other New Releases Announced

Jerome H. Remick & Co. have one of the best selling catalogs they have ever gathered together in the long history of this well-known and enterprising music publishing firm. "Bye, Bye, Blackbird" and "Hi-Ho, the Merrie" are continuing as heavy sellers, and in addition its campaign on "Baby Face," "My Bundle of Love," "Sometime" and "Breezin' Along With the Breeze" has produced large results on a nation-wide scale. Other songs that have developed for the Remick catalog are "Here I Am," "Tamiami Trail," "My Heart Will Tell Me So," "Dancing With Somebody Else" and "No Trouble But You."

Joe Davis, head of the Triangle Music Publishing Co., 1658 Broadway, New York City, popular radio singer and song writer, has just signed a contract with the Aeolian Co. to make Mel-O-Dee and Universal player rolls.

Christian's Orchestra Is Scoring Big Success

Organization Playing at Trianon Ballroom, New York, With Radio and Recording Engagements, Achieved Rapid Popularity

Tommy Christian's Orchestra is a musical combination that is rapidly winning favor. In recent months it has reached a prominent position due to its type of dance renditions and to the versatility of its personnel. "Tommy," as he is generally known, and his orchestra appear at the Trianon Ballroom and are considered one of the leading attractions of Broadway, New York. His popularity has been added to considerably through his occasional appearances as a radio attraction and the fact that his contract with the Trianon Ballroom was recently renewed, followed with a verbal agreement to run indefinitely, is an indication of its value.

Mr. Christian has in recent weeks had under consideration a number of offers to double in night clubs and cafés and these activities, together with the fact that he records for the Columbia Phonograph Co. for both Columbia and Harmony records, places the organization among the leading dance combinations, with an especial following.

Opens Branch in Urbana

URBANA, O., November 6.—J. O. Smucker, who has operated a general music store in Bellefontaine, O., for about eighteen years, has just opened a branch store here. The store will handle pianos, phonographs and an extensive record department, and will probably later add a line of sheet music, according to Mr. Smucker. W. A. Hockett, prominent piano tuner, will have charge of the piano repair department of the establishment.

I Ain't Got Nobody And
"I DON'T WANT NOBODY BUT YOU"
FOX TROT SONG
by
LEWIS and YOUNG
and ABEL BAER

"PRECIOUS"
FOX TROT SONG
by
RAYMOND B. EGAN
STEVEN PASTERNAK
and
RICHARD A. WHITING

"WHILE THE YEARS GO DRIFTING BY"
FOX TROT SONG
by
GUS KAHN
and JOE BURKE

YOU CAN'T GO WRONG WITH ANY FEIST SONG

FORSTER



EDITION

An Edition Designed to Satisfy the Average Music Demand

CONSISTS OF { 35 TEACHING NUMBERS—GRADES 1 to 3
60 RECITAL and RECREATIVE SELECTIONS—GRADES 3 to 6
20 PIPE ORGAN SELECTIONS
52 SECULAR SONGS
32 SACRED and SCRIPTURAL SONGS

Most Liberal Terms Ever Offered to Dealers



WRITE US

Fred K. Steele, Inc., Enters Publishing Field

New Firm Consists of F. K. Steele and Billy Heagney—"Every Little While," First Number, Is a Hit—Headquarters in New York

The latest addition to the music publishing field is the newly formed firm of Fred K. Steele, Inc. Mr. Steele is well known in the music industry, having over fifteen years' experience with the larger publishers. He started with Jos. W. Stern, Inc., in its professional department and rapidly advanced to the position of professional manager. He severed his connection with the Stern company to take over the general management of the Broadway Music Corp., and left that firm about a year ago to go with Irving Berlin, Inc. About two months ago Billy Heagney, a songsmith, played a tune for Mr. Steele and it resulted in his resigning from the Berlin staff to publish the number. Mr. Steele wrote a lyric to the melody, naming it "Every Little While." Messrs. Heagney and Steele formed a partnership and in less than six weeks' time they have received remarkable action on the song. Their confidence that the number was a potential hit was justified and orders are now being received from all parts of the country.

Joseph White, the silver-masked tenor, featured the number with the Silvertown Cord Orchestra over the WEA station chain, and the "Yacht Club Boys" put it on in the "Ziegfeld Follies," as well as making a Brunswick record. The number has been made by all the leading mechanical companies and is slated for an early release.

The dance arrangement, made by Frank Skinner, is being featured nightly by leading orchestras, including Harold Leonard at the Waldorf, Ernie Golden and Hotel McAlpin Orchestra, Frank Farrell and Greenwich Village Inn Orchestra, Gene Goldkette and His Victor Rec-

ord Orchestra, Paul Specht at the Twin Oaks, Duke Yellen and many other widely known aggregations of artists.

The new firm is also working on a novelty comedy number written as a contest song for a commercial radio account. It was called the nameless song until the winner of the contest named it "The Monkey Song," "Oo-Gle Oo-Gle, Eee." The number became an immediate overnight radio request favorite and although it was not published orders came in for copies. Among the headline acts and orchestras now featuring the number are George Olson at the Pennsylvania Hotel, B. A. Rolfe at the Palais d'Or, who also recorded it for the Edison record, Fred Rich and Astor Hotel Orchestra, Macy and

"He Knows His Groceries" Makes Immediate Success

Edward B. Marks Number Stands Out in Usual Run of Musical Comedy Compositions Now Before the Buyers

In the past twelve months there has been a heavy increase in the number of comedy popular songs. Some of these achieve a quick success, but none of them seems very long lived. Due to their short life there must be a very good reason for publishers venturing into this type of number on the present scale that has been attained.

Inquiry proves that the real reason for an abundance of comedy numbers is the demand of radio singers for this type of material. This not only includes solo artists but the singing orchestras, who feel the need of lending variety to their radio programs.

Whatever the cause, there seemingly are more numbers of this type than the public can consume. Naturally the sale created cannot compare with those offerings of a more substantial character. That there is need for the comedy number, however, is certain, and naturally writers will fill this want, not only for the royalties that may be attained but in order to serve the interests of artists and orchestras who show co-operation on the balance of catalogs.

One of the newest of the comedy numbers and one that has made a good showing in the short time since its release is the Edward B. Marks number, "He Knows His Groceries." This is considered a remarkable piece of tomfoolery. It is by two writers who have written some big successes in the past, Louis Breau and Billy Huston.

Of course, novelty numbers of this character are helped considerably when they lend themselves to dance purposes. That is generally the problem of the writer and arranger taking a comedy success and making it available as an outstanding dance. This done, there is a little more than the usual assurance that it will prove profitable.

"He Knows His Groceries" has been given

Smallee, the Davis Saxophone Sextet and Al Lentz and His Orchestra.

A new song just accepted for publication is "Will You Think of Me," a waltz ballad, by Chic Endor and Eddie Ward. An old-established publisher offered a large advance to the writers of this exceptional melody waltz, but the boys placed it with Mr. Steele, stating that they had the confidence in him to put it over for a hit. Another number is "Florence, Cut It Out," a comedy song by Ed East, of the vaudeville team of East and Dumke.

The new firm has made its headquarters at 145 West Forty-fifth street, with Fred Steele handling the business end and Billy Heagney the professional department.

a lively fox-trot arrangement. It is the work of Frank Skinner, who to-day is considered one of the leaders in the arranging field. That this song is not just another novelty or another dance is verified from the fact that the following prominent artists are singing it: Van and Schenck, Eddie Cantor, Jones and Hare, Klein's Shoemakers, Lewis and Dody, Jay Flippen and others.

They All Wanted It

The "Silver Masked Tenor," who became nationally popular through his appearances on the radio, has been booked as a feature attraction at some of the radio shows this Fall. The first of these appearances at radio expositions was the New York show held in September, when he established a new nightly record, receiving over 400 telephone and telegraphic requests for the song, "Cherie, I Love You," published by Harms, Inc.

Now Sheet Music Wholesaler

M. Grass & Son, conducting an attractive phonograph store on Sixtieth street below Market street, will enter the wholesale sheet music business and have secured suitable location and warehouse at 1017 Sansom street, in the building occupied by the Q R S Music Co. as its Philadelphia headquarters.

FOUR ACES OF SONGLAND

MEXICALI ROSE
BY H. STONE AND J. B. TENNEY

LULLABY MOON
BY WM. HAMER & H. J. TANDLER

IT'S LONESOME IN
BLUEBIRD LAND
BY GEO. NORTON AND HAL CAMPBELL

OPEN THE GATES OF DAWN
BY WM. M. HAMER & ANTON LADA

W.A. QUINCKE & CO. 430 S. BROADWAY
LOS ANGELES, CAL.

TUNES YOU'LL ENJOY!

Senorita Mine
Spanish Fox Trot
Seasons Hit!

You For Me
Me For You
Tis Hot!

CHARLESTON HOUND
(FOX TROT)
Arrangement by Louis Katzman
HEY! HEY!

Whats the Matter Now?
NuF Sd!

How Could I Be Blue
Try this One!

ORCH. Small 35¢ Large 40¢

CLARENCE WILLIAMS MUSIC PUB. CO. Inc. 1547 Broadway, N.Y.

John Church Co. to Concentrate All Publication Sales in Cincinnati Office

New York Office to Be Continued for Direction of Publication Activities Under Control of W. L. Coghill—Boosey & Co. to Handle Catalog in Great Britain

A notice was recently sent to the trade by the John Church Co. that in the future all sales of its publications would be made from its plant, 1107 Jackson street, Cincinnati, O. The company will continue a New York office.

While keeping in close touch with the music publication activities in Cincinnati, Mr. Coghill will at the same time be able to carry out plans for the furtherance of John Church interests in opera, concert, musical productions, radio and mechanical reproductions, and the many other activities of an executive nature connected with such a voluminous catalog as that owned by the Church Co.

The John Church Co. looks forward to the new arrangements working out to the advantage of the dealer as well as the company, as all supplies will be shipped from one source and

there should be a substantial saving in transportation charges, etc.

The above move by the John Church Co. follows out the general idea of consolidation this organization has planned as regards its catalogs. With the expiration of the lease of its London branch on September 29, Mr. Coghill closed arrangements with Boosey & Co., whereby that important British, and internationally known, publishing concern will carry on the sale of John Church publications in Great Britain and the colonies, with the exception of Australia and the Dominion of Canada, which will be continued from the Cincinnati offices.

Boosey & Co. look upon the acquisition of the John Church publications for Great Britain as a very important move and one which will add substantially to the activities of that company.

Boston Music Publishers Hold First Fall Meeting

J. W. Bratton Urges More Positive Publicity by Trade—Robert Evans, London Publisher, Speaks—James A. Smith Elected Secretary

BOSTON, MASS., October 22.—The first regular meeting for the season of the Boston Music Publishers' Association took the form of a luncheon instead of the customary dinner, and it was held at the Boston Art Club, in the Back Bay, which has become a popular rendezvous for the club since the demolition of the old Parker House.

William Arms Fisher presided and beside him sat Robert Evans, the London music publisher. To fill the vacant post of secretary, owing to the death of Clarence A. Woodman, Mr. Fisher named James A. Smith and subsequently in the course of the regular order of business Mr. Smith was elected to this position for the rest of the year.

A special committee, consisting of Mr. Fisher, Charles W. Homeyer and Harry B. Crosby, having a while ago been appointed to draw up suitable resolutions on the death of Mr. Woodman, the chair called upon Secretary Smith to read the resolutions.

The resolutions were unanimously accepted and the gathering stood as a mark of silent respect to their beloved fellow-member.

A letter of resignation from Gustave Schirmer, in the name of the Boston Music Co., was read and accepted.

The chair introduced J. W. Bratton, of Music and Youth, and he confined his remarks to a consideration of the value that would accrue to the Association through more positive advertising of itself as a musical body. Since that here was an organization with a membership representative of the very best in the local publishing business, men of culture and high intelligence, who should let the general

public know what they as an association stand for and what they are doing. He suggested that at a minimum of expense, and by resorting to the mailing lists of the various houses, the buying public could become familiar with the position taken by the Association on almost any subject of musical importance.

Mr. Bratton's idea meeting with considerable approval, a committee consisting of Mr. Bratton, chairman; C. V. Buttlemann and Charles E. Manny was appointed, to be known as the publicity committee of the Association.

Mr. Evans, the London publisher, also introduced by the chair, spoke of the progress that music is making over in his country, particularly along the lines of creating a deeper interest among children. He promised upon his return to England to send the Boston Association literature showing what is being done by music associations toward self-advertising.

It was moved to indefinitely lay on the table the questionnaire which was lately sent out to music dealers.

Three Berlin Numbers Simultaneous Successes

It is not often that a song writer is able to give his publisher three successes simultaneously and there are doubtless only a few of these present-day popular writers that have the ability to perform such an action occasionally. This happened recently, however, when Irving Berlin placed with his own firm, Irving Berlin, Inc., the ballad "Because I Love You" and the songs "How Many Times" and "I'm On My Way Home." These three Berlin offerings in a short space of time since their release have all taken a prominent position on the music counters of the country. Each has been recorded by practically all of the records and player rolls and from their popularity with singers and the public are assured of sales activities during the next few months.



W. L. Coghill

This, however, will only be for its executive publication activities. It will still be under the direction of W. L. Coghill, one of the board of directors of the John Church Co., who has headed this department for many years.

The move to Cincinnati takes in the stock, sales and shipping departments, and is for the purpose of consolidating these activities so that they can all be carried through from one central point. This will mean that the sales and shipping activities of the company as regards its music publications can be performed more efficiently with a distinct saving in overhead. It will allow a close check and constant inventory to be made on all printings and avoid duplications.

This move has been considered by the board of directors of the John Church Co. for the past few years and has been presented in a constructive form by Mr. Coghill at these meetings. The continuance of the publication executive offices in New York will give Mr. Coghill time to devote his energies to the more extensive and important plans of the company for the exploitation of its publications.

SONGS FROM THE "HOUSE OF STEEL"

BALLAD FOX TROT

OO-GLE-OO-GLE-EE!
THE MONKEY SONG

A WALTZ

"EV'RY LITTLE WHILE"



"WILL YOU THINK OF ME?"

BEAUTIFUL

FLORENCE! CUT IT OUT!
THE LAUGH SONG

BALLAD

The 2nd Biggest Hit in Europe!

"BARCELONA"

(A $\frac{3}{8}$ Spanish Fox Trot!)

Copyrighted by CECIL LENNOX Ltd., London

LEO FEIST Inc. Exclusive Agents for U.S. and Canada

"YOU CAN'T GO WRONG WITH ANY 'FEIST' SONG"

A Russian Love Song!

"There's A Boatman On The Volga"

Lyric by RAYMOND B. EGAN

Especially arranged for orchestra by FERDIE GROFÉ

Music by STEVE PASTERNAK and RICHARD A. WHITING

Vitaphone Negotiating for Rights to Widely Known Publishers' Catalogs

Reported New Device Is to Acquire Rights to Operettas and Other Musical Works of Victor Herbert Which Are Controlled by M. Witmark & Sons—A New Field for Publishers

The success of the Vitaphone promises big changes in the programs of photoplay houses. The possibilities of this instrument are large, for it is possible by it to hear the greatest artists at photoplay prices and in hundreds of theatres instead of a few. Not only is the Vitaphone organization getting the biggest names in the theatrical world and concert field, but the greatest symphony orchestras are recording for this instrument. It can be readily seen that through the Vitaphone the audiences in photoplay houses of the future will have brought before them the highest type of musical organizations and artists from every field of entertainment.

Through the Vitaphone such stars as Al Jolson, Howard Brothers, Marion Talley, Reinald Werrenrath and others have already been heard. The range of programs will make for variety and the reproductions are everywhere acclaimed as actual lifelike performances.

The Vitaphone organization is not only booking these prominent individuals and large musical combinations, but it is also undertaking the compilation of great catalogs. Recently negotiations were begun to acquire for Vitaphone use the operettas and other musical works of the late Victor Herbert. It is said that M. Witmark & Son, who have a large number of these Herbert works, were offered \$50,000 for their catalog. Vitaphone, therefore, promises not only to revive interest in a new manner in these old publications but will produce two sources of revenue for the music publisher. The public rendition of such compositions will naturally create a demand for the music and, in addition to the

profits that will accrue to the publisher from such sales, they will get a large advance fee for performing rights.

Most of the arrangements for the use of these great catalogs will naturally be made through the American Society of Composers, Authors and Publishers. Negotiations are now going on between the society and Warner Bros., owners of the Vitaphone. No figures have been set for the privileges but recognition has already been extended by Warner Bros. to copyright owners, and doubtless in a short period of time the proper adjustments will be made and contracts closed.

In one move photoplay theatres, no matter what size, can program performances that ordinarily would only be possible in the metropolitan centers. All those interested in the cause of music, and particularly better music, can readily see that this instrument should considerably raise the musical standards of the nation.

City governments and civic associations, who in the past were interested in bringing prominent musical organizations to their cities but who found the expense exorbitant, will now see musical development in their communities.

A feature particularly interesting and inviting to the music publishing industry is the fact that the functions of this instrument and the programs being arranged will be reflected in sales of music for both the standard and popular publishing fields. The popular publishers have always made good use of the exploitation possibilities of the orchestras in photoplay houses. Some of the standard publishers have also been able to

take advantage of these possibilities. But in the standard field this was confined to a great extent to a certain few publishers. Now under the Vitaphone method and the compilation of programs for this instrument the advantages to music publishers will be more widespread.

Between radio, the Vitaphone and the normal functionings of our musical organizations throughout the country, nothing is apparently being left undone to make America a more musical nation. The advance in musical taste, in recent years, has been quite rapid and musical interests are being furthered to such an extent under the present scheme that should eradicate any doubts as to the future musical life of the United States.

Some Window Display Facts

Some interesting facts brought out in a report presented at the annual convention of the Window Display Advertising Association, while not particularly applicable to the talking machine and radio trade, might prove profitable to dealers, as the basic principles of window displays are identical in all lines. Among the conclusions reached in the report are the following:

"Cheap displays prove an expensive economy."

"Paper trims are generally not acceptable."

"Windows seem to pull for a ten-day period."

"Dealers show a strong preference for price tickets, especially on merchandise appealing to men."

"Pride in the appearance of his establishment has a big influence on the dealer's choice of merchandise which will go into the window. Profit margins and volume are not necessarily the controlling reasons for placing merchandise behind plate glass."

"Good display material is apt to be used four to six times before it is discarded."

You Can't Go Wrong

"IT MADE YOU HAPPY WHEN YOU MADE ME CRY"

The inimitable Donaldson rings the bell again with this sensational fox-trot ballad. A characteristic Donaldson melody with a lyric that thrills you!

Words and Music by WALTER DONALDSON

"MY GIRL HAS EYE TROUBLE"

I WANT THIS! I WANT THAT!

One of the greatest Comedy Songs ever written—Gus Kahn at his best—PLUS—Teddy Fiorito's corking Fox-Trot Melody! *Laughs? and HOW!*

By GUS KAHN and TED FIORITO

"JUST A BIRDSEYE VIEW"

(Of My Old Kentucky Home)

JUST A PERFECT SONG!

A happy-go-lucky singable lyric—and, Oh boy!—WHAT A TUNE! Absolutely SURE-FIRE!

By GUS KAHN and WALTER DONALDSON

With Any 'FEIST' Song"



EUROPEAN HEADQUARTERS

68 Milton St. (Fore St.) E. C. 2. Clerkenwell 1448



Increasing Betterment in Business Is Noticeable Throughout British Field

Miners Are Slowly Drifting Back to Work—Hope for Settlement of Difficulties in Advance of Negotiations—Annual Meeting of Gramophone Dealers—Other Important Trade News

LONDON, ENGLAND, November 5.—I was certainly a little bit too optimistic in my note on this page last month in stating that the long-continued coal dispute showed signs of an early collapse. Signs were certainly not wanting that the dispute might be brought to an end, but as I write this much-desired event has not occurred. At this time last month negotiations were still in progress, but now I have to report that these have broken down and the fight between the miners' leaders and the owners is as bitter as ever. Despite this fact, however, there is a steady drift of the men back to work and there is reasonable hope that this movement will increase and bring about a settlement in advance of all negotiations. Such is the impetus and stimulus given to propaganda generally within the gramophone and record industry, however, that again veracity compels me to write in an optimistic vein. The enthusiasm and energy displayed by all within the industry are truly amazing, and reports from all over the country—both from manufacturers and retailers—all speak of the increasingly good business maintained. The Gramophone Co. and the Columbia Graphophone Co. were both prominent in the activities during "Music Week" in Scotland and recitals given by both companies were attended by thousands in every

city in which held. Tremendous publicity was also obtained for His Master's Voice Co. during the week October 18-22 by an arrangement with the great London stores of Messrs. Harrod's, where, in addition to concerts and recitals by leading recording artists, the company staged a huge demonstration of the processes of manufacture.

Gramophone Dealers' Annual Meeting

The sixth annual meeting of the Gramophone Dealers' Association was held on October 14, when it was reported that an increase of subscriptions had been received amounting to £68.

In place of Ernest E. Squire, Sydney E. Moon was unanimously elected president for the ensuing year. Mr. Moon announced that he would concentrate on securing new members from among those in the gramophone trade other than those in the music section. There are thousands of gramophone and record dealers in England and Scotland who do not literally come under the heading of legitimate music dealers. The vice-presidents elected were John Trapp and A. E. Ball (of Messrs. Duck, Son & Pinker), two prominent music dealers. In reviewing the work of the past year the retiring president referred to the important work of securing the aid of the manufacturers to stop supplies to the wholesale

houses in general drapery; the joint conferences periodically held between the Manufacturers' Association and their own. Sixty-five new members had been secured by the association during the year.

The Micro-Perophone

As I indicated last month, Messrs. Perophone, Ltd., of City road, have now placed on the market their latest product, the Micro-Perophone, and a right worthy instrument it is. In quality and quantity of tone emitted the Micro-Perophone ranks high. Like most of the instruments put out since the inception of electrical recording, the principal secret is in the unique construction of the sound conduit or amplifying chamber. The tone arm is also up-to-date, with a small bore and absence of sharp angles and in its correct alignment and ball-bearings. The sound box is of the well-known Perophone quality and has a protective front with also a piece of gauze in the back, so as to adequately protect the diaphragm. Heartiest congratulations to Mr. Cullum upon evolving such a fine proposition at such a reasonable price. The Micro-Perophone is certainly a triumph of modern gramophone construction.

Sound Box and Tone Arm Eliminated

New instruments and gadgets abound at this time of the year and this season sees its full quota. Some with unique improvements, others with but improvements in the quality and general construction of already well-known models. Perhaps the most startling innovation is the "Phonos," of which I wrote a few

(Continued on page 158)

The MICRO PEROPHONE

(British and Foreign Patents Applied for)

The new Cabinet Gramophone with many distinctive features

Besides the fullest compass possible from extreme Bass to Treble and the recognized increase in tone volume, the Micro Perophone possesses a solidity of tone equally distributed throughout its compass and a wonderful stereoscopic effect in all concerted records with a tonal analysis as clearly cut as a cameo.

The Micro Perophone is for the discriminating Dealer who requires a moderate price Gramophone for a new and valuable Clientele who desires the new Electrical records musically accurate and perfectly reproduced.

First issue, 2 Models only

Style M.P.	1	in	Satin	finish	figured	Mahogany	- -	£ 9. 9.0.
"	"	2	"	"	"	Oak	- -	9. 0.0.
"	"	3	"	"	"	Mahogany	- -	11.11.0.
"	"	4	"	"	"	Oak	- -	11. 0.0.

Perfect finish Cabinet work. Ball bearing Tone-arm. Double-spring Helical gear motor. Amplifier and soundbox. Micro Perophone.

Catalogue in print.

Delivery early October.

Large orders already placed. Can we have your enquiries for early business?

PEROPHONE, LTD.

Sole Patentees and Manufacturers

76 & 78 City Road

London, E. C.



FROM OUR EUROPEAN HEADQUARTERS—(Continued from page 157)

months ago and which now Messrs. Pettigrew & Merriman, of 2-4 Bucknall street, London, who hold the world's rights, are in a position to supply in quantity. The "Phonos" itself is a cylindrical attachment which can be used with any existing make of machine but which obviates the use of the ordinary sound box or amplifier. It is sold as a separate attachment or as part of the "Phonos" models. Bought as a separate attachment, all that is necessary are a motor and turntable. The reproduction is the same whether the "Phonos" is attached to a soapbox or the most elaborate pedestal or console cabinet.

More of the Leipzig Fair

Later reports from the Leipzig Fair indicate that, as far as the gramophone and record industry was concerned, very good business was done. One report says that the Fair opened almost hopelessly for the manufacturers, but that in a few days a decided turn for the better took place. So much so, in fact, that the question often arose as to whether the makers would be able to execute the orders they had booked. Makers of components would appear to have fared best and prices became very firm.

The Panatropé in London

The Brunswick-Balke-Collender Co. has a British branch now firmly established. On September 20 was registered British Brunswick, Ltd., with offices at 34 George street, Hanover square, this city. The objects of the company, as stated in the articles of incorporation are: to enter into an agreement with the Brunswick Co. and to carry on the business of buyers, sellers and dealers in, importers, manufacturers, agents and licensees of phonograph records and musical instruments of all kinds. The nominal capital is £110,000 in 100,000 preference shares of £1 each and 200,000 ordinary shares of 1s. each. The directors are G. Roberts and W. S. Darby. An inaugural demonstration was given at a luncheon at the Cafe de Paris, on October 4, and this was attended by representatives of the trade and daily press as well as by leading musicians. All were undoubtedly greatly impressed. Opinions of the Brunswick record are extremely high; one very prominent factor volunteered to me the statement that in his opinion the Brunswick record would be a big factor in the sales field. The company is now recording on this side and I understand that

they have now secured a suitable factory, so that the first issue of British-Brunswick records may shortly be expected.

The Duophone Unbreakable Records

As I write the trade and public are still awaiting the first issue of the new Duophone records, which were expected at the beginning of October. The delay was explained by the chairman, who stated that the machinery necessary to the production of the new record was now entirely installed in the company's new factory and would shortly commence operations. The long and disastrous coal strike had made it impossible for them to obtain delivery of the necessary machinery from British firms and they had been reluctantly obliged to secure much of the initial machinery from abroad.

"Points About Springs"

Gramophiles will find all they could wish to know on mainsprings in the latest booklet issued by Messrs. J. Stead & Co., Ltd. Seventeen "Points About Springs" are interestingly described and humorously illustrated. They deal with changes of temperature, temper, testing, details, breakages in stock, perfection, etc., etc. The Vulcan springs, of course, are known the world over, but dealers and gramophone lovers generally will find "Points About Springs" a welcome addition to their reference shelves.

"The Art and Science of the Gramophone" is the title of a book recently published here, written by Harry Gaydon, who is extremely well known in gramophone experimental circles, professional and amateur, as a skilled mechanic and acoustic engineer. The book is packed with useful facts.

Brief Paragraphs of Interest

Messrs. W. Thomson & Son, of Glasgow and Canada, have just been appointed sole factors for Scotland for Duophone machines and records. They also recently effected a factorship for the Cliftophone portable.

The Federation of British Music Industries held its annual general meeting on September 29, when Paul M. Booth (Booth & Brooks, gramophone component parts, etc.) was re-elected president for the ensuing year.

The Music Trades Association here recently convened meetings with the Pianoforte Manufacturers' Association and the Association of Importers, at which agreement was reached

in regard to the standardization of hire-purchase finance terms. Now I learn that the Gramophone Manufacturers' Association has met the Gramophone Dealers' Association recently with a view to arriving at a similar decision, if possible. Conditions are very different, however, in the gramophone industry and it is not anticipated that an early decision will be reached.

Report of the Gramophone Co.

The annual general meeting of the Gramophone Co., Ltd. (His Master's Voice), is to be held on November 10, when once again the directors will report a year of considerable activity and profit. From figures already available I learn that for the year ended June 30, last, the sales and net profits exceeded those of any previous year and that the company's products show continued and increasing popularity. The increased profit is not accompanied by any advance in the dividend, which remains at 20 per cent, and the difference is added to the amount carried forward, raising it by nearly £90,000.

Freed-Eisemann Radio of Great Britain Organized

Company Organized for the Purpose of Handling Radio Receivers and Accessories Made by the Freed-Eisemann Radio Corp.

LONDON, ENGLAND, November 4.—Freed-Eisemann Radio of Great Britain has been organized for the handling of the receivers and accessories made by the Freed-Eisemann Radio Corp., of Brooklyn, N. Y., and an immense amount of business has been booked throughout the British Isles and elsewhere in the British Commonwealth of Nations. The demand for the neodyne receivers manufactured by Freed-Eisemann is steadily increasing, especially here and in Australia and New Zealand, because of the distance-getting and selectivity qualities of these sets, announces K. L. Allerdyce Arnott, managing director of the new company.

Since the allocation of wave-lengths throughout Europe, preventing interference between stations, the craze for distance reception has been revived, but there are so many broadcasters in the British Isles alone that only the most selective of sets prove adequate for the purpose of bringing in France, Germany, Spain, Italy and Russia, and that is the reason, declares Mr. Arnott, why American receivers are so popular in a market otherwise distinctively British. Freed-Eisemann Radio of Great Britain numbers among its directors leading business men of London and will open large showrooms within a month.

Valentino's Voice Preserved

That the late Rudolph Valentino, cinema star, beloved by millions, possessed a singing voice of quality is not generally known, but nearly a year ago Valentino made recordings of the popular "Kashmiri Song" and "El Helicario" (The Charm) at the recording laboratories of the Brunswick Co. in New York City. The type of songs selected by Valentino, and the fact that he sang these songs in English and Spanish, respectively, clearly evidences the fact that the late photoplay star did possess a trained voice of quality. Out of respect to this great artist of the screen, the Brunswick Co. is not placing these records on sale to the public, and only a limited number of copies of the original recordings will be sent to Mr. Ullman, manager of the late screen star, for distribution by him to the relatives and immediate friends of Valentino.

Now is the time to get busy to capitalize on holiday gift buying.

POINT No. 13**Our Dealers List**

The "VULCAN" user finds the worries attendant upon spring fitting have been reduced to a minimum and guess-work a thing of the past. Our Dealers' List gives full details of every spring we make—length, breadth and thickness—also the names of the motors they are made for. As every "VULCAN" is stamped with the proper List Number, the choosing of the right spring for the right motor is quite a simple matter. For instance, if a "VULCAN" is stamped thus: 51 our Dealers' List will tell you that the dimensions of No. 51 are:—1" x .023" x 13' 1" (or 25 x 0.60 x 4000 mm.); price 3s. 4½d; with Keyhole end, and the motors it is made for are Thorens Nos. 7, 20 and 24. We wish to emphasize the fact that every "VULCAN" Mainspring is guaranteed and we will gladly replace any that are found to be faulty.

USE VULCAN MAINSPRINGS

Best in the Long Run!

Note the Greaseproof Wrapper.

Made by
J. STEAD & CO., Ltd.

**MANOR WORKS
SHEFFIELD, ENGLAND**

Advance RECORD BULLETINS for December, 1926

Victor Talking Machine Co.

- LIST FOR NOVEMBER 5**
- 20231 Half a Moon (Is Better Than No Moon)—Fox-trot Nat Shilkret and the Victor Orch. 10
 Jersey Walk—Medley Fox-trot, Roger Wolfe Kahn and His Orch. 10
- 20221 Black Bottom Stomp—Fox-trot, Jelly Roll Morton's Red Hot Peppers 10
 The Chant—Fox-trot, Jelly Roll Morton's Red Hot Peppers 10
- 20229 Baby Face .. Jack Smith (Whispering Baritone) 10
 I'm on My Way Home, Jack Smith (Whispering Baritone) 10
- 20232 Lay Me Down to Sleep in Carolina, The Brox Sisters 10
 I'm Lonely Without You.....The Brox Sisters 10
- LIST FOR NOVEMBER 12**
- 20240 Bridget O'Flynn (Where've Ya Been?), Aileen Stanley-Billy Murray 10
 Who Could Be More Wonderful Than You!, Aileen Stanley-Billy Murray 10
- 20242 The Butcher's Boy Kelly Harrell 10
 I Wish I Was a Single Girl Again, Kelly Harrell 10
- 20244 Asleep in the Deep Wilfred Glenn 10
 Rocked in the Cradle of the Deep, Wilfred Glenn 10
- 20128 The Sidewalks of New York...Shannon Quartet 10
 Maggie Murphy's Home.....Shannon Quartet 10
- 20230 Climbing Up the Ladder of Love—Fox-trot, Ted Weems and His Orch. 10
 Alabama Stomp—Fox-trot, Gus C. Edwards and His Orch. 10
- 20241 Pretty Cinderella—Fox-trot, Johnny Hamp's Kentucky Serenaders 10
 Gone Again Gal—Fox-trot, Johnny Hamp's Kentucky Serenaders 10
- 20243 Down on the Banks of the Old Yazoo—Fox-trot, Nat Shilkret and Victor Orch. 10
 That's a Good Girl—Fox-trot, Roger Wolfe Kahn and His Orch. 10
- 20027 Kohala March Frank Ferera-J. K. Paaluh 10
 Honolulu March Frank Ferera-J. K. Paaluh 10
- LIST FOR NOVEMBER 19**
- 20257 I'd Love to Call You My Sweetheart—Fox-trot, J. Crawford—Goldkette's Book-Cadillac Orch. 10
 Kentucky Lullaby—Waltz, J. Crawford—Goldkette's Book-Cadillac Orch. 10
- 20256 Trying to Forget—Fox-trot, Russo and Fiorito's Oriole Orch. 10
 Don't Be Angry With Me—Fox-trot, Goldkette's Book-Cadillac Orch. 10
- 20259 All Alone Monday (from the Musical Comedy "The Ramblers")—Fox-trot, Nat Shilkret and the Victor Orch. 10
 That Night in Araby—Fox-trot, Edwin J. McEnelly's Orch. 10
- 20258 Because I Love You.....Henry Burr 10
 The Two of Us.....Franklyn Baur 10
- 20254 That's a Good Girl, (The Whispering Baritone) Jack Smith 10
 Precious, (The Whispering Baritone) Jack Smith 10
- 20255 Elsie Shutze-en-heim.....Correll and Gosden 10
 I Want to Be Known as Susie's Feller, Correll and Gosden 10
- LIST FOR NOVEMBER 26**
- 20246 Joy to the World (Watts-Handel), Trinity Choir 10
 Oh Come, All Ye Faithful (Oakeley-Portugal), Trinity Choir 10
- 35787 While Shepherds Watched Their Flocks By Night Trinity Choir 12
 It Came Upon the Midnight Clear, Trinity Choir 12
- 35788 Christmas Hymns and Carols—Part 1, Trinity Choir 12
 Christmas Hymns and Carols—Part 2, Trinity Choir 12
- 35792 In a Clock Store (Orth) ..Victor Concert Orch. 12
 A Hunt in the Black Forest (Voelker), Victor Concert Orch. 12
- 35793 Peer Gynt Suite No. 1—Part 1—"Morning", Victor Symphony Orch. 12
 Peer Gynt Suite No. 1—Part 2—"Death of Ase", Victor Symphony Orch. 12
- 20245 Peer Gynt Suite No. 1—Part 3—"Anitra's Dance", Victor Symphony Orch. 10
 Peer Gynt Suite No. 1—Part 4—"In the Hall of the Mountain King", Victor Symphony Orch. 10
- 20264 Meadow Lark (Keidel-Fiorito) Jesse Crawford 10
 Stars Are the Windows of Heaven, Jesse Crawford 10
- 20203 Humoreske (Dvorak)—Piano Hans Barth 10
 Polish Dance (Scharwenka) Hans Barth 10
- 20202 Indian Love Call (from "Rose Marie"), Victor Salon Orch. 10

- The World Is Waiting for the Sunrise, Victor Salon Orch. 10
- 20269 Iowa Corn Song American Legion Official Band 10
 The Conqueror—March, American Legion Official Band 10
- 20195 Spring Song (Mendelssohn) Florentine Quartet 10
 Venetian Love Song (Canzone Amorosa) (Nevin) Florence Quartet 10
- 20236 Consolation (Gunsky) Maurice J. Gunsky 10
 Take This Rose Maurice J. Gunsky 10
- 20122 O Bury Me Not on the Lone Prairie, Carl T. Sprague 10
 The Cowboy's Dream Carl T. Sprague 10
- 20271 The Little White House (At the End of Honeymoon Lane) Raymond Dixon 10
 Cherie, I Love You Gladys Rice 10
- DANCE RECORDS**
- 20266 In a Little Spanish Town—Waltz, Paul Whiteman and His Orch. 10
 There's a Boatman on the Volga—Fox-trot, Paul Whiteman and His Orch. 10
- 20200 Cho-Cho-San—Fox-trot, Paul Whiteman and His Orch. 10
 Song of India—Fox-trot, Paul Whiteman and His Orch. 10
- 20268 Just a Bird's-Eye View of My Old Kentucky Home—Fox-trot, Goldkette's Book-Cadillac Orch. 10
 There's a Little White House on a Little Green Hill—Fox-trot, Goldkette's Book-Cadillac Orch. 10
- 20267 Bobadilla—Fox-trot, Philip Spitalny and His Orch. 10
 I Just Wanna Be Known as Susie's Feller—Fox-trot Philip Spitalny and His Orch. 10
- 20149 Who Could Be More Wonderful Than You? Fox-trot Harry MacDonald's Orch. 10
 My Pal Jerry—Fox-trot, Harry MacDonald's Orch. 10
- 20238 Trail of Dreams—Waltz, Goodrich Silvertown Cord Orch. 10
 Falling in Love With You—Waltz, Goodrich Silvertown Cord Orch. 10
- 20253 Cuckoo—Waltz International Novelty Quartet 10
 Lena—Schottische, International Novelty Quartet 10
- RED SEAL RECORDS**
- 1178 Traumerei (Reverie) (Schumann) Pablo Casals 10
 Melody in F (Rubinstein) Pablo Casals 10
- 1179 Juanita (Norton) Emilio de Gogorza 10
 In Old Madrid (Bingham-Trotter), Emilio de Gogorza 10
- 6559 Noel (O Holy Night) (Adam)—In French, Marcel Journet 12
 O Salutaris (O Saving Victim) (Luce)—In Latin Marcel Journet 12
- 6608 Liebesfreud (Love's Joy) (Kreisler), Fritz Kreisler 12
 Liebesleid (Love's Sorrow) (Kreisler), Fritz Kreisler 12
- 9012 Roamin' in the Gloamin'... Sir Harry Lauder 12
 I Love a Lassie Sir Harry Lauder 12
- 6602 Gesu Bambino (The Infant Jesus) (Martens-Yon) Giovanni Martinelli 12
 Hosanna (Granier) Giovanni Martinelli 12
- 6607 Adeste Fideles (Oh Come, All Ye Faithful), John McCormack and Trinity Choir 12
 The Palms (Les Rameaux) (Faure), John McCormack 12
- 6599 Ave Maria (Hail, Mary) (Gounod)—In Latin, Rosa Ponselle 12
 Elegie (Song of Mourning) (Massenet)—In French Rosa Ponselle 12
- 1184 Etude Tableaux (Rachmaninoff, Op. 39), Sergei Rachmaninoff 10
 Dance of the Gnomes (Liszt), Sergei Rachmaninoff 10
- 6560 Carneval—Overture—Part 1, Frederick Stock and Chicago Symphony Orch. 12
 Carneval—Overture—Part 2, Frederick Stock and Chicago Symphony Orch. 12

- Annie Laurie (Douglass-Scott)—Soprano Solo, Ethyl Hayden 10
- DANCE MUSIC**
- 754-D I Can't Get Over a Girl Like You (From "Le-maire's Affairs")—Fox-trot, Ted Lewis and His Band 10
 For My Sweetheart—Fox-trot, Leo Reisman and His Orch. 10
- 751-D Kiss Your Little Baby Good Night—Fox-trot, with Vocal Chorus by Milton Watson, Paul Ash and His Orch. 10
 It's a Happy Old World After All—Fox-trot, with Vocal Chorus by Milton Watson, Paul Ash and His Orch. 10
- 759-D Because I Love You—Waltz, with Vocal Chorus by Charles Hart.....The Radiolites 10
 I'm on My Way Home—Fox-trot, with Vocal Chorus by Charles Kaley.....The Radiolites 10
- 767-D That Night in Araby—Fox-trot, with Vocal Chorus by Charles Kaley, Leo Reisman and His Orch. 10
 Don't Be Angry With Me—Fox-trot, with Vocal Chorus by Charles Kaley, Leo Reisman and His Orch. 10
- 758-D She Knows Her Onions—Fox-trot, with Vocal Chorus by Ed. Kirkeby, California Ramblers 10
 Gone Again Gal—Fox-trot, with Vocal Chorus by Ernest Hare.....California Ramblers 10
- 757-D Pretty Cinderella—Fox-trot, with Vocal Chorus by Frank Harris, Fred Rich and His Hotel Astor Orch. 10
 I'm Lonely Without You—Fox-trot, Fred Rich and His Hotel Astor Orch. 10
- 753-D Sleepy Head—Waltz, with Vocal Chorus by Lewis James, The Cavaliers (Waltz Artists) 10
 Falling in Love With You—Waltz, with Vocal Chorus by Lewis James, The Cavaliers (Waltz Artists) 10
- 766-D The Two of Us—Fox-trot, with Vocal Chorus by Tom Stacks, Chicquet Club Eskimos (Dir. Harry Reser) 10
 Chick, Chick, Chick, Chick, Chicken—Fox-trot, with Vocal Chorus, Chicquet Club Eskimos (Dir. Harry Reser) 10
- 752-D Who'd Be Blue—Fox-trot...Warner's 7 Aces 10
 Hangin' Around—Fox-trot...Warner's 7 Aces 10
- 762-D The Little White House (From "Honeymoon Lane")—Fox-trot, with Vocal Chorus by Frank Harris, Howard Lanin and His Orch. 10
 Cross Your Heart (From "Queen High")—Fox-trot, with Vocal Chorus by Frank Harris Howard Lanin and His Orch. 10
- 765-D Climbing Up the Ladder of Love (From "Earl Carroll's Vanities")—Fox-trot, with Vocal Chorus by Harold Yates, D. Voorhees and Earl Carroll's Vanities Orch. 10
 Hugs and Kisses (From "Earl Carroll's Vanities")—Fox-trot, with Vocal Chorus by Harold Yates, D. Voorhees and Earl Carroll's Vanities Orch. 10
- 760-D Elsie Schultz-En-Heim—Fox-trot, with Vocal Chorus by Al Lentz, Al Lentz and His Orch. 10
 How Could Red Riding Hood?—Fox-trot, with Vocal Chorus by Al Lentz, Al Lentz and His Orch. 10
- INSTRUMENTAL MUSIC**
- 761-D Sax-O-Phun—Saxophone Solo, Rudy Wiedoeft 10
 Valse Mazanetta—Saxophone Solo, with Piano Accomp. by Oscar Levant...Rudy Wiedoeft 10
- 50027-D Danube Waves Waltz, Jacques Jacobs' Ensemble 12
 Toujours ou Jamais (Ever or Never)—Waltz, Jacques Jacobs' Ensemble 12
- 741-D La Paloma (The Dove), Columbia Concert Orch. 10
 The Trailing Arbutus, Columbia Concert Orch. 10
- VOCAL NUMBERS**
- 749-D Mary Lou—Vocal Duet.....Ford-Glenn 10
 I'd Love to Call You My Sweetheart—Vocal Duet Ford-Glenn 10
- 755-D Because I Love You, Kitty O'Connor, the Girl Baritone 10
 I'm on My Way Home, Kitty O'Connor, the Girl Baritone 10
- 756-D Lay Me Down to Sleep in Carolina—Male Quintet The Singing Sophomores 10
 Why Do Ya Roll Those Eyes—Male Quintet, The Singing Sophomores 10
- 764-D Stars—Vocal Ruth Etting 10
 There's Nothing Sweeter Than a Sweet, Sweet, Sweetie—Vocal Ruth Etting 10
- 750-D Jersey Walk (From "Honeymoon Lane")—Vocal, Johnny Marvin, of "Honeymoon Lane" Co. 10
 Half a Moon (From "Honeymoon Lane")—Vocal, Johnny Marvin, of "Honeymoon Lane" Co. 10

(Continued on page 160)

Columbia Phono. Co., Inc.

CELEBRITY SERIES

- 7118-M Otello: Ora e per sempre addio (Now Forever Farewell) (Verdi)—Tenor Solo, Aroldo Lindi 12
 Otello: Morte d'Otello (Death of Otello) (Verdi)—Tenor Solo Aroldo Lindi 12
- 2043-M Tosca: E lucevan le stelle (Then Shone Forth the Stars) (Puccini)—Tenor Solo, Aroldo Lindi 10
 Tosca: Recondita armonia (Strange Harmonies) (Puccini)—Tenor Solo, Aroldo Lindi 10
- 2044-M Home, Sweet, Home (Bishop)—Soprano Solo, Ethyl Hayden 10

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 New Fox Trot Song

ADVANCE RECORD BULLETINS FOR DECEMBER— (Continued from page 159)

- 763-D Down at Our New Beauty Shop—Comedienne, Mary Haynes 10
- Cry Little Girl, Just Cry—Comedienne, Mary Haynes 10
- 745-D Carry Me Back to Old Virginny—Male Quartet Shannon Quartet 10
- The Old Oaken Bucket—Male Quartet, Shannon Quartet 10
- 740-D Oh, Come, All Ye Faithful (Adeste Fideles)—Male Quartet Shannon Quartet 10
- Hark, the Herald Angels Sing—Male Quartet, Shannon Quartet 10
- 742-D Little Town in the Ould County Down—Tenor Solo William A. Kennedy 10
- In the Valley Near Sleivenamon—Tenor Solo, William A. Kennedy 10
- FAMILIAR TUNES—OLD AND NEW
- 15099-D Monkey on a String—Vocal, Charlie Poole with North Carolina Ramblers 10
- White House Blues—Vocal, Charlie Poole with North Carolina Ramblers 10
- 15101-D Take Back Your Gold—Vocal. Walter Morris 10
- The Railroad Tramp—Vocal. Walter Morris 10
- 15102-D Sally Goodwin—Vocal Riley Puckett 10
- Ida Red—Vocal Riley Puckett 10
- 15100-D The Miami Storm—Vocal Vernon Dalhart 10
- An Old Fashioned Picture—Vocal, Vernon Dalhart 10
- 15098-D Kinnie Wagner's Surrender—Vocal. Al Craver 10
- Billy Richardson's Last Ride—Vocal. Al Craver 10
- IRISH MUSIC
- 33112-F Shule, Shule, Agre—Vocal, with Piano Accomp. by Dan Sullivan. James D. Casey 10
- Dhrimen Dhown Dhleish—Vocal, with Piano Accomp. by Dan Sullivan. James D. Casey 10
- 33114-F The Irish Volunteer—Vocal, with Piano Accomp. by Dan Sullivan. James D. Casey 10
- Pat Molloy and the Ass—Vocal, with Piano Accomp. by Dan Sullivan. James D. Casey 10
- 33113-F Killderry Hornpipe—Violin, with Piano Accomp. by Dan Sullivan. Michael C. Hanafin 10
- Lord Gordon's Reel—Violin, with Piano Accomp. by Dan Sullivan. Michael C. Hanafin 10
- 33115-F Miss McLeod's Reel and Greenfields of Rossbeigh—Violin, with Piano Accomp. by Dan Sullivan Michael C. Hanafin 10
- The Irish Washerwoman and Tatter Jack Welch—Violin, with Piano Accomp. by Dan Sullivan Michael C. Hanafin 10
- 33111-F Neeley's March—Reels, Sullivan's Shamrock Band 10
- 1. Mary Jane; 2. Black Haired Lass—Reels, Sullivan's Shamrock Band 10

Brunswick Records

LIST FOR NOVEMBER 4

- 3322 I've Got the Girl (Donaldson)—Fox-trot, with Vocal Chorus. Abe Lyman's California Orch. 10
- Just a Bird's-Eye View (Of My Old Kentucky Home) (Kahn-Donaldson) — Fox-trot, with Vocal Chorus. Abe Lyman's California Orch. 10
- 3314 I'd Love to Meet That Old Sweetheart of Mine (Davis-Burke)—Tenor, with Baritone and Orch. Franklyn Baur-Elliott Shaw 10
- I'll Fly to Hawaii (Davis-Schuster)—Tenor, with Baritone and Orch., Franklyn Baur-Elliott Shaw 10
- 3309 Sing, Katie (But Leave the Piano Alone) (Tracey-Dougherty)—Vocal Duet, with Piano, Macy-Smalle (The Radio Aces) 10
- Why Do Ya Roll Those Eyes? (Rysking-Charig) (From "Americana")—Vocal Duet, with Piano, Macy-Smalle (The Radio Aces) 10
- 3239 Along Miami Shore (Hirsch-Alman-Snodgrass-Warren)—Piano Solo; J. M. Witten, Announcing. Harry Snodgrass (King of the Ivories) 10
- Maple Leaf Rag (Joplin)—Piano Solo; J. M. Witten, Announcing. Harry Snodgrass (King of the Ivories) 10
- 15110 Lucrezia Borgia (Drinking Song) (It Is Better to Laugh) (Donizetti)—Contralto; in Italian, Sigrid Onegin 10
- Trovatore—Stride la vampa! (Fierce Flames Are Soaring) (Act II, Scene I) (Verdi)—Contralto; in Italian Sigrid Onegin 10

LIST FOR NOVEMBER 11

- 3308 Petrushka (Rose-Fisher)—Fox-trot, with Vocal Chorus by Keller Sisters and Lynch, Ben Bernie and His Hotel Roosevelt Orch. 10
- She's Still My Baby (Raskin-Coslow-Little)—Fox-trot, with Vocal Chorus by Keller Sisters and Lynch, Ben Bernie and His Hotel Roosevelt Orch. 10
- 3315 New Moon (Weeks-Tyner-Marple) — Fox-trot, with Vocal Chorus. Colonial Club Orch. 10
- Kiss Me (And Then Say Good-Night) (Johnston-Wiedoeft)—Fox-trot, with Vocal Chorus, Colonial Club Orch. 10
- 3316 Twelfth Street Rag (Bowman)—Fox-trot, Abe Lyman's California Orch. 10
- New St. Louis Blues (Handy)—Fox-trot, Abe Lyman's California Orch. 10
- 15111 Africana—O Paradiso! (Oh, Paradise) (Act IV) (Meyerbeer)—Tenor; in Italian. Mario Chamlee 10
- Manon-Le Reve (The Dream) (Act II) (Masse-net)—Tenor; in French Mario Chamlee 10
- 3310 Hello, Aloha! How Are You? (Gilbert-Baer)—Tenor and Baritone, with Orch., Franklyn Baur-Elliott Shaw 10
- Lay Me Down to Sleep in Carolina (Yellen-Ager)—Tenor and Baritone, with Orch., Franklyn Baur-Elliott Shaw 10
- 3297 General Pershing (Vandersloot) — March (R. Ritchie Robertson, Con.), Boy Scouts Band (Springfield, Mo.) 10
- Stars and Stripes Forever (Sousa)—March (R. Ritchie Robertson, Con.), Boy Scout Band (Springfield, Mo.) 10

LIST FOR NOVEMBER 18

- 3339 Scatter Your Smiles (Kortlander-Wendling)—Fox-trot, for Dancing, with Vocal Chorus, Vincent Lopez and His Casa Lopez Orch. 10
- Lay Me Down to Sleep in Carolina (Yellen-Ager)—Fox-trot, for Dancing, with Vocal Chorus. Vincent Lopez and His Casa Lopez Orch. 10
- 3317 Beside a Garden Wall (Kahn-Short-Delbridge)—Fox-trot, for Dancing, with Vocal Chorus, Abe Lyman's California Orch. 10
- Wistful and Blue (Etting-Davidson)—Fox-trot, for Dancing, with Vocal Chorus, Abe Lyman's California Orch. 10
- 3323 Gone Again Gal (Kahn-Jones)—Fox-trot, for Dancing, with Vocal Chorus, Bennie Krueger's Orch. 10
- No One But You Knows How to Love (Trent-Frazer-Breen-De Rose)—Fox-trot, for Dancing, with Vocal Chorus Bennie Krueger's Orch. 10
- 3311 Thinking (Ohman-Morgans)—Waltz, for Dancing, with Vocal Chorus. Tadeo Vicente and His Brazilian Marimba Band 10
- 1 Wish You Were Jealous of Me (Haubrich-Rowel)—Waltz, for Dancing, with Vocal Chorus,

- Tadeo Vicente and His Brazilian Marimba Band 10
- 15114 Faust—Serenade Mephistopheles (Act IV) (Gounod)—Baritone, with Orch.; in French, Michael Bohnen 10
- Faust—Invocation Mephistopheles (Act III) (Gounod)—Baritone, with Orch.; in French, Michael Bohnen 10
- 3336 Who Wouldn't (Kahn-Donaldson)—Tenor, with Piano Ray Perkins 10
- Half a Moon (Is Better Than No Moon) (From "Honeymoon Lane") (Reynolds-Dowling-Hanley)—Tenor, with Piano. Ray Perkins 10
- 3292 Wayside Cross (Palmer)—Male Quartet, with Organ Criterion Quartet 10
- Church in the Wildwood (Pitts)—Male Quartet, with Organ Criterion Quartet 10
- 20050 Virginia Reel Medley—Part 1 (Intro.: Miss McLeod's Reel; Tramp, Tramp, Tramp, the Boys Are Marching; Virginia Reel; The Girl I Left Behind Me)—Longer Playing Record, John A. McDermott, Pioneer Fiddler and Caller 10
- Virginia Reel Medley—Part 2 (Intro.: Miss McLeod's Reel; Tramp, Tramp, Tramp, the Boys Are Marching; Virginia Reel; The Girl I Left Behind Me), John A. McDermott, Pioneer Fiddler and Caller 10

LIST FOR NOVEMBER 25

- 3335 It Made You Happy When You Made Me Cry (Donaldson) — Fox-trot, for Dancing, with Vocal Chorus Isham Jones' Orch. 10
- Meadow Lark (Keidel-Fiorito)—Fox-trot, for Dancing, with Vocal Chorus. Isham Jones' Orch. 10
- 3340 That's a Good Girl! (Berlin)—Fox-trot, for Dancing, with Vocal Chorus, Ben Selvin and His Orch. 10
- Pretty Cinderella (Harris)—Fox-trot, for Dancing, with Vocal Chorus. Ben Selvin and His Orch. 10
- 3325 Don't Somebody Want Somebody to Love (Rose-Lyman)—Fox-trot, for Dancing, with Vocal Chorus Abe Lyman's California Orch. 10
- Pal of My Lonesome Hours (Hirsch-Lyman-Dale)—Fox-trot, for Dancing, with Vocal Chorus Abe Lyman's California Orch. 10
- 3330 No One But You Knows How to Love (Trent-Frazer-Breen-De Rose)—Comedian, with Piano, Violin and 'Cello, Wendell Hall (The Red-headed Music Maker) 10
- She's Still My Baby (Raskin-Coslow-Little)—Comedian, with Piano, Violin and 'Cello, Wendell Hall (The Red-headed Music Maker) 10
- 20047 Queen High Medley (Intro.: Cross Your Heart; Everything Will Happen for the Best; You'll Never Know; Gentlemen Prefer Blondes) (De Sylva-Gensler)—Fox-trot, for Dancing, Carl Fenton's Orch. 10
- Queen High (De Sylva-Gensler)—Vocal Gems, Mixed Voices With Orch., Gaiety Musical Comedy Chorus 10
- 3078 Sunset on the St. Lawrence (Heller), Brunswick Concert Orch. 10
- Voices of Spring (Voci di Primavera) (Strauss)—Waltz Brunswick Concert Orch. 10
- 10226 Trees (Kilmer-Rasbach)—Contralto, with Orch.; Flute Obbligato Marie Morrisey 10
- Mem'ries of Love and You (Kerr-O'Hara)—Contralto, with Piano and 'Cello. Marie Morrisey 10

Edison Disc Records

ALREADY RELEASED

SPECIALS

- 51832 My Cutey's Due at Two-to-Two (Descriptive Tenor Duet) (Robin and A. Von Tilzer), Al Campbell-Jack Kaufman 10
- Bring Back Those Minstrel Days (From "Le-maire's Affairs") (Macdonald and Broones) (Descriptive Tenor Duet), Al Campbell and Jack Kaufman 10
- 51834 Moonlight Dreams (Sterling-John F. Burckhardt), Frank Braidwood (The Cowboy Baritone) 10
- I Never Knew What the Moonlight Could Do (Coslow-Spicer), Frank Braidwood (The Cowboy Baritone) 10
- 51833 Nola (Arndt)—Banjo Solo Ernie Anderson 10
- Marionette (Arndt)—Banjo Solo Ernie Anderson 10
- 51830 Zip Coon—Singing with Banjo, Hindermeyer-Tuckermann (Goldy-Dusty) 10
- The Little Old Log Cabin in the Lane (Hays)—Singing with Banjo, Hindermeyer-Tuckermann (Goldy-Dusty) 10
- 51837 She May Have Seen Better Days (Thornton), Manuel Romain 10
- My Sweetheart's the Man in the Moon (Thornton) Manuel Romain 10
- 51839 Laughing Eyes (Maka Akaaka) (Ferera-Paaluhii)—Fox-trot Aloha Hawaiian Orch. 10
- In a Garden of Hawaii (Ferera-Paaluhii)—Waltz, Aloha Hawaiian Orch. 10
- 51841 Jersey Walk (Shake 'Em Up, Kid) (From "Honeymoon Lane") (Creamer-Dowling-Hanley) Johnny Marvin, The Ukulele Ace 10
- Half a Moon (Is Better Than No Moon) (From "Honeymoon Lane") (Reynolds-Dowling-Hanley) Johnny Marvin, The Ukulele Ace 10
- 51843 Because I Love You (Berlin). Charles Harrison 10
- Blame It on the Waltz (Kahn-Solman), Charles Harrison 10
- 82349 Legende, Op. 17 (Wieniawski)—Violin. Carl Flesch 10
- Norwegian Dance, Op. 35, No. 2 (Grieg-Flesch)—Violin Carl Flesch 10
- 51845 Crazy Quilt (Van Loan)—Piano Solo, Constance Mering 10
- Trail of Dreams (Klages-Swan)—Piano Solo, Constance Mering 10
- 51838 Jesus, Rose of Sharon (Guirey-Gabriel), Homer Rodeheaver and Chorus 10
- The Old-Fashioned Meeting (Buffum), Homer Rodeheaver 10
- 51847 Sleepy Hollow Tune (Fosdick-Kountz). Amy Ellerman 10
- Sylvia (Scollard-Speaks) Frank Munn 10

FLASHES

- 51828 Sleepy Head (Davis-Greer)—Waltz, Jack Stillman's Orch. 10
- Trudy (Tobias-Sherman), B. A. Rolfe, Trumpet Virtuoso, and Palais d'Or Orch. 10
- 51829 Who Are You Vamping To-night? (Rolfe-Mc-Kenna)—Fox-trot, B. A. Rolfe, Trumpet Virtuoso, and Palais d'Or Orch. 10
- Hugs and Kisses (From "Earl Carroll's Vanities," 5th Ed.) (Klages-Alter)—Fox-trot, Jack Albin's Orch. 10
- 51831 Let the End of the World Come To-morrow (As Long as You Love Me To-day) (Cunningham-Ball)—Waltz Jack Stillman's Orch. 10
- The Two of Us (Van Phillips-Campbell-Connelly)—Fox-trot Jack Albin's Orch. 10
- 51835 I'm Going to Park Myself in Your Arms (Heath-Fletcher-Marr)—Fox-trot, Duke Yellman and His Orch. 10
- That Night in Araby (Rose-Snyder)—Fox-trot, Duke Yellman and His Orch. 10

- 51836 That's My Girl (Davis-Gold)—Fox-trot, Joe Candullo and His Everglades Orch. 10
- Scatter Your Smiles (Kortlander-Wendling)—Fox-trot Joe Candullo and His Everglades Orch. 10
- 51840 Moonlight on the Ganges (Wallace-Myers)—Oriental Fox-trot Duke Yellman and His Orch. 10
- Zoubeeda (Kehrmann-Moquin)—Fox-trot Oriental, B. A. Rolfe, Trumpet Virtuoso, and Palais d'Or Orch. 10
- 51842 Who Could Be More Wonderful Than You? (Davis-Silver)—Fox-trot Markels' Orch. 10
- Don't Be Angry With Me (Donaldson)—Fox-trot Markels' Orch. 10
- 51848 The Birth of the Blues (From "George White's Scandals") (De Sylva-Brown-Henderson)—Fox-trot Joe Candullo and His Everglades Orch. 10
- Why Do Ya Roll Those Eyes? (From "Americana") (Ryskind-Charig)—Fox-trot, B. A. Rolfe, Trumpet Virtuoso, and Palais d'Or Orch. 10

Okeh Records

POPULAR DANCE RECORDS

- 40698 Only You and Lonely Me (Klages-Greer)—Fox-trot, with Vocal Chorus by G. Underhill Macy, Okeh Syncopators 10
- All Alone Monday (From "The Ramblers") (Kalmar-Ruby)—Fox-trot, with Vocal Chorus by G. Underhill Macy. Okeh Syncopators 10
- 40699 Just a Bird's-Eye View of My Old Kentucky Home (Kahn-Donaldson) — Fox-trot, with Vocal Chorus by Lem Cleg, Araby Garden's Orch 10
- Half a Moon Is Better Than No Moon (From the Musical "Honeymoon Lane") (Reynolds-Dowling-Hanley)—Fox-trot, Araby Garden's Orch. 10
- 40700 Give Me a Ukulele (And a Ukulele Baby) and Leave the Rest to Me (Brown-Williams)—Chorus by Lem Cleg—fox-trot, Arkansasaw Travelers 10
- I'm Going to Park Myself in Your Arms (Heath-Fletcher-Marr)—Fox-trot, Harry Raderman's Red Hotters 10

POPULAR VOCAL RECORDS

- 40694 Put Your Arms Where They Belong (For They Belong to Me) (Davis-Santly-Ackman)—Contralto, Accomp. by Justin Ring Trio, Alma Rotter 10
- I'll Never Miss You Again (Partington-Harris-Black)—Contralto, Accomp. by Justin Ring Trio Alma Rotter 10
- 40696 The Picture That Is Turned to the Wall—Tenor with Fiddle and Guitar Accomp., Vernon Dalhart 10
- Pictures From Life's Other Side—Tenor with Fiddle and Guitar Accomp. Vernon Dalhart 10
- 40697 When You're Really Blue (Brooks)—Baritone with Piano Shelton Brooks 10
- You Sure Am One Sick Man (Brooks)—Baritone with Piano Shelton Brooks 10

OLD-TIME TUNES

- 45062 He's Going to Have a Hot Time Bye and Bye—Singing with Guitar and Harmonica, Ernest V. Stoneman 10
- The Old Go Hungry Hash House—Singing with Guitar and Harmonica Ernest V. Stoneman 10

RACE RECORDS

- 8393 Wasn't It Nice (Horsley-Jackson)—Contralto with Piano and Trumpet Alberta Hunter 10
- I Didn't Come to Steal Nobody's Man (Horsley-Hunter)—Contralto with Piano and Trumpet, Alberta Hunter 10
- 8394 Look Out Mr. Jazz (Grainger-Whipper)—Contralto with Piano by Clarence Williams, Sara Martin 10
- A Glass of Beer, a Hot Dog and You (Grainger-Whipper)—Contralto with Piano by Clarence Williams Sara Martin 10
- 8397 Cotton Club Stomp (McClennon)—Fox-trot, George McClennon's Jazz Band 10
- Pig Foot Blues—(McClennon)—Fox-trot, George McClennon's Jazz Devils 10
- 8398 You Belong to That Funeral Train—Sermon with Singing—Spiritual Rev. J. M. Gates 10
- Sit Down, Servant, and Rest a Little While—Sermon with Singing—Spiritual, Rev. J. M. Gates 10

INSTRUMENTAL NOVELTIES

- 40693 I Wonder What's Become of Joe? (Pinkard)—Piano Solo—Race Francis J. Carter 10
- The Birth of the Blues (From "George White's Scandals") (Henderson)—Piano Solo—Race, Francis J. Carter 10
- 40695 To Do This, You Got to Know How (Johnson)—Guitar Selection—Race Lonnie Johnson 10
- Nile of Genago (Johnson)—Guitar Duet Waltz —Race Lonnie Johnson-James Johnson 10

Gennett Lateral Records

POPULAR DANCE RECORDS

- 3388 Meadow Lark—Fox-trot, with Vocal Chorus, The Royal Troubadours 10
- Sunday—Fox-trot, with Vocal Chorus, Harry Pollock and His Club Maurice Diamonds 10
- 3389 I'm Forever Dreaming of You—Waltz, with Vocal Chorus Willie Creager and His Orch. 10
- Why Did You Say Good-bye—Waltz, with Vocal Chorus Willie Creager and His Orch. 10
- 3379 Sunny Disposish—Fox-trot, with Vocal Chorus, Al Gentile and The Americans 10
- Blowin' the Blues Away—Fox-trot, with Vocal Chorus Al Gentile and The Americans 10
- 3380 I Never Knew What the Moonlight Could Do—Fox-trot, with Vocal Chorus, Willie Creager and His Orch. 10
- Ain't I Got Rosie—Fox-trot. Clesi's Areoleans 10
- 3402 Bobadilla—Fox-trot, with Vocal Chorus, Joe Candullo and His Orch. 10
- Bolshevik—Fox-trot, with Vocal Chorus, The Arabian Knights 10
- 3385 In a Little Garden — Fox-trot, with Vocal Chorus Joe Candullo and His Everglades Orch. 10
- She's Still My Baby—Fox-trot, with Vocal Chorus. Joe Candullo and His Everglades Orch. 10
- 3391 I'm on My Way Home—Fox-trot, with Vocal Chorus Willie Creager and His Orch. 10
- Someone—Fox-trot, with Vocal Chorus, The Royal Troubadours 10
- 3387 Who Are You Vamping To-night?—Fox-trot, with Vocal Chorus The Arabian Knights 10
- Climbing the Ladder of Love—Fox-trot, with Vocal Chorus, Harry Pollock and His Club Maurice Diamonds 10
- 3384 No One But You—Fox-trot, with Vocal Chorus, Johnny Sylvester and His Orch. 10
- Don't Forget—Fox-trot, with Vocal Chorus, Fred Rich and His Times Square Orch. 10

- 3401 Half a Moon—Fox-trot, with Vocal Chorus, Harry Pollock and His Club Maurice Diamonds
- When Day Is Done—Fox-trot, with Vocal Chorus, Harry Pollock and His Club Maurice Diamonds
- 3392 Don't Be Angry With Me—Fox-trot, with Vocal Chorus, Joe Candullo and His Orch.
- For You and Me—Fox-trot, with Vocal Chorus, Joe Candullo and His Orch.
- 3390 Because I Love You—Fox-trot, with Vocal Chorus, Willie Creager and His Orch.
- Give Me a Ukulele—Fox-trot, with Vocal Chorus, The Royal Troubadours
- 3386 When You Waltz With the One You Love—Waltz, with Vocal Chorus, Harry Pollock and His Club Maurice Diamonds
- Cheritza—Waltz, with Vocal Specialty, The Royal Troubadours
- POPULAR VOCAL RECORDS**
- 3383 Oogle-oo-Glee-ee, The Radio Kings
- Love Me All the Time, The Radio Kings
- 3399 If My Baby Cooks (As Good as She Looks), Bert Lewis
- I Want to Be Known as "Susie's Feller", Bert Lewis
- 3378 The Miami Storm—Tenor, Vernon Dalhart
- Billy Richardson's Last Ride—Tenor, Vernon Dalhart
- 3400 Here Comes Fatima, Vaughn De Leath
- Scatter Your Smiles, Vaughn De Leath
- 3382 Pretty Cinderella, The Radio Franks
- I Found a Million Dollar Baby, The Radio Franks

Edison Blue Amberol Records

- 5187 Bury Me Beneath the Weeping Willow Tree—Singing, Harmonica and Guitar, Ernest V. Stoneman, the Blue Ridge Mountaineer
- 5191 Watermelon Hanging on the Vine—Singing, Harmonica and Guitar, Ernest V. Stoneman, the Blue Ridge Mountaineer
- 5203 When You Waltz With the One You Love, Herbert Soman's Salon Orch.
- 5215 Kentucky Lullaby—Waltz, B. A. Rolfe and His Palais d'Or Orch.
- 5216 Swing Low, Sweet Chariot—Negro Spiritual, Male Voices, Fisk University Jubilee Quartet
- 5218 The Picnic, Harry Lauder
- 5219 Cripple Creek—Country Dance of the Southern Mountaineers with Singing, Fiddlin' Powers and Family
- 5220 Barcelona—Male Voices, National Male Quartet
- 5221 Lonesome and Sorry—Violin, Rae Eleanor Ball
- 5222 Dwellers in the Western World—No. 1—The Red Man, Sousa's Band
- 5223 On the Riviera, Duke Yellman and His Orch.
- 5224 Looking at the World Through Rose-Colored Glasses—Fox-trot, with Vocal Chorus by Arthur Fields, Golden Gate Orch.
- 5225 In the Garden—Sacred, MacDowell Sisters
- 5226 Black Bottom (From "George White's Scandals")—Fox-trot, Harold Stern and His Hotel Belleclaire Orch.
- 5227 Drifting and Dreaming, Waikiki Hawaiian Orch.

Pathe Phono & Radio Corp.

- DANCE RECORDS**
- 36521 Just a Bird's-Eye View (Of My Kentucky Home)—Vocal Chorus by Herb Hobbs, Lanin's Arcadians
- In My Dreams, You're Always in My Arms—Vocal Chorus by A. Fields, Miami Troupe
- 36522 Half a Moon (Is Better Than No Moon)—Vocal Chorus by Herb Hobbs, Lanin's Arcadians
- The Little White House (At the End of Honey-moon Lane), Lanin's Arcadians
- 36523 Petrushka—Vocal Chorus by A. Fields, Virginia Creepers
- Don't Be Angry With Me, Frank Signorelli and His Orch.
- 36524 Pretty Cinderella—Vocal Chorus by T. Stacks, Phil Hughes and His High Hatters
- Broken Hearted Sue, McLaughlin's Melodians
- 36525 (I Just Want to Be Known as) Susie's "Feller," Billy Wirges and His Orch.
- Lonely Acres in the West—Charleston, Van and His Orch.
- 36526 Meadow Lark—Vocal Chorus by Tom Stacks, Phil Hughes and His High Hatters
- Moonlight on the Ganges, Billy Wirges and His Orch.
- 36527 Alabama Stomp (From "Earl Carroll Vanities"), The Red Heads
- Brown Sugar, The Red Heads
- 36528 Beef Stew, Boyd Senter
- Idol of My Eyes—Novelty, Goof Moyer
- 36529 Give Me a Ukulele, Lanin's Arcadians
- I Wonder, Will I Find the Dawn, Miami Troupe
- 36530 That's a Good Girl—Vocal Chorus by Harry Jockin, Virginia Creepers
- Gone Again Girl—Vocal Chorus by Harry Jockin, Virginia Creepers
- 36531 Because I Love You, Virginia Creepers
- Sweet Pretty Names, Miami Troupe
- 36532 Climbing Up the Ladder of Love—Vocal Chorus by I. Kaufman, Willie Creager and Entertainers
- Hugs and Kisses, Willie Creager and Entertainers
- 36533 Falling in Love With You—Waltz—Vocal Chorus by F. Bessenger, Tuxedo Dance Orch.
- Oh Belle—Vocal Chorus by F. Bessenger, Tuxedo Dance Orch.
- 36534 Why Do You Roll Those Eyes? (From "Americana")—Vocal Chorus by I. Kaufman, Willie Creager and Entertainers
- Elsie-Schultz-En-Heim—Vocal Chorus by Harry Jockin, Virginia Creepers
- 36535 St. Louis Hop, Frank Signorelli and His Orch.
- A Blues Serenade, Frank Signorelli and His Orch.
- 36536 I'm on My Way Home—Vocal Chorus by I. Kaufman, Willie Creager and Entertainers
- Hurricane, The Red Heads
- 25195 (I Just Want to Be Known as) Susie's "Feller", Cliff Edwards
- I Can't Get Over a Girl Like You (Loving a Boy Like Me), Cliff Edwards
- 25196 Someone Is Losin' Susan—Voice and Guitar, Miss Lee Morse
- The Light at the Bend of the Road, Miss Lee Morse
- 25197 To-night You Belong to Me—Voice and Guitar, Miss Lee Morse
- If You're Missing Me (Like I'm Missing You)—Voice and Orch., Lee Morse and Her Blue Grass Boys
- 32207 Black Bottom—Voice and Orch., Miss Annette Hanshaw
- Lay Me Down in Carolina—Voice and Piano, Miss Annette Hanshaw
- 32211 Six Foot of Papa—Voice and Orch., Miss Annette Hanshaw
- Falling in Love With You—Voice and Piano, Miss Annette Hanshaw
- 32208 Marylou—Voice and Piano, Willard Robison




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- Why Do You Roll Those Eyes?—Voice and Piano, Willard Robison
- POPULAR VOCAL RECORDS**
- 32209 The Miami Storm—Tenor, Vernon Dalhart
- Billy Richardson's Last Ride, Vernon Dalhart
- 32212 Yodelin' Bill—Voice and Piano, The Record Boys
- Prancin', Dancin', Yodelin' Man—Voice and Piano, The Record Boys
- 32210 Because I Love You—Tenor, Irving Kaufman
- Love Me All the Time—Tenor, Irving Kaufman
- NOVELTY RECORDS**
- 21173 Jake the Plumber, Jack Kaufman
- Casey at the Wake, Russell Hunting (Original Michael Casey)
- 36491 Why Do You Want to Know Why, Sylvester and Orch.
- Fiddle-Dee-Dee—Vocal Chorus by Tom DeArmand, Phil Hughes and His High Hatters
- 36495 Precious—Vocal Chorus by F. Kamplain, Majestic Dance Orch.
- Alice, Stillman's Orioles
- Vocalion Records**
- LIST FOR NOVEMBER 4**
- 15455 Desert Eyes (Breen-De Rose)—Fox-trot, with Vocal Chorus, Palmer House Victorians (J. Herbuveaux, Dir.)
- Kiss Your Little Baby Good-Night (Donaldson-Straight)—Fox-trot, with Vocal Chorus, Palmer House Victorians (J. Herbuveaux, Dir.)
- 15435 Ya Gotta Know How to Love (Green-Warren)—Fox-trot, with Vocal Chorus, The Ambassadors (L. Katzman, Dir.)
- Breezin' Along With the Breeze (Gillespie-Simons-Whiting)—Fox-trot, with Vocal Chorus, The Ambassadors (L. Katzman, Dir.)
- 13041 Mein Ziser Malechel (My Sweet Angel) (Gilrod-Sandler)—Tenor, with Orch.; in Yiddish, Aaron Lebedeff
- Syomka, Der Soldat (Syomke, the Soldier) (Gilrod-Sandler)—Tenor, with Orch.; in Yiddish, Aaron Lebedeff
- LIST FOR NOVEMBER 11**
- 15436 Nobody's Gonna Keep Me Away From My Gal (Kahn-Jones)—Fox-trot, with Vocal Chorus, Monarch Orch.

- Gone Again Gal (Kahn-Jones)—Fox-trot, with Vocal Chorus, Monarch Orch.
- 15438 Scatter Your Smiles (Kortlander-Wendling)—Tenor, with Orch., Lewis James
- Lay Me Down to Sleep in Carolina (Yellen-Ager)—Tenor, with Orch., Lewis James
- 13040 Yiddishe Momme (Yellen-Pollack)—Violin Solo, with Piano by Joe Gold, Daniel Yates
- Die Waseren Fun Perkiomen (Dubin-Klickman)—Violin Solo, with Piano by Joe Gold, Daniel Yates
- LIST FOR NOVEMBER 18**
- 15457 I Want to Be Known as Susie's Feller (Brown-Dreyer)—Comedian, with Orch., Harry Richman
- Here I Am (De Sylva-Brown-Henderson)—Comedian, with Orch., Harry Richman
- 15466 Meadow Lark (Keidel-Fiorito)—Fox-trot, for Dancing, The Fleetwood Orch.
- Cover Me Up With Sunshine (Dixon-Henderson)—Fox-trot, for Dancing, The Fleetwood Orch.
- 15464 Petrusbka (Rose-Fisher)—Fox-trot, for Dancing, The Bostonians
- There's a Boatman on the Volga (Egan-Wasternack-Whiting)—Fox-trot, for Dancing, The Bostonians
- 5006 Sassy Sam—Voice and Banjo, Uncle Dave Macon
- Stop That Knocking at My Door—Voice and Banjo, Uncle Dave Macon
- NEW POPULAR MEXICAN**
- 8001 Flor de Quimera (Fantastic Flower) (Beltran)—Baritone, with Orch.; in Spanish, Juan Pulido with The Castilians
- Una Mas (One More) (Viergo-Joves)—Baritone, with Orch.; in Spanish, Juan Pulido with The Castilians
- 8002 La Circasiana (The Circassian) (Uranga)—Fox-trot, for Dancing, The Castilians
- Gallequita (Little Galician)—Tango, for Dancing, The Castilians
- 8007 Las Cuatro Milpas (The Four Corn Plants) (Arr. D. Chavez); Dueto Acosta (Guzman y Gomez)—Tenor y Baritone, Acompañamiento por la Orquesta Acosta, Con Orquesta Maria, Ay Maria (Arr. Guzman-Gomez); Dueto Acosta (Guzman y Gomez)—Tenor y Baritone, Acompañamiento por la Orquesta, Con Orquesta

ADVANCE RECORD BULLETINS FOR DECEMBER— (Continued from page 161)

LIST FOR NOVEMBER 25

- 15465 I've Got the Girl (Donaldson)—Fox-trot, for Dancing Frivolity Club Orch.
- Just a Bird's-Eye View (Of My Old Kentucky Home) (Kahn-Donaldson) — Fox-trot, for Dancing Frivolity Club Orch.
- 15437 It Made You Happy When You Made Me Cry (Donaldson)—Fox-trot, for Dancing, with Vocal Chorus Jay's Chelsea Orch.
- She's Still My Baby (Raskin-Coslow-Little)—Fox-trot, for Dancing, with Vocal Chorus by the Vaudeville Trio Jay's Chelsea Orch.
- 15456 In a Garden of Hawaii (Ferera-Paaluhui)—Hawaiian Guitars and Ukulele. Palala's Hawaiians Golden Showers (Ferera-Paaluhui) — Hawaiian Guitars and Ukulele Palala's Hawaiians
- 15460 She Knows Her Onions (Yellen-Ager-Pollack)—Tenor, with Orch. Arthur Brown
- Yiddish Charleston (Rose-Fisher)—Tenor, with Orch. Arthur Brown

- 1017 Who Could Be More Wonderful Than You—Fox-trot Sam Lanin and His Orch.
- Precious—Fox-trot—Vocal Refrain. Varsity Eight
- 1016 Lay Me Down to Sleep in Carolina—Fox-trot—Vocal Refrain Varsity Eight
- The Little White House (At the End of Honeymoon Lane) (From "Honeymoon Lane")—Fox-trot—Vocal Refrain, Sam Lanin and His Orch.
- 1019 I Can't Get Over a Girl Like You (Loving a Boy Like Me) (From "Rufus LeMaire's Affairs")—Fox-trot—Vocal Refrain, Fred Rich and His Orch.
- My Girl Has Eye Trouble—Fox-trot—Vocal Refrain Seven Little Polar Bears
- 1012 Just a Bird's-Eye View (Of My Old Kentucky Home)—Fox-trot—Vocal Refrain, Sam Lanin and His Orch.
- I Don't Mind Being All Alone—Fox-trot, Irwin Abrams and His Orch.
- 1014 Climbing Up the Ladder of Love (From Earl Carroll's "Vanities")—Fox-trot—Vocal Refrain Bob Haring and His Orch.
- While the Years Go Drifting By—Fox-trot—Vocal Refrain Bob Haring and His Orch.
- 1015 The Two of Us—Fox-trot, Bob Haring and His Orch.
- I Never Knew What the Moonlight Could Do—Fox-trot Irwin Abrams and His Orch.

- PIANO SOLO
- 1857 Black Bottom (From "Geo. White's Scandals, 1926")—Piano Solo Peter de Rose
- For My Sweetheart—Piano Solo, Vocal Refrain, Peter de Rose
- RACE RECORDS
- 1858 Dying Gambler—Sermon With Choir, Rev. J. M. Gates
- Baptize Me—Sermon With Choir. Rev. J. M. Gates
- 1859 Nobody But My Baby Is Getting My Love—Comedienne, Jazz Band Accomp. Bessie Brown
- St. Louis Blues—Comedienne, Jazz Band Accomp. Bessie Brown
- PIPE ORGAN RECORDS
- 2134 Adeste Fideles—Pipe Organ Norbert Ludwig
- Hark! The Herald Angels Sing—Pipe Organ, Norbert Ludwig
- 2135 Silent Night, Holy Night—Pipe Organ, Norbert Ludwig
- Holy Night—Pipe Organ Norbert Ludwig
- 2136 Kailima—Duet, Hawaiian Guitars Ferera-Paaluhui
- Hawaiian Waltz Medley — Duet, Hawaiian Guitars Ferera-Paaluhui

Regal Records

DANCE RECORDS

- 8145 I'd Love to Call You My Sweetheart—Fox-trot, Hollywood Dance Orch.
- Life Will Be a Bed of Roses—Fox-trot, Imperial Dance Orch.
- 8146 Just a Bird's-Eye View of My Old Kentucky Home—Fox-trot Al Lentz's Dance Orch.
- Tuck in Kentucky and Smile—Fox-trot, Joe Candullo and His Everglades Orch.
- 8147 Because I Love You—Waltz, Adrian Schubert's Salon Orch.
- Trail of Dreams—Waltz, Adrian Schubert's Salon Orch.
- 8148 I Can't Get Over a Girl Like You—Fox-trot, Hollywood Dance Orch.
- Meadow Lark—Fox-trot Hollywood Dance Orch.
- 8149 Mary Lou—Fox-trot. Woodmansten Inn Dance Orch.
- Susie, Oh, Susie, Why Won't You Marry Me—Fox-trot Six Black Diamonds
- 8150 Here Comes Fatima—Fox-trot. Six Black Diamonds
- St. Louis Blues—Fox-trot, Joe Candullo and His Everglades Orch.
- 8151 Just a Little Longer—Fox-trot, Irwin Abrams' Dance Orch.
- Beside a Garden Wall—Fox-trot, Hollywood Dance Orch.
- 8152 Don't Be Angry With Me—Fox-trot, Al Lentz's Dance Orch.
- That's My Girl—Fox-trot, Woodmansten Inn Dance Orch.
- 8153 Sadie Green (The Vamp of New Orleans)—Fox-trot Six Black Diamonds
- I'm Going to Park Myself in Your Arms—Fox-trot Al Lentz's Dance Orch.
- 8154 Precious—Fox-trot Sam Lanin's Dance Orch.
- Pretty Cinderella—Fox-trot, Woodmansten Inn Dance Orch.
- 8155 Give Me a Ukulele—Fox-trot, Al Lentz's Dance Orch.
- What's the Use of Crying?—Fox-trot, Al Lentz's Dance Orch.
- 8156 Blame It on the Waltz—Waltz, Adrian Schubert's Salon Orch.
- When You're Dancing 'Neath the Dixie Moon—Waltz Adrian Schubert's Salon Orch.
- 8157 Play Gypsies—Dance Gypsies (From "Countess Maritza")—Fox-trot Imperial Dance Orch.
- Climbing Up the Ladder of Love (From "Earl Carroll's Vanities") F. T. Imperial Dance Orch.

VOCAL RECORDS

- 1025 Sleepy Head—Vocal Duet, Orch. Accomp., William Robyn-Marjorie Harcum
- Carolina—Contralto Solo, Orch. Accomp., Marjorie Harcum
- 1026 That's a Good Girl—Vocal Trio, Piano Accomp., The California Humming Birds (Adler-Weil-Herman)
- Don't I Know It? (You Bet I Do)—Vocal Duet, Piano Accomp. Kaufman-Campbell
- 1027 I'm on My Way Home—Vocal Trio, Piano Accomp. Charles Adler of Adler-Weil-Herman
- Put Your Arms Where They Belong (For They Belong to Me)—Tenor Solo, Orch. Accomp., William Robyn
- 1009 She Knows Her Onions—Vocal Trio, Piano Accomp. The California Humming Birds (Adler-Weil-Herman)
- Countin' the Days—Vocal Trio, Piano Accomp., The California Humming Birds (Adler-Weil-Herman)
- 1028 Tonight You Belong to Me—Tenor Solo, Orch. Accomp. William Robyn
- Petrushka—Tenor Solo, Orch. Accomp., William Robyn

Banner Records

DANCE RECORDS

- 1835 Because I Love You—Waltz, Adrian Schubert's Salon Orch.
- When You're Dancing 'Neath the Dixie Moon—Waltz Adrian Schubert's Salon Orch.
- 1836 I'd Love to Call You My Sweetheart—Fox-trot Imperial Dance Orch.
- Tuck in Kentucky and Smile—Fox-trot, Joe Candullo and His Everglades Orch.
- 1837 Mary Lou—Fox-trot Lou Gold's Dance Orch.
- Life Will be a Bed of Roses—Fox-trot, Hollywood Dance Orch.
- 1838 Don't Be Angry With Me—Fox-trot, Al Lentz's Dance Orch.
- That's My Girl—Fox-trot Lou Gold's Dance Orch.
- 1839 Just a Bird's-Eye View of My Old Kentucky Home—Fox-trot Al Lentz's Dance Orch.
- St. Louis Blues—Fox-trot, Joe Candullo and His Everglades Orch.
- 1840 I Can't Get Over a Girl Like You (From "LeMaire's Affairs")—Fox-trot. Imperial Dance Orch.
- Beside a Garden Wall—Fox-trot, Imperial Dance Orch.
- 1841 Precious—Fox-trot Sam Lanin's Troubadours
- I'm Going to Park Myself in Your Arms—Fox-trot Al Lentz's Dance Orch.
- 1842 Here Comes Fatima—Fox-trot. Missouri Jazz Band
- Susie, Oh, Susie, Why Won't You Marry Me—Fox-trot Missouri Jazz Band
- 1843 Climbing Up the Ladder of Love (From Earl Carroll's "Vanities")—Fox-trot, Hollywood Dance Orch.
- Play Gypsies—Dance Gypsies (From "Countess Maritza")—Fox-trot Hollywood Dance Orch.
- 1844 Just a Little Longer—Fox-trot, Irwin Abrams' Dance Orch.
- Give Me a Ukulele—Fox-trot, Al Lentz's Dance Orch.
- 1845 Blame It on the Waltz—Waltz, Adrian Schubert's Salon Orch.
- Trail of Dreams—Waltz, Adrian Schubert's Salon Orch.
- 1846 Sadie Green (The Vamp of New Orleans)—Fox-trot Missouri Jazz Band
- What's the Use of Crying?—Fox-trot, Al Lentz's Dance Orch.
- 1847 Meadow Lark—Fox-trot Imperial Dance Orch.
- Pretty Cinderella—Fox-trot. Lou Gold's Dance Orch.

VOCAL RECORDS

- 1848 Lucky Day (From "Geo. White's Scandals, 1926")—Contralto Solo Jarvis and Her Gang
- The Birth of the Blues (From "Geo. White's Scandals, 1926")—Contralto Solo, Hotsy Jarvis and Her Gang
- 1849 Me Too—Male Duet, Piano Accomp., The Radio Imps
- Susie's Feller—Male Voice With Piano, Whispering "Ed."
- 1850 Lay Me Down to Sleep in Carolina—Baritone Solo, Piano Accomp. Chas. Kaley
- It Made You Happy When You Made Me Cry—Tenor Solo, Orch. Accomp. Irving Kaufman
- 1851 I'm on My Way Home—Baritone Solo, Orch. Accomp. Jerry Underhill
- That's a Good Girl—Tenor Solo, Orch. Accomp., Billy Jones
- 1852 Elsie Shultz-En-Heim—Tenor Solo, Orch. Accomp., Billy Jones
- Underneath the Moon—Tenor Solo, Orch. Accomp., Irving Kaufman
- 1853 Mary Lou—Tenor Solo, Orch. Accomp. Billy Jones
- You're Going to Cry Over Somebody Else—Baritone Solo, Orch. Accomp. Arthur Fields
- 1854 I Found a Million Dollar Baby in a 5 and 10c Store—Tenor Solo, Orch. Accomp., Irving Kaufman
- My Girl Has Eye Trouble—Tenor Solo, Orch. Accomp., Billy Jones
- 1855 We Will Meet at the End of the Trail—Tenor Solo, Novelty Accomp. Vernon Dalhart
- I Want a Pardon for Daddy—Tenor Solo, Novelty Accomp. Vernon Dalhart
- 1856 Cherie, I Love You—Male Duet, Piano Accomp., The Radio Imps
- When You're in Love—Tenor Solo, Orch. Accomp., Billy Burton

Harmony Records

DANCE SELECTIONS

- 273-H Just a Little Longer—Fox-trot, with Vocal Chorus by Happy Hour Trio. The Astorites
- Cross Your Heart (From "Queen High")—Fox-trot, with Vocal Chorus by Jimmy Flynn Manhattan Dance Makers
- 280-H To-night You Belong to Me—Waltz, with Vocal Chorus by Jimmy Flynn, Manhattan Dance Makers
- Love Me All the Time—Waltz, Manhattan Dance Makers
- 266-H I'll Fly to Hawaii—Fox-trot, with Vocal Chorus by Tom Stacks, The Night Club Orch.
- Gone Again Gal—Fox-trot, with Vocal Chorus by Paul Hagan The Astorites
- 283-H Alabama Stomp (From "Earl Carroll's Vanities")—Fox-trot The Dixie Stompers
- All Alone Monday (From "The Ramblers")—Fox-trot WMCA Broadcasters
- 282-H There's a Boatman on the Volga—Fox-trot, WMCA Broadcasters
- Moonlight on the Ganges—Fox-trot, WMCA Broadcasters
- 279-H Here Comes Fatima—Fox-trot, with Vocal Chorus by Jack Kaufman, Broadway Bell Hops
- Broken Hearted—Fox-trot, with Vocal Chorus by Irving Kaufman, Lou Gold and His Orch.
- 272-H Hello, Bluebird—Fox-trot, with Vocal Chorus by Jimmy Flynn. Broadway Bell Hops
- Lonely Acres (In the West)—Fox-trot, Broadway Bell Hops
- 264-H Elsie Shultz-En-Heim—Fox-trot, with Incidental Singing by the Orchestra, Tommy Christian and His Orch.
- How Could Red Riding Hood?—Fox-trot, with Vocal Chorus, Tommy Christian and His Orch.
- 270-H Bolshevik—Fox-trot, with Vocal Chorus, Tommy Christian and His Orch.
- Oh! How I Love Bulgarians—Fox-trot, with Vocal Chorus by the Orchestra, Tommy Christian and His Orch.
- 271-H The Little White House (From "Honeymoon Lane")—Fox-trot, with Vocal Chorus by Irving Kaufman. Lou Gold and His Orch.
- I Can't Get Over a Girl Like You (From "LeMaire's Affairs")—Fox-trot, with Vocal Chorus by Irving Kaufman, Lou Gold and His Orch.
- 262-H Give Me a Ukulele—Fox-trot. University Six
- That's a Good Girl—Fox-trot. University Six
- 267-H Florida Low Down—Fox-trot, Original Indiana Five
- Hangin' Around—Fox-trot, Original Indiana Five

VOCAL SELECTIONS

- 265-H That's a Good Girl—Vocal. Irving Kaufman
- We're the Sunday Drivers—Vocal Duet, Harmony Brothers
- 281-H We Will Meet at the End of the Trail—Vocal, Confidential Charley
- For My Sweetheart—Vocal, Confidential Charley
- 284-H Baby Face Honey Duke and His Uke
- Just a Little Longer, Honey Duke and His Uke
- 278-H Bolshevik—Vocal Duet, Jack Kaufman-Al Campbell
- Elsie Shultz-En-Heim—Vocal Duet, Jack Kaufman-Al Campbell
- 263-H Susie's Feller—Vocal. Cliff Nazarro
- Gone Again Gal—Vocal. Cliff Nazarro
- 269-H Who Could Be More Wonderful Than You?—Vocal Jimmy Flynn
- I Never Knew What the Moonlight Could Do—Vocal Jimmy Flynn
- 268-H It Takes a Good Woman—Vocal, with Phil Phillips at the Piano. Dolly Kay
- How Could Red Riding Hood?—Vocal, with Phil Phillips at the Piano. Dolly Kay
- CHRISTMAS SELECTION
- 277-H Adeste Fideles—Chimes Adolph Miles
- Christmas Bells—Violin and Harp Duet, Salnow-Shutt
- 276-H Santa Claus' Workshop. Yuletide Orch.
- On a Christmas Morning. Yuletide Orch.
- 275-H Silent Night, Hallowed Night—Vocal, Charles Hilton
- Oh, Holy Night—Vocal, Charles Hilton and Harmony Quartet
- 274-H Oh, Little Town of Bethlehem, Harmony Double Mixed Quartet
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- In a Little Garden—Fox-trot, with Recitative Chorus The Indiana Hotel Broadcasters
- 15167 Meadow Lark—Fox-trot, with Vocal Chorus, Hill Top Inn Orch.
- Give Me a Ukulele (And a Ukulele Baby)—Fox-trot, with Vocal Chorus. Hill Top Inn Orch.
- 15170 For You and Me—Fox-trot, with Vocal Chorus, Joe Candullo and His Everglades Orch.
- Someone—Fox-trot, with Vocal Chorus, The Golden Gate Serenaders
- 15171 Don't Be Angry With Me—Fox-trot, with Vocal Chorus. Joe Candullo and His Everglades Orch.
- I Never Knew What the Moonlight Could Do—Fox-trot, with Vocal Chorus, The Georgia Collegians

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- Lonely Nights—Fox-trot—Vocal Refrain,

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- Sunday—Fox-trot, with Vocal Chorus, The Alabama Serenaders
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- That Night in Araby—Tenor Solo, Piano Accom.Ray Hamilton
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- When You're Dancing 'Neath the Dixie Moon—WaltzAdrian Schubert's Salon Orch.
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