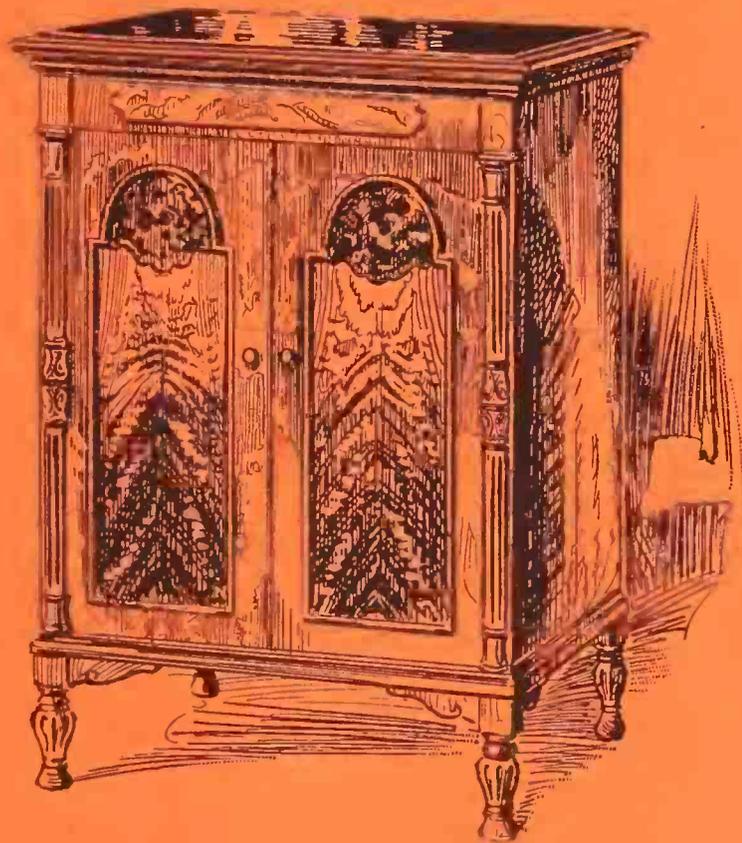
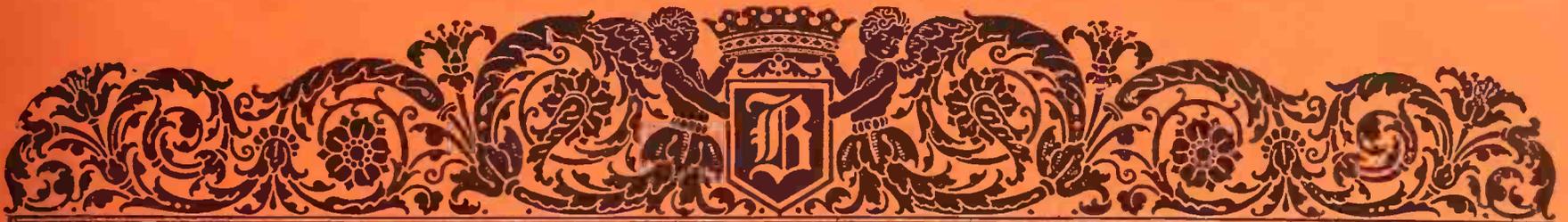


The TALKING MACHINE WORLD

For dealers
wholesalers
& manufacturers
of phonograph
& radio products

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



\$5,000 for a Name

Are you cashing in
on this Contest?

Brunswick



Sonora Shielded Six
De Luxe Console
\$225

Sonora
CLEAR AS A BELL

SHIELDED SIX

Ocean Deep Tones
musically well forth
with a richness and depth never
heard before in radio . . . Twin
unit control combines single dial
convenience with double dial
distance.

\$125 to \$225

Sonora Distributors listed on page 98

The Talking Machine World

Vol. 22. No. 10

New York, October 15, 1926

Price Twenty-five Cents

Louis S. Sterling, Home From Europe, Discusses General Business Situation

Chairman of the Board of Directors of the Columbia Phonograph Co. Sees Steady Improvement in Industry, Including the Phonograph Business in Various Foreign Countries

The Columbia organization at the company's executive offices, 1819 Broadway, New York, gave an enthusiastic welcome to Louis S. Sterling, chairman of the Board of Directors, who returned recently to his desk after spending five months in Europe. A recognized leader in phonograph activities the world over, Mr. Sterling is dividing his time between the Columbia interests in America and Columbia activities throughout the rest of the world, for, in addition to his executive duties with the American company, he is managing director of the Columbia Graphophone Co., Ltd., with headquarters in London, England, and controlling factories in England, Germany, France, Australia and South America. Having been identified with the phonograph industry for more than twenty years and an acknowledged authority on all matters pertaining to the administrative and financial ends of the business, Mr. Sterling's observations on business conditions abroad are not only of general interest but are based on a thorough study of every phase of the commercial world. Discussing his stay in Europe during the past five months, Mr. Sterling said:

"Industrial and financial conditions throughout Europe, South America, Australia and South Africa are more satisfactory to-day than at any time since the war. In every branch of industry there are indications that 1926 will be the best year in history and without a single exception every European country is sharing in this prosperity. This applies to the phonograph industry as well as to other industries, but in referring to our own trade it might be well to bear in mind that the bottom never dropped out of the phonograph industry throughout the rest of the world as it did in this country. In fact, business has increased steadily since the war and every year seems to be getting on a more satisfactory and healthy basis.

"Generally speaking, economic and industrial conditions in Europe are closer to normal than is the general belief in this country. Results have been accomplished abroad which it is very difficult to understand and realize without visiting the countries themselves. As a whole, unemployment is steadily decreasing, the people are working steadily and earning more than heretofore, with general prosperity an established fact and not a mere possibility.

"The improvement in industrial conditions is particularly noticeable in Germany, although England would be equally as prosperous on a comparative basis if it were not for the coal strike, which is seriously disturbing Great Britain activities. Germany has made phenomenal progress since the first of this year, with wages increasing steadily and the bank rate close to normal for the first time since the war. In fact, the leading industrial companies have already resumed the payment of dividends and are all operating on a full-time capacity basis. The phonograph industry in Germany is excellent, with record and phonograph sales reaching the highest figures in history. The cost of production in Germany has shown a substantial decrease and, although the sales tax has been practically eliminated, retail costs have remained the same with a correspondingly larger profit to every factor of the trade.

"Columbia business throughout the world has been very much bigger in 1926 than in 1925, and when it is considered that last year was the best year in our history, we have good reasons to feel

that Columbia products are gaining consistently in prestige and sales the world over. An interesting development in the sale of Columbia records throughout Europe is the increased demand for records made by the big orchestras, as exemplified in our Masterworks Series. These records have gained the enthusiastic approval of music lovers throughout the world, and, strange as it may seem, we have been shipping good-sized quantities of this type of rec-



Louis S. Sterling

ord even to Japan, where a 100 per cent duty is in force.

"While the demand for phonographs has shown marked increases in every European country, it is interesting to note that the average retail price is fifty dollars, which, of course, is considerably lower than the average in this

country. It must be realized, however, that the average workingman in Europe earns only one-third or one-quarter of the wages made by the average American workingman, and must, therefore, be guided by economical tendencies in purchasing phonographs and similar articles for his home. The purchaser of a phonograph in Europe looks for good value for his money, but his first inclination is toward economy with a consequent influence on the average sale unit.

"Our Australian factory is now working to capacity, and although it has only been operating since July first, the factory was manufacturing 10,000 records per day within thirty days after its opening, with the demand ahead of the output. This is a very satisfactory condition in view of the fact that Australia has a population of only 6,000,000. The activities of the Australian factory are being duplicated in every one of the Columbia factories throughout the world, and the demand for Columbia products is beyond all our factory facilities.

"With the exception of Germany, credit conditions throughout Europe are excellent, and give every indication of continuing this way indefinitely. In Germany manufacturers have to a certain extent been obliged to finance the jobbers and dealers, owing to the collapse of the mark. When the mark went to pieces completely business kept on going ahead, with the result that the dealer and jobber found it very difficult to secure sufficient capital for their activities and the manufacturers were obliged to carry the burden of financing. This applies to the phonograph industry as well as other trades, but it is a condition that will adjust itself in the near future.

"Upon my return to this country I was amazed at the wonderful progress made by the American company during the past few months, both in the manufacture and sale of phonographs and records. Our factories in this country are working day and night to handle the requirements of our dealers and, judging from the reports of our executives, the growth of the business will continue steadily throughout the year. As a matter of fact, our sales in this country for the first nine months of 1926 were ahead of any year in Columbia history, with the exception of the abnormal wartime years. Our business is now on a profitable basis, and, unless all signs are misleading, will continue on this basis permanently."

Important Changes in the Sales Personnel of Victor Co.

R. A. Bartley, Jr., Heads Promotional Department—C. B. Gilbert and W. R. Lewis Become District Sales Managers

Roy A. Forbes, manager of sales and merchandising of the Victor Talking Machine Co., announced this week the appointment of Robert A. Bartley, Jr., as head of a newly formed department, which will be known as the promotional department. This department will endeavor to offer as many constructive suggestions to Victor wholesalers and dealers as possible, and will make a special study of successful sales plans which have proved their merit under practical conditions. Mr. Bartley, who is well known to Victor distributors throughout the country, was formerly district manager for Pennsylvania and the Southeastern section, where he won the esteem and friendship of the distributors throughout this important territory.

C. B. Gilbert, who has been assistant district sales manager in New York territory, succeeds Mr. Bartley as district sales manager in Penn-

sylvania and the Southeastern section. Mr. Gilbert has been in close touch with Victor activities throughout New York territory, working in co-operation with the jobbers and dealers and earning their esteem through his familiarity with their problems.

W. R. Lewis, who has been associated with the Victor organization for many years and one of the most popular members of the Victor traveling staff, has been appointed district sales manager of an important central territory, which will include Louisiana, portions of Tennessee and Arkansas, the major part of Texas, Mississippi, part of Oklahoma. Mr. Lewis' appointment as district sales manager will be welcome news to his many friends throughout the Victor organization, for he has attained exceptional success on the Victor traveling staff and well deserves the promotion to the post of district sales manager. There are now five district sales managers in the Victor organization, comprising Lloyd Egner, R. S. Cron, Otto May, C. B. Gilbert and W. R. Lewis.

Hundreds of dealers took advantage of the broadcasting of the World Series baseball games to demonstrate their radio receivers to hundreds of thousands of listeners.

Expanded Sales Effort a Vital Trade Need

Individual Dealer Prosperity Depends Upon Merchandising Plan That Covers All Lines — Get Out of the Beaten Path for Sales

Now that the Fall is here it remains to be seen how the talking machine dealers will take advantage of the long-awaited business opportunities. The country is more prosperous than it ever has been; people have money and are willing to spend it; the trade has fine new products and a large slice of this money will be spent in talking machine stores provided dealers have the foresight to go after business.

Spread the Sales Effort

Unfortunately many dealers seem either to lack the ability or inclination to spread merchandising effort over all the lines they handle. Many dealers are so shortsighted that they concentrate on what seems to be moving most easily. There are even some dealers who declare that business is slowing down and who therefore neglect the talking machine department. The fallacy of this reasoning is indicated by the fact that those retailers who are getting behind their phonographs and records and using a modicum of intelligence in promoting sales are perfectly satisfied with their profits in the talking machine department. Certainly any branch of a business that is neglected will show the result of this lack of merchandising. That is true of any business or any department. It takes salesmanship to sell a product, especially an item that runs into considerable money.

A Busy Talking Machine Department

Miss B. B. Steele, manager of the talking machine and record section of Stern Bros., New York City, says: "I expect the closing months of this year to be the busiest I have experienced in some time. If anyone says that talking machine and record business is on the decline they are wrong. The entire year has seen our department humming with activity. We get behind our talking machines and records. We make an effort to create interest and sales. The result is that we have no reason to complain. I know that some dealers have neglected their talking machine departments. This is wrong and unprofitable. If dealers would pay the same attention to promoting sales of talking machines and records that they do to creating business in other departments the new instruments will sell."

This statement is of more than passing interest, because it hits directly at an evil that has been noticeable in the stores of certain talking machine dealers during the past year or so. Let

those dealers who are dissatisfied with the volume of talking machine business sit down and think the matter out along logical lines. It will not take long, if the dealer is honest with himself, to find the trouble. In nine cases out of ten he will find that he is not trying very hard to sell these products. The senselessness of this is evident when one considers the investment

Neglected departments of the talking machine business kill profits made in departments on which the dealer concentrates. Competition demands a more complete type of merchandising. How two live trade members are building profits by creating interest in all their lines. Experiences of merchants prove that the dealer himself is responsible for his prosperity or the lack of it. Push your lines.

tied up in talking machines and records. Put the same money in a stock of furnaces and then forget them and sales will be equally conspicuous by their absence.

Merchandising vs. Storekeeping

Existing competition between dealers and between products demands that the dealer display real merchandising ability. The day of the storekeeper is past. There is no money to be made in storekeeping, but there is plenty of money to be made in selling talking machines and records, especially the wonderful new instruments put out by the leading companies. Get out of the beaten path in the search for business. Of course work the old avenues for sales, but do not forget the bypaths. A radio dealer, Haynes-Griffin, Inc., of New York, who recently added a line of talking machines and combination talking machine-radio instruments, shows the way. The sales representatives of this aggressive concern have been sent out into the field to get

business. They did not engage in a house-to-house canvass. They did analyze the field and discovered that there is a good market for sales among steamship companies, hotels, theatres, restaurants, etc. Institutions of this character have money. They can well afford to buy the best. Five hundred or a thousand dollars does not mean as much to big concerns as it does to the average family. These men made sales in places that for years have been overlooked by talking machine dealers who are satisfied to take the stray crumbs of business that come their way. There are many other good markets for talking machines and records. The dealer need only look around him and if he has eyes and can think he will find them and get business. The above is not an argument for the dealer to neglect the usual prospects. After all, the householder is the best source of business for the talking machine dealer. But what the dealer should and must do if he expects to make money in the talking machine and record business is to get out into the field and sell not only the people who are his usual prospects, but also those who can be made prospects and ultimate buyers by the right kind of missionary sales work.

A Broad Market

The out-of-the-beaten-path market is by no means small. Consider schools, churches, various civic and social organizations, clubs of all kinds, music clubs, hotels, restaurants, theatres, dance halls, etc., and immediately the magnitude of this sales field becomes evident. This additional business is worth going after. It means the sales of extra instruments as well as larger record sales. The solution of the sales problem lies distinctly with the dealer himself.

M. Fuller to Open Store

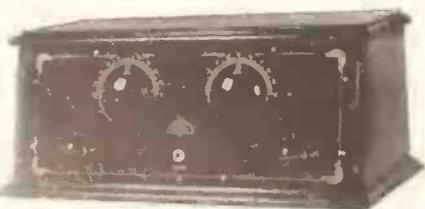
CORRY, PA., October 7.—Remodeling of the former Edison parlors on South Center street into one of the most up-to-date music stores in this section of the State is now under way. Miss Myrtle Fuller, proprietor, has announced October 16 as the date of the formal opening of the new establishment.

The K. H. Radio Laboratories were incorporated at Albany with a capital stock of \$5,000.

Introducing —
To You

Nyacco
Lyric

(2 Dial, 5 Tube Control Receiver)



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

1. PERFORMANCE
2. APPEARANCE
3. PRICE

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

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

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

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

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

New York Album & Card Co., Inc.

23-25 Lispenard Street, New York

(Established 1907)



Watch the October issues of these publications:

- The Saturday Evening Post
October 9
- Literary Digest
October 16
- Liberty
October 23
- National Geographic
October
- Good Housekeeping
October
- Vogue, October 15
- Harper's Bazar
October
- Etude, October

We're telling the millions—

*"Before buying any musical instrument or radio—
hear the Brunswick Panatrope"*

ONCE people have heard the Brunswick Panatrope their purchasing interest is aroused. Knowing this, Brunswick is planning more demonstrations throughout the country to acquaint the public with the marvelous Panatrope. The message, "Before buying any musical instrument or radio—hear the Brunswick Panatrope," is being carried to the public by means of thousands of lines of newspaper advertising and 45 pages in the leading magazines.

Opportunities are created, as never before, to increase actual sales for all Brunswick dealers. Watch for it, tie up with it. Brunswick has a dealer service that you cannot afford to overlook. Get the utmost from these sales-creating plans.

Brunswick

Panatrope • Phonographs • Radiolas • Records

THE BRUNSWICK-BALKE-COLLENDER CO. • GENERAL OFFICES: 623 SOUTH WABASH AVENUE, CHICAGO

Lester E. Noble Elected President of Federal Radio and Tel. Corporations

Promotion of Executive to Head of Federal Tel. Mfg. Corp. and Federal Radio Corp. a Merited Reward—Mr. Noble's Rapid Rise Is a Romance of Big Business

BUFFALO, N. Y., October 7.—At a meeting of the directors of the Federal Telephone Manufacturing Corp. and the Federal Radio Corp. recently, the election of Lester E. Noble as president of the two companies was announced. Mr. Noble has been the chief figure in the building

resigned his position as manager of the phonograph division of the Chicago branch of the Rudolph Wurlitzer Co. to accept a similar position with Federal. Six months later he was transferred to Buffalo as assistant to the president and in February, 1925, became vice-president and sales manager. In the Fall of 1925 he assumed the duties of general manager in addition to the vice-presidency.

Mr. Noble's recent election to the office of president comes as the logical culmination of a speedy and uninterrupted advance. His energy and enthusiasm in the study of detailed problems of corporate management have given him a complete grasp upon every department of his company's activities. He has aimed

especially to surround himself with an organization of competent engineers and research experts. The reconstruction of office and factory method in Federal factories during the past year is most noticeable and has proved extremely successful. In particular a perceptible effect has been produced by Mr. Noble's habit of hewing close to the line of an undeviating program. The Federal policy, as a result, bears a very good reputation



Lester E. Noble at His Desk

up of these successful institutions, which have surpassed their former prominence in the radio and telephonic fields.

The record of Mr. Noble's achievement with the Federal companies reveals a remarkably rapid and significant progress. He has risen in two and one-half years from the position of Chicago branch manager to the presidency of Federal's active corporation. In April, 1924, he

in both the radio and telephone industries.

Mr. Noble has fostered a strong spirit of comradeship among Federal employes by sponsoring competitive athletics as well as affairs of a social nature. Co-operation and enthusiasm are watchwords among the Federal personnel and will continue under Mr. Noble's direction.

Twenty department heads of the Federal Radio Corp. gathered at a banquet in the Buffalo Athletic Club to honor their newly elected president, Lester E. Noble. The banquet was a congratulatory affair, over which G. H. Raymond, vice-president and treasurer, presided. Mr. Noble received, as a token of esteem, a fine hand-worked leather traveling case.

Million Dollar Contract Signed by Eddie Peabody

Famous Banjo Player, Orchestra Leader and Domino Record Artist Closes Deal With Owners of Balaban & Katz, Theatre Owners

Eddie Peabody, the well-known banjo player and orchestra leader, who records exclusively for Domino records made by the Plaza Music Co., recently closed a contract with Balaban & Katz, owners of a chain of photoplay houses and close associates with Famous Players-Lasky organization. The contract involves a six-year



Eddie Peabody

period to play for this string of movie houses and totals over a million dollars.

This contract is said to be the largest ever given a single performer in any theatre in the country. Eddie Peabody had a contract with the same organization which still had a year to run and this old contract was destroyed.

Eddie Peabody was originally from Cleveland, O., where his orchestra became quite prominent. Later he won some national recognition through his radio broadcasting. He then was taken up by the Domino record organization, who saw great possibilities in his style of rendering popular songs. His records during the past few years have had a wide sale.

Eddie Peabody is now playing on the Pacific Coast. Recently he played three weeks at the Granada Theatre, San Francisco, and now appears at the Metropolitan Theatre, Los Angeles. He is said to have the largest following on the Pacific Coast of any present-day performer.

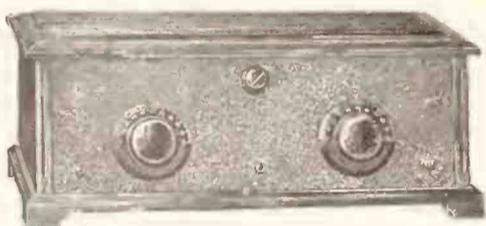
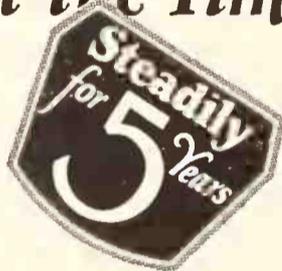
The latest Domino record by Eddie Peabody is "Bye, Bye, Blackbird" and "Valencia." Both of these are banjo solos with vocal refrain.

In Important Erla Posts

H. J. Edwards has been appointed general sales manager of the Electrical Research Laboratories (E R L A), manufacturer of Erla radio, of Chicago. J. F. Quinn has been made assistant sales manager and he will also continue as advertising manager.

Selling Better All the Time

WHEN each year surpasses the last, you know there are good reasons. Especially in the radio industry, where stability means more. The record shows that CASE sets have been thoroughly proven and found absolutely dependable; that CASE policies are fair and sound; that our factory facilities—all parts being made in our own plant—insure perfect fitting and matching of all parts.



MODEL 60A
6 Tubes, 2 Controls
3/4-in. Solid Mahogany Cabinet

Only
\$75.00
List

The CASE franchise in your territory may still be available. Write today and find out—it will pay you well.

CASE sets are sound merchandise, sold only through reputable jobbers and dealers. Our merchandising policy includes liberal sales helps and national advertising. The CASE 1927 line is built around a standard circuit with 6 tubes—note for remarkable reception, power, clearness and selectivity. These are precision instruments—made for a lifetime of satisfactory service.

The complete CASE line of 10 numbers lower sales resistance by enabling you to give customers what they want. The 2 numbers illustrated herewith typify the rare values in all CASE sets—6 tubes, 2 controls—dials or vernier—perfectly logged and easy to tune. Beautiful walnut and mahogany cabinets. Volume production and sales—now the largest in our history—enable us to offer the lowest prices ever known on such quality sets.



No. 60D, \$170

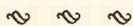
Indiana Mfg. & Electric Co.
Marion, Indiana

CASE
RADIO PRODUCTS
VOLUME - SELECTIVITY - QUALITY



No. 60C, \$125

Some New Numbers



The Merrymakers sing:

Barcelona } 3289
Baby Face }

Richard Bonelli, baritone,
sings:

Gypsy Love Song } 10264
Bedouin Love Song }

Both of these are unusually fine records for demonstrating Brunswick's musical instruments.



Are you using Brunswick's Service to Dealers?

How you can tie up with current national campaigns

EVERY Thursday, as each new Brunswick Record release is announced, Brunswick dealers may obtain special literature, and mats of advertisements to tie up with the national weekly record announcement ad. You can greatly increase your record business if you will bring to the public's attention these newest offerings by the biggest stars of the amusement world. Every one of these numbers will demonstrate how immensely Brunswick's "Light-Ray" electrical recording (musical photography) improves music for the home.

Brunswick

Panatrofes • Phonographs • Radiolas • Records

THE BRUNSWICK-BALKE-COLLENDER CO., General Offices: 623 South Wabash Avenue, Chicago

Newly Formed Dayton Radio Association Aims to Eliminate Profitless Service

Forty-five Dealers Join in Movement to Stop Ruinous Competition and Do Away With Unreasonable Customer Demands for Free Service and Use of Radio Apparatus on Approval Basis

DAYTON, O., October 5.—Forty-five of the fifty-three radio retailers in this city are now members of a recently formed association which has for its object the elimination of profit-killing radio service costs, according to John E. Saum, president of the organization. The code of this association, signed by the members, and which is designed to eliminate ruinous competition that is indirectly responsible for the type of service that creates an unsatisfactory condition in the radio department, covers the following points:

No radio receivers are delivered on approval except upon a charge of at least five dollars a day; no installations of antennae are made without a service charge; three free service

calls are permitted after the sale of a radio set, but service after that is charged for at the rate of \$1.50 per hour. No exchanges are permitted except for actual defects in material, thus eliminating one of the biggest bugbears of the radio dealer—that uncertainty of the purchaser that makes it difficult to keep him sold once he has made his choice. Returns of all radio apparatus are barred, thus wiping out another profit-eating custom that has crept into the business through customers who get the radio complex, purchase a set, and then are dissatisfied, not through any fault of the set, but through conditions as to static, etc. This evil also has been stimulated by the rapid changes and improvements which have taken

place in the radio receivers on the market.

A time limit also has been placed on the instalment contract, providing for a 20 per cent down payment and terms not extending over a period of ten months. No guarantees are to be given by retailers on batteries or tubes.

Another feature of the agreement, which has taken a great deal of the viciousness out of local competition without in any way interfering with free competition, is the clause by which the retailers bind themselves to make no demonstrations while another dealer is making a demonstration.

Wilton T. M. Co. Moves

The Wilton Talking Machine Co., which has been located at 3944 Broadway, New York, recently moved to 4009 Broadway, larger and more attractive quarters. The Wilton company is one of the pioneer talking machine concerns in the metropolitan district, having been engaged in this field for the past thirteen years.

Only Quality Album Makers Could Produce Such Instruments—



at These Prices

PEERLESS—

New and Better

Portables

\$15⁰⁰

Retail

Dealers who have handled portables will immediately note the difference. For instance, it has a genuine piano hinge, a brass-drawn, one-piece tone arm. It also has a new tonal quality. The exterior finish is in either brown or blue two-tone fabrikoid set upon a case of great durability with the final touches of the album makers' art. And—an exclusive feature—a genuine Peerless Album with individual pockets for records.

Send for a sample and see the value

Please Note: An All Genuine
Leather Covered Portable

\$25⁰⁰ Retail

A Word About Albums

For over a decade the Peerless Album Co. has produced albums of every description, meeting the requirements of the trade that desired goods of superior quality and of quick salability.

There are Peerless albums of every description including the new Peerless Art Mission albums, the finest album ever made. Produced in combination for both ten and twelve inch records or in single album form. Attractively bound—stamped in gold.

*"Peerless
All That the Name
Implies"*

An all genuine leather-covered portable, and at \$25.00. Almost impossible. It is a Peerless achievement. The equipment, too, is of the very best. The finest tone arm, a sound box of exceptional merit and a Heinemann double spring motor.



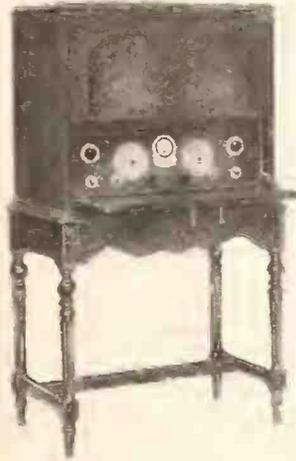
PEERLESS ALBUM CO.

PHIL. RAVIS, President

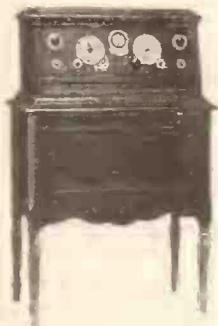
636-638 BROADWAY, NEW YORK

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

Noteworthy Additions to Stromberg-Carlson Products



No. 502 Receiver, Art Console. 5-tube; coils shielded; equipped with voltmeter; operates from 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.



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.
No. 51 Radio Cabinet Table. For use with No. 501 Receiver. Mahogany finish. Price \$54.50; Rockies and West \$67.

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.

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 \$11; Rockies and West \$11.75.

Stromberg-Carlson No. 10 Audio Filter. Eliminates rattling noises from overloaded tubes to cone speaker. Price, East of Rockies \$3.50; Rockies and West \$3.65.

New 5-tube shielded Receivers, supplementing the famous totally shielded "Universal" 6-tube models — together with important accessories—give increased desirability to the Stromberg-Carlson franchise.

These 5-tube Receivers, with their lower price range, will attract additional buyers who seek Stromberg-Carlson excellence, but who do not demand the mighty amplification and range of the 6-tube models.

The Stromberg-Carlson Accessories, built primarily to enable owners to obtain the utmost from their Stromberg-Carlsons, afford dealers the opportunity of augmenting a customer satisfaction which is already without equal.

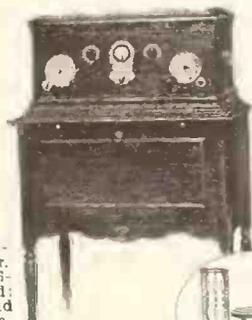
Stromberg-Carlson Telephone Manufacturing Co.,

Rochester, N. Y.

PRICES ARE FOR UNITED STATES ONLY



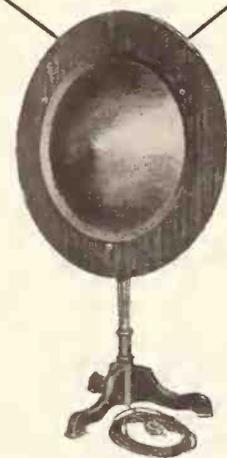
No. 602 Universal Receiver, Art Console. 6-tube; totally shielded; dual control; equipped with voltmeter. American Walnut. Price, without accessories or Loop, but including external Cone Speaker, East of Rockies \$365; Rockies and West \$400.



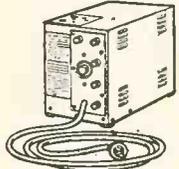
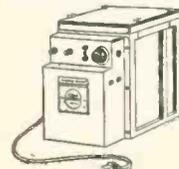
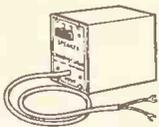
No. 601 Universal Receiver, Treasure Chest. 6-tube; totally shielded; dual control; equipped with voltmeter; solid Mahogany. Operates off either house current or batteries. Price, without accessories or Loop, East of Rockies \$225; Rockies and West \$240.
No. 101 Loop Outfit \$22.50; Rockies and West \$25.
No. 61 Radio Cabinet Table. For use with No. 601 Receiver. Mahogany finish. Price \$56; Rockies and West \$68.50.

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.

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



No. 5-A Cone Speaker. Violin wood soundboard. Price East of Rockies \$35; Rockies and West \$40. Licensed under Lektophone patents, 1271527 and 1271529. 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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NEW YORK, OCTOBER 15, 1926

Capitalizing Appearances of Record Artists

DESPITE all that has been said or written about the wisdom of tying up with the personal appearances of recording artists, and the excellent examples along that line that have been shown by progressive dealers, particularly in the smaller cities, there still remain those retailers who apparently are content to remain in their establishments and allow the regular form of newspaper publicity and circular work to bring in the trade.

Not so long ago a well-known radio and recording artist appeared at New York's principal vaudeville theatre. He managed to work into his act particular reference to records he was making for a prominent company, and also used an electrically operated phonograph in presenting a section of his entertainment. The act was well advertised and unquestionably was known to many of the metropolitan dealers and yet we have to find the record of one who tied up directly with this particular singer and his vaudeville appearance.

It will be argued perhaps, by the neighborhood dealer, that with a theatre drawing its audiences from the entire metropolitan district the direct benefits he could receive from a tie-up were inconsequential. Yet it is certain that of the thousands who visited the theatre during the week there were some hundreds from his own section of the city who had paid for an opportunity of hearing a comparison demonstration of the particular machine used, had heard the artist in person and were ripe to consider the possible purchase of that particular instrument, or a talking machine of the same general type.

It may be perhaps that the manufacturer and the wholesalers representing the line were remiss in not lining up the dealers, but let a prominent recording artist or orchestra appear in a mid-West town, for instance, and the dealers do not require any outside stimulus to develop a tie-up campaign that actually sells records and machines.

Were the New York incident an unusual one it might be excused as an accidental oversight, but it has happened on frequent occasions during the last year that artists and orchestras have ap-

peared on the theatre and concert stage without dealers making any attempt to tie up effectively and capitalize on the publicity.

The executives of a trade association recently asked for a decision of the membership as to whether that particular organization was to be accepted as simply a luncheon club or be made an effective business body. This particular association and others like it could accomplish a real good for their members by inaugurating and carrying on tie-up campaigns. General publicity without cost is rather a difficult thing to acquire, which makes it all the more painful to see its value ignored and its opportunities allowed to lie dormant.

Interesting Analysis of Trade Conditions

WHEN Louis Sterling, president of the Board of Directors of the Columbia Phonograph Co., Inc., has something to say about conditions in the trade and the prospects for the future his statements are worth listening to, because Mr. Sterling is in a position to know whereof he speaks, having accomplished as much as, and probably more than, any single individual in the industry in bringing about the rehabilitation of the phonograph and records from the production as well as the merchandising standpoint.

In interviews granted upon his return from a European trip recently, Mr. Sterling admitted frankly that the recent depression in the phonograph business was not due so much to the inroads of radio or to lack of musical interest on the part of the public as to the fact that the trade itself had stood still and did not offer the improved product calculated to hold public interest. This fact is generally admitted in the trade by the thinkers, but unfortunately has not been given the publicity necessary to impress it upon the minds of the individual members of the trade at large. However, this is of the past, the necessary improvements have been made, and the industry is again enjoying a full measure of prosperity.

There is in evidence in the trade, however, an attitude of smug contentment, a feeling that the radical improvements that have been made in both phonographs and records represent the last word, yet, in the face of the conditions through which the industry has passed within a comparatively recent period, such an attitude if persisted in spells trouble for the future. Having accomplished so much, the inventive minds of the industry, and those outside interests associated with them, cannot rest quietly in the satisfaction of a task well done, but must give continued thought to further development in order to insure the steady progress of the phonograph trade in the future.

Mr. Sterling sounded the warning when he declared that unless this persistent search for new possibilities in phonograph production and reproduction was kept up steadily, the industry would face again within a period of five years another period of business inaction. Surely a lesson learned at such high cost should not be easily forgotten.

Value of Special Course in Technical Instruction

THE inauguration some months ago by the Radio Institute of America of a special course of technical instruction for dealers, jobbers, salesmen and radio service men is a move of supreme importance to those engaged in the selling and naturally the servicing of radio receivers, and who look upon that department as the permanent factor in their businesses.

In the early days the dealer and his salesman might be excused for lack of knowledge regarding the technical side of radio, for the product was new and even those closely associated with its making were somewhat at sea regarding various technical details. With the industry stabilized, however, those who make and sell radio have to do with established factors, and in building for the future should see to it that they are familiar with those factors.

It would seem a matter of wisdom for a dealer to encourage his salesmen and service men in their search for a certain amount of technical knowledge regarding radio either through the Radio Institute of America in its regular classes or through its method of instruction by correspondence or through the courtesy of such manufacturers as are willing to give attention to the instructing of their distributors and their representatives in the technical side of their products. It is this knowledge that will make for sound merchandising and for keeping the customers satisfied.

Columbia

Announces

**The first of a series
of advertisements /**

*2 pages facing
in color
in*

**THE SATURDAY
EVENING POST**

This Advertisement Appears in *THE*

The New Viva-tonal



The Opening of Doors Long Closed

The Viva-tonal Columbia sums up in itself the entire art and science of reproduced music. From now on you will enjoy, as if played or sung in your presence, the living naturalness, the true balance, and the full range of each musical instrument, of all musical instruments—of each voice, and of all combinations of voices. You no longer hear a reproduction; you hear the original performance held for you in suspension until the instrument gives it life.

As if one always color-blind were about to be endowed with perfect vision—the dull grays and hard shadows of a lifetime's limitations suddenly to be forgotten in the flooding unimagined colors of the sunrise!

Every instrument in its entire range, and in its rarest tonal caprice, has been tested in the Columbia Laboratories for utter fidelity of reproduction. Every possible

All the Sonority of the Deepest Bass

Consider each model as a piece of furniture—force yourself to forget its musical capacity—and you will appreciate its dignity and appropriateness. Study its details and you will find excellence of workmanship happily associated with convenience of design.

The dealer who is to demonstrate the Viva-tonal Columbia to you may be identified by his display of the Columbia trademark:



If more convenient, write to us for descriptive booklet and let us tell you the name of your nearest Columbia dealer.

COLUMBIA PHONOGRAPH COMPANY
1819 Broadway, New York



Viva-tonal Columbia Model 611 \$115
Decorated Walnut

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

Reproduced music without the proper proportion of *BASS* is simply not real music. The Viva-tonal Columbia's bass will delight and surprise you with its richness and authority. The bass values are present in their true proportion as never before. Hear them once and your appreciation of reproduced music will be increased a thousand times in one magical minute.

ALL THE BEAUTY OF ALL THE

COLUMBIA

*The Successor to the Phonograph
"like life itself!"*

grouping of instruments has been patiently tested out. Voices of every kind, in hundreds of different selections, have yielded a lifelike quality formerly unknown.

The magic of the music at first may obscure your appreciation of its material source. But the mechanisms that perform the miracle are cased within cabinets of mahogany and walnut that contribute to the decorative harmony of tasteful interiors, and that you should examine critically.

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

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

ings as the Berlioz Symphonie Fantastique, Tchaikowsky's "1812" Overture, Schubert's Unfinished Symphony and Beethoven's Ninth Symphony, all splendid examples of the amazing brilliance, smooth surface, volume, and tone-quality now available through the electric recording process. Any Columbia dealer will gladly play these as well as the latest popular dance and vocal numbers. Look for the familiar Columbia trade-mark.

**Western Electric
Company**

The public is invited to hear and test such Columbia New Process electrical record-



*All the
Purity
of the
Highest
Notes*



Everyone knows that the delicate beauty of passages of music in the upper register can be ruined by the slightest distortion. The new Viva-tonal Columbia can never do this because it always repeats the exact tone-vibrations of the original, adding none and subtracting none. Every high note, whether of voice or instrument, is now heard exactly as sung or played, in its entire fullness and brilliance of tone quality.



Viva-tonal Columbia Model 710 \$175
Decorated Brown Mahogany
Model 700 (Two-Tone Walnut) \$160



Viva-tonal Columbia Model 810 \$300
Decorated Brown Mahogany
Model 800 (Two-Tone Walnut) \$275

MUSIC OF ALL THE WORLD

All the beauty, brilliance and clarity of the original rendition and all the volume too!

The records without scratch!

COLUMBIA
New Process
RECORDS
are recorded

Electrically



The Records
Without Scratch

NEW

Schubert: Symphony No. 8 in B Minor (Unfinished)

Columbia Masterworks Ser. No. 41 In Six Parts, on Three 12-inch Double-Disc Records. By Sir Henry J. Wood and the New Queen's Hall Orchestra. Complete with Album, \$4.50

Beethoven: Symphony No. 9 (Choral, in D Minor)

Columbia Masterworks Ser. No. 19 In Sixteen Parts, on Eight 12-inch Double-Disc Records. By Felix Weingartner and London Symphony Orchestra. Complete with Album, \$12.00

Berlioz: Symphonie Fantastique

Columbia Masterworks Ser. No. 34 In Twelve Parts, on Six Double-Disc Records. By Felix Weingartner and London Symphony Orchestra. Complete with Album, \$9.00

Gounod: Faust—Ballet Music

7112-M 4 Faust: Ballet Music, Parts 1 and 2 (Gounod), 12" \$1.50 | Sir Henry J. Wood and the New Queen's Hall Orchestra
7113-M 4 Faust: Ballet Music, Parts 3 and 4 (Gounod), 12" \$1.50 | Sir Henry J. Wood and the New Queen's Hall Orchestra
Send for complete list of Columbia Masterworks Series of the works of Gounod.



Columbia Phonograph Co., 1819 Broadway, New York

ELECTRICAL recording is the one great advance in the recording art in twenty years. Columbia New Process Records, Viva-tonal Recording, are absolutely the *same* as the voices and instruments that make them. All the beauty, brilliance, and clarity of the original rendition and all the volume, too.

The human voice is human—undistorted, natural. The instruments all are *real*. The violin is actual. The guitar is a guitar and nothing else. Each of the different woodwinds is unmistakable, each of the brasses genuine. Even the difficult piano is the piano itself—no less.

And besides all this, is the marvelously smooth surface of the *record* made possible by the *Columbia New Process*—no sound of the needle, no scratching noise. You hear nothing but the music.

The epoch-making electrical method 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**.

Which kind of music most appeals to you? Select one record from this list and let that phonograph of yours astonish you! Look for the Columbia trade-mark displayed by all dealers who sell Columbia New Process Records.

NEW

Columbia Dance Records

- 697-D 18" 75c The New St. Louis Blues
My Mammy's in Town. (Vocal Chorus by Ted Lewis) Fox
Trot—Ted Lewis and His Band.
- 694-D 10" 75c Looking at the World Thru Rose Colored Glasses (Vocal
Chorus by Milton Wilson)
Her Beaus Are Only Rainbows. (Vocal Chorus by Milton
Wilson) Fox Trot—Fred Allen and His Orchestra.
- 706-D 10" 75c Barcelona. (Vocal Chorus by Leroy James)
On the Ritz. (Vocal Chorus by Leroy James) Spanish One
Step—Fred Rich and His Hotel Astor Orchestra.
- 701-D 10" 75c The Birth of the Blues (from "George White's Scandals")
Fox Trot—Lionel Hampton and His Orchestra
Here I Am. (from "George White's Scandals") Fox Trot—
Lionel Hampton and His Orchestra.
- 696-D 10" 75c Baby Face. Fox Trot—Irene Trambador, S. C. Ladd, Director
Why Do You Want to Know Why? Fox Trot—Irene Trambador,
S. C. Ladd, Director.
- 702-D 10" 75c Valerita. Spanish One Step—Lafayette Spanish Band
Plus Ultra. Spanish Fox Trot—Lafayette Spanish Band.



Launching the Musical Instrument Revue

THERE was held in Columbus, O., recently, in connection with the convention of the Music Merchants' Association of Ohio, a new type of public demonstration of musical instruments termed "A Music Revue" that bids fair to become an important factor at trade gatherings throughout the country, for although the Columbus venture was entirely new and the arrangement could be improved upon with experience, it succeeded in bringing into the Neil Hotel an audience of 2,000 people, who came to hear musical instrument demonstrations, including the playing of three makes of new phonographs.

The demonstration was not in any sense designed as a comparative test, though naturally a certain amount of comparison could not be avoided, but the principal purpose was to give the general public an idea of the progress that has been made in the instruments to produce and reproduce music, including straight pianos, player and reproducing pianos, phonographs, etc.

It would be well for the trade generally to encourage these music revues on every occasion possible, for they provide a means for bringing together and interesting a great number of people who could not be reached by ordinary means. The trade at large admits the necessity of demonstrating the new products to give the public a proper conception of their worth, for superlatives have been used in advertising to a degree that makes the average newspaper and magazine reader discount claims printed to a certain extent and depend upon the actual senses of hearing and seeing for a proper idea of what is offered.

There will be those manufacturers and dealers who are inclined to resent the thought of a comparative recital, and yet a great many of them have put on the market instruments designed to secure the same general results, either by mechanical or electrical means. The manufacturer or merchant who has faith in his product should not hesitate to have the public pass judgment on its merits as compared to the merits of similar products. When conducted under the auspices of a local committee or a trade association there is offered the opportunity for a fair test, and the bigger opportunity of convincing the public that the latest developments in sound-reproducing mechanisms are really radical and epoch-making, and cannot be passed by as simple improvements.

The Question of Junking Trade-ins

THE question of handling trade-ins is one that is assuming increasing importance in both the talking machine and radio trades. In the first place the new phonographs of various types must in many instances be sold to those who possess older instruments and who must receive an allowance on their old phonographs if they are to be persuaded to make a replacement. In the second case the many improvements that have taken place in the radio field, and particularly the increase in the number of broadcasting stations, make many receivers, bought a few years ago, obsolete and unsatisfactory. To place new instruments in homes where these old receivers remain calls for some allowance adjustment to save for the customer at least a part of his original investment. These are facts that cannot be dodged.

It is the handling of the trade-in after it is in the dealer's hands that presents the chief problem, assuming that the merchant has sufficient business ability to keep his allowances within proper bounds. In this connection the suggestion has been made, and it is worthy of more than passing consideration, that the dealer will realize more by dismantling and junking a large percentage of old phonographs and radio receivers taken in exchange than by endeavoring to realize a few dollars by reselling them.

The first and most important part of the argument is that many of the old instruments, whether phonographs or radios, if placed in the home, create an entirely erroneous and harmful impression as to the musical possibilities of such instruments in their modern forms. This is liable to discourage the buyer from further purchases, and is likely also to influence those of his friends who have hesitated about making investments in the music-radio field.

Another thing is that the cost of repairing, storing and finally selling the old trade-in is so high that it frequently adds to the dealer's loss on the whole transaction rather than reducing that loss. Still another argument is that when the old instrument is fairly satisfactory in operation it kills the sale of a new instrument, and when it is not satisfactory it kills the good-will of the customer towards the dealer, a factor that is worth many dollars.

It takes a certain amount of courage for a retailer to take old instruments, upon which he has allowed several hundred dollars in the aggregate, dismantle them for such parts as may be used in repair work and throw the balance out, yet when he analyzes the cost and dangers of putting out these old instruments under his name and backed by his reputation, he is likely to be convinced that the junking idea is after all the most economical.

Not all phonographs and radio receivers taken in trade need to be junked, for some of them are quite modern and still can offer years of useful service, but it is believed; and there is a real basis for the belief, that fully 50 per cent of exchanged instruments are of more value to the dealer in the junk heap than in his store or in the homes of his customers.

Blue-sky Claims vs. Straight Facts

A FACTOR in the development of radio along stable lines, which has contributed much to the establishment of public confidence in the actual performance of radio receiving apparatus, has been the evident inclination on the part of established manufacturers and their sales representatives to get away from blue-sky promises and unnecessary boasting regarding what their product will accomplish and to substitute therefor a plain statement of facts regarding appearance, construction and general stability.

This new attitude in the presentation to the public of the new receivers is welcome, for it gives the prospective purchaser some idea of what he may actually expect of his set and relieves the dealer of the necessity of either proving the manufacturer's broadest statements or spending some hours talking the prospect out of expecting too much. From the trade standpoint it actually establishes the radio receiver as a musical instrument and not simply as a scientific novelty.

National Record Albums

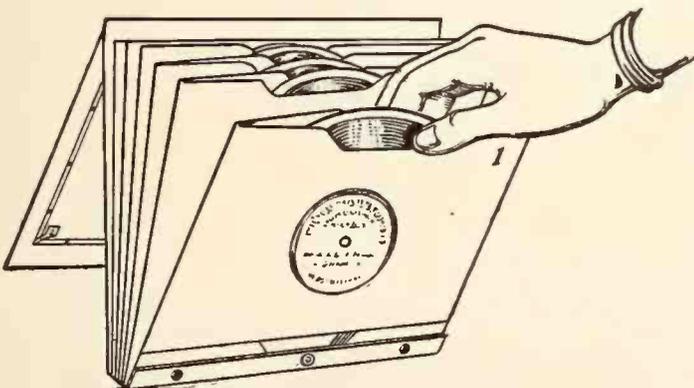
are

Good Albums

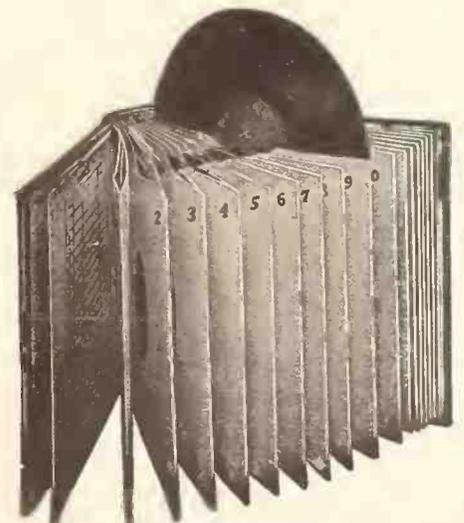
Nationally known because they give real satisfaction.

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.

Petrocine Profits by Quick Turnover Plan

Location and Small Stock Plus Real Merchandising Ability Make Peekskill, N. Y., Dealer's Business a Leader in His Territory

Small stock and quick turnover is the business maxim of Petrocine's Music House, Peekskill, N. Y. Another maxim which has been equally instrumental in building this business into one of the best known and most successful in that part of the State is: Select the best possible location.

When Petrocine's Music House first entered the talking machine business thirteen years ago it started with a small stock on the main street of the city in one of the finest local store locations. It is interesting to note that while there were eight dealers in the city at that time in competition with this concern, only one competitor is left. This is concrete proof of the soundness of the firm's policy.

The concern handles radio, talking machines, records, musical merchandise, sheet music, etc., and in every department of the business profits are shown. There are many contributing factors besides those mentioned above. One is courtesy to customers and prospects. Another is the aggressive follow-up of prospects. A third is the consistent use of the literature provided by manufacturers.

Spend Money to Make Money

Petrocine's Music House does not hesitate to spend a few dollars to reach prospects; it does not hesitate to spend money in creating good window displays, and it does not hesitate to have its men spend their time visiting the homes of people who are likely to become purchasers. In short, every opportunity for a sale is followed up aggressively. This live dealer caters to the older folks of the community and in the surrounding country, as well as to the younger people in the local schools. The result has been that while a good steady business is enjoyed among the old folks, a large trade, especially in records, sheet music and musical merchandise, has been developed among the younger people.

Keep Inventory Down

Keeping the inventory down is a fetish of Petrocine's Music House that has made money for the concern when other dealers were moaning over their losses. For example, in the record department only about three hundred discs represent the normal stock. This is a small

record department, but the real story lies in the number of times this stock is turned over. Paul P. Petrocine, manager of the business, is authority for the statement that the complete stock is turned over every two weeks during the year. In other words, this stock turns over twenty-six times a year. With this fact in

Keeping the inventory down to the minimum point is the fetish of this dealer that has been instrumental in making the business profitable. Other factors that have built sales include consistent advertising and canvassing. Other points that should be of interest to dealers are brought out in the accompanying article. Petrocine's Music House works on the policy that a business in order to grow must be built on a sound foundation based on correct merchandising.

mind, and also considering the smallness of the investment involved, it does not take much imagination or rare skill at accountancy to figure out that the department must be immensely profitable. There is a moral in this story, especially for the dealer who carries several thousand numbers and whose shelves are loaded with unmovable merchandise, who has money tied up that could be used to better advantage and more profitably, and who is compelled to take losses that might be avoided. Turnover is the secret of success in the retail business. Retailing, after all, resolves itself down to a matter of shrewd buying and quick selling at a profit. Petrocine's Music House is putting this principle to practical use.

The entire stock of this dealer now repre-

sents an investment of about ten thousand dollars. "Ten thousand dollars tied up in stock is not a large sum when you realize what a variety of musical goods we have in this store," declared Mr. Petrocine. "I believe in variety, and, at least in this section of the country, we find that the music dealer who does not carry what the people want loses trade. So we make it a rule to have on hand what our patrons are most likely to buy. In records we have most of the popular numbers which are the big sellers of the moment. We also carry a few Italian numbers that are in popular demand. We do not bother with those numbers that are seldom called for. We constantly analyze the trend of demand in our territory and buy accordingly. We buy sparingly but often.

Several Lines of Radio Sets

"As far as radio is concerned, we carry several of the most prominent and widely advertised lines. We have a product that appeals to the person of limited means, and we have another line that appeals to the middle class, and we have another product especially for those people who want the best that money can buy regardless of price, so you see we have variety in radio. Regardless of the prices of these various lines, none of them is cheap. The lowest priced radio we have is also a quality product, and perhaps that is the reason why we are not bothered to any great extent by service calls. When we install a radio it is done properly in the first place and the customer is instructed on the best methods of operation. We do not make a charge for service calls. Of far more importance to us is keeping the good will of our customers, because we look far enough ahead to figure on future business from these people.

Canvassing Is a Sales Producer

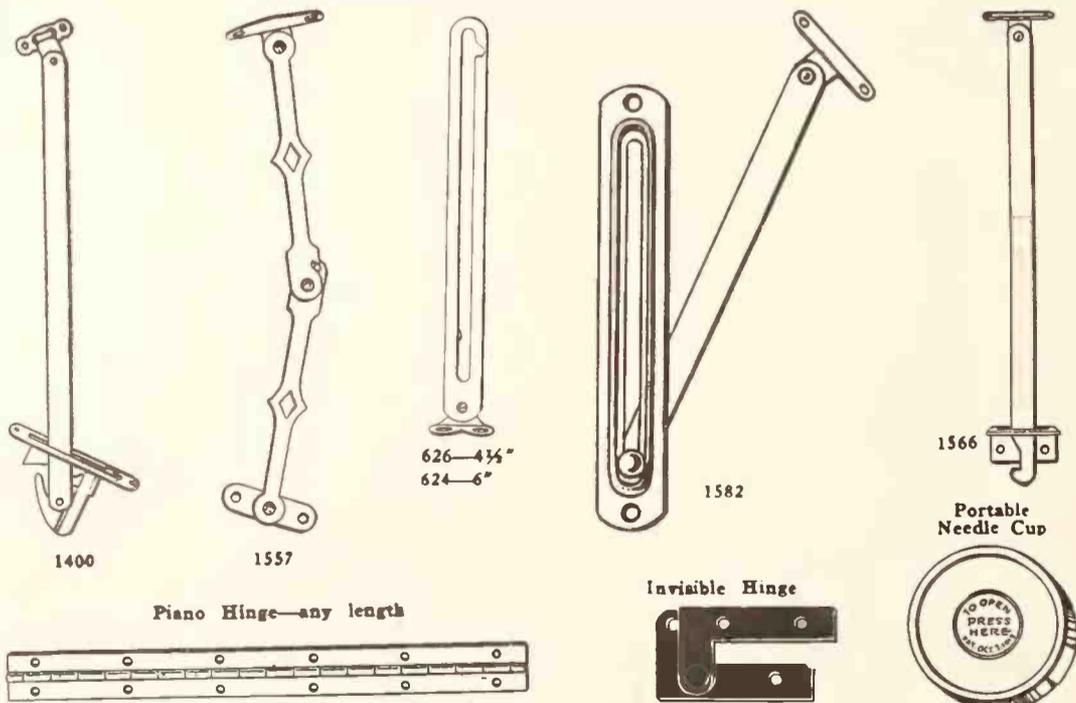
"Another thing I believe is that canvassing is one of the best methods of sales promotion that the talking machine and radio dealer may utilize. While we have done considerable outside work in connection with our business, we have at various times had men working the territory. Unfortunately good outside men are difficult to secure and unless the canvasser-salesman is an experienced individual of real ability it is not worth while bothering with him. Many of our sales are direct results of this outside contact. We have canvassed the movie houses and at present are negotiating to put one of the most expensive combination talking machine and radio outfits in one of the local theatres. This is good business, if we can swing the deal. We have also sold some of the local restaurants. These are sources of business that most dealers overlook, and the occasional sale made to these prospects may be considered as so much 'velvet.'"

Sound Merchandising

There is nothing new or startling in the story of Petrocine's Music House, or the methods that have made this store one of the leaders in its city, but there is a wealth of information along good, sound, substantial merchandising lines. A clever stunt or sales promotion idea may result in business while the plan is in force, but after all these clever stunts are merely flashes in the pan. They do not last and the dealer who depends solely upon them for business will not last. The retail talking machine and radio dealer must get right down to fundamental business practices. He must build on a substantial basis over a period of years. He must look to the future and plan his sales campaign so that he will get maximum business out of each season. That is what Petrocine's Music House has been doing for thirteen years, and that is what has built this business from a humble store to a successful and profitable enterprise.

FULL LINE of HARDWARE

For Radios and Phonographs



H. A. GUDEN CO., Inc.

87 WALKER STREET

NEW YORK, N. Y.

It

IS ONLY NATURAL
that the WORLD'S
 LARGEST SERVICE
 INSTITUTION *offers*
the MOST PRACTICAL
 CATALOG *of* REPAIR
 PARTS

Honest Quaker
 Main Springs Repair Materials



Everybody's
 TALKING MACHINE CO. INC.
 PHILADELPHIA, PA.

Opening and Closing the Instalment Sale

Need for Co-operation Between Sales Force and the Collection Department—How to Prevent Misrepresentation by the Salesmen

By J. K. Novins

The instalment sale is a highly delicate process and it demands skill and the co-operation of the entire sales force as well as of the credit department. A bad move or apparently inconsequential remark by the salesman will often endanger the early collection of the account.

There is need for close co-operation of the salesman and the credit department. The following incident, related to the writer by a prominent business man, will illustrate a condition which often occurs in even the best-governed retail stores.

For several months the business man had been diligently solicited by the salesman of a retail store to purchase a radio outfit. The business man finally capitulated, but with the distinct understanding that he would have the time-payment privilege, and to this the salesman readily agreed. Before sixty days were over, however, the business man received a curt note from the credit man of the retail store informing him that his radio account was overdue. In a moment of anger he scribbled over the face of the letter: "Consult your salesman on terms," and sent it back to the store. Presently the thing was straightened out, but the customer was by no means entirely appeased.

Possibly it was the fault of the salesman, or perhaps the credit man had made an error, but as far as the customer was concerned it was the fault of the store.

Should Salesman Talk Terms?

That misunderstandings are by no means uncommon is shown by the fact that many retail stores adhere to a strict rule that the salesman should not talk terms to the customers, but that such matters properly rest with the credit department.

In one instalment house there is a standing rule that a salesman responsible for talking terms to a customer should be dismissed from service. This rule is never violated.

A practice adopted by the Knight-Campbell Music Co., Denver, Colo., aims at two things: to eliminate the possibility of the customer not fully comprehending the sales terms, and to discourage salesmen from misrepresenting terms to the customer.

Shortly after a sale is consummated this concern sends the customer a "Confirmation of Sale" blank on which are recorded the terms of sale as well as the facts about the articles purchased. The customer is informed how much she paid down and the balance due, with notations how this balance is to be paid. She is then informed that an interest charge of 8 per cent is payable after a certain maturity date, and that this interest charge will be discontinued in the event the full amount is paid by a certain date. At the bottom of the blank this is printed:

"Kindly advise us at once if above does not agree with your understanding of the terms of the deal.

"Notice of amounts due will be mailed to you

in advance. Please return notices sent to you with your remittance."

The customer has a chance to "come back" if she feels that the terms noted on this blank were not those explained to her by the salesman. The second paragraph is very important. Like other music stores the Knight-Campbell Music Co. has the problem of synchronizing charge and instalment accounts. Very often a customer will maintain both kinds of accounts. She will make a payment without making plain whether that is to be credited to the charge or instalment account. When the customer returns the remittance with the store's notice such possible confusion is avoided.

Reminding Salesman of Sales Terms

The "Confirmation of Sale" is made out in triplicate. One copy goes to the salesman and the third copy to the office file. The following is printed on the salesman's copy:

"To Salesman:

"This copy of our formal acknowledgment of this deal to our customer is our acknowledgment to you that this contract has been received by us, for which we thank you. Please note terms and conditions of deal and notify us promptly if not correct."

If the salesman upon receiving this notice feels that the terms outlined thereon are not the terms he represented to the customer he reports the matter to the management, which has time to straighten it out with the customer before it gets to the point of causing difficulty between customer and management.

On the reverse side of the "Confirmation of Sale" blank is printed attractive reading matter of sales value.

Letter Confirming Sales Terms

The Schmidt Music Co., of Davenport, Ia., sends a letter of confirmation of terms to the customer shortly after he has made a purchase. A letter acknowledging a piano sale reads as follows:

"We wish to thank you for your kind patronage given us through our salesman, Mr. Carl Schmidt, who reports conditional sale to you as follows:

"(Name of instrument).....\$375
"Carrying Charge 28
total price \$403, on which has been paid \$60 and the balance is payable at the rate of \$4 on the Saturday of each week commencing November 29, 1924. The note matures November 1, 1926, and any unpaid balance draws interest at the rate of 7 per cent per annum from that date.

"Please read the terms of your contract carefully to make sure there is a correct understanding between us. It has always been the policy of the Schmidt Music Co. to have no verbal agreements differing in any way from that which is written or printed on the contract or signed guarantee.

"We have arranged to have the insurance policy issued as provided in your contract for

the terms of the note. This policy will take effect at once and may be paid with your next monthly instalment.

"The purpose of this letter is to express our thanks and to verify and make clear to you all terms of the transaction."

How to Get Bigger Down Payment

While the credit manager in the retail store has the final say as to how much the customer should pay down on the instalment purchase, he places great dependence on the salesman. At one instalment concern the salesmen are instructed to find out tactfully how much a customer is prepared to pay down on a purchase. Most times this information will come to the salesman without the latter making any effort to find out from the customer.

While talking to the salesman the customer might notice something she would like to purchase. She might say, "I would like to buy this if you will let me pay down \$100, which is all I can afford to pay down."

It happens to be a \$500 purchase.

"Suppose you arrange that with our credit manager," the salesman will say. "I know he will be reasonable. Just a moment, I'll get him to see you about it."

Out of hearing of the customer the salesman tells the credit manager the customer is willing to pay \$100 down on the sale. When the credit manager sees the customer the following conversation takes place:

"How much do you feel you can pay down?" the credit manager asks, assuming ignorance of what she told the salesman.

"Well, what are your terms?" the customer counters.

Ordinarily the credit manager would ask \$50 or \$75 down on the \$500 instalment sale, which would make 10 per cent or 15 per cent down, but knowing of the customer's intentions he asks \$100 down. He gets a higher down payment and the customer is mighty well pleased.

Let Customer Suggest Terms

This brings to mind the fact that you can often secure better terms by letting the customer suggest the terms. One credit manager makes frequent use of this idea. He has found that the average customer will not usually ask for as liberal terms as the credit manager in his anxiety to effect a sale would ordinarily offer. Furthermore, should the customer request too liberal terms it is a sign for the credit manager to be on his guard, for it is then possible that the customer is "hard boiled" and it would be to his advantage to "play close."

After the customer has paid up the account the management has its greatest opportunity to display subtle sales ability. One experienced credit man makes a practice of following up every paid-up customer with a nicely engraved

(Continued on page 16)

STARR PIANOS STARR PHONOGRAPHS

GENNETT RECORDS

Represent the Highest Attainment in Musical Worth

The STARR PIANO COMPANY

Established 1872

Richmond, Indiana



Are You Selling the Whole Family?

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

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

This "something" is a line of band instruments.

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

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

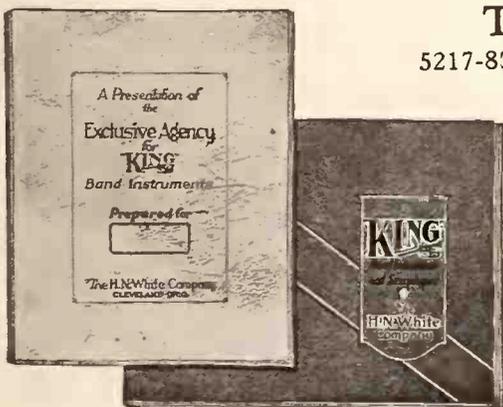
More and more music merchants every day are realizing the possibilities of the small goods department in producing a substantial profit—many stores find that band instruments take care of the store overhead expense. Look into this field now while it is still uncrowded. Tie up with a high-grade line and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

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

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

THE H. N. WHITE CO.
5217-80 Superior Ave. Cleveland, Ohio

Manufacturers of



THE H. N. WHITE CO., Makers of King Band Instruments
5217-80 Superior Ave., Cleveland, Ohio

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

Also send information about your Plan for Financing payment sales.

Name of Firm.....

Individual.....

Address.....

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

How Jacobs Beats Cut-Price Competition

"One Price to All" Is the Slogan of Parnes & Jacobs and Growing Sales Volume Proves That Service and Square Dealing Pay

When a talking machine dealer not only exists for three-and-one-half years in face of the keenest kind of competition but in that period reports a record of consistent growth there must be sound reasons for his prosperity. Added to that, when the competition faced by this dealer is of the "Gyp" and cut-price variety the situation is doubly hard.



H. A. Jacobs

Yet the firm of Parnes & Jacobs, located on Clinton street, New York, in one of the most thickly populated districts of the city, has done this very thing. Their business not only has grown rapidly, but they are widely known in their section of the city as a one-price house.

Creating Customer Confidence

The one-price policy of the firm in fact is as largely responsible for its success as any other factor. While many dealers around them do not hesitate to shave prices Parnes & Jacobs adhere strictly to their policy. The result of this has been that the people in that territory know they will get a good product at a fair price at this store. They know that the firm stands in back of what it sells. They know that they will get service of the highest type. These may all seem like trifling details in the scheme of a successful business, but analysis proves that they are of the utmost importance. Many dealers can trace lack of progress to poor service, and the handling of products that permit of price-cutting. When the dealer handling such a high-class product as the talking machine and radio reaches the point where every customer who enters the store is suspicious or tries to bargain he had better get into some other business. The point is that on talking machines and radio, to say nothing of accessories, the margin of profit is so small that the dealer cannot afford to shave off one cent; in other words, the mer-

chant must get the full price for everything he sells, and in addition to that he must get turnover; otherwise he will be forced to go out of business. Parnes & Jacobs realized this from the very start, and according to Mr. Jacobs, who is in active charge of the business, that is why they have adhered to their policy of quality products at one price to all.

Systematized Business

Parnes & Jacobs have systematized their business to the point where they know exactly where they stand at all times. The stock-keeping system was described in these columns about a year ago. This system is one of the best that have ever come to the attention of The World, and since the article appeared a number of dealers have adopted it. The purpose of a system of stock control is just what its name implies—a method of keeping absolute control of stock, thus regulating purchases. The stock control system removes the danger of haphazard buying and overloading. Mr. Jacobs is authority for the statement that the record business of the firm reaches a total of three thousand dollars per month. This represents a six-time turnover of stock. Where such a large volume of business is enjoyed a representative stock must be carried, especially as the prospective customers of Parnes & Jacobs represent people of many nationalities. They include the younger modern folk who like jazz and dance music, lovers of the classics and the older people who buy folk songs of their native lands. In this district there are many Jewish people and it is up to Parnes & Jacobs to so regulate their record buying that they have in stock the quick-selling numbers of all of these types. Numbers which are the hits of current shows also have a wide sale. Stock control under these conditions is essential.

Intelligent Merchandising

This large record business was not built up merely by drop-in patronage, but was developed by the application of merchandising principles. In other words, Parnes & Jacobs sold the people in the district on their record service. It did not cost a great deal of money either. The

firm has twenty-five hundred names on its mailing list, and these people are circularized regularly with the lists of the latest record releases. One record of every three sold is purchased by a customer or prospect who receives supplements regularly. Here is sufficient proof that spending a few dollars on stamps when it means bringing lists of the latest record to hundreds of people is well worth while. It means business and greater profits. There is no question about it. The dealer who neglects his record department because he thinks there is not enough money in it had better get rid of the department. The experiences of successful retail merchants prove that the record department can be made one of the most profitable in the store. And it is equally true that other departments can be made real assets by the right kind of merchandising.

F. P. Altschul Opens Branch in Washington

Frederick P. Altschul, proprietor of the New York Phonograph & Piano Exhibition Rooms, 6 East Fourteenth street, New York City, and who operates music departments in several of the large metropolitan furniture stores, has just opened a department in W. B. Moses & Sons, Inc., one of the leading establishments in Washington, D. C. During the formal opening a broadcasting program by one of the leading Washington orchestras was a feature. Atwater Kent, RCA, Stromberg-Carlson, Freshman and Freed-Eisemann radio lines are being handled in this establishment, which is said to be one of the finest in the District of Columbia.

Opening and Closing the Instalment Sale

(Continued from page 14)

card which bears the customer's account number. This card reads:

"Not Transferable.

"This is to certify that

"(Name of customer)

"Is entitled to full credit accommodations with this company, having taken care of past accounts in a highly satisfactory manner.

"All clerks of this store must give special attention to the holder of this card."

The letter that goes with the card reads:

"Dear Friend:

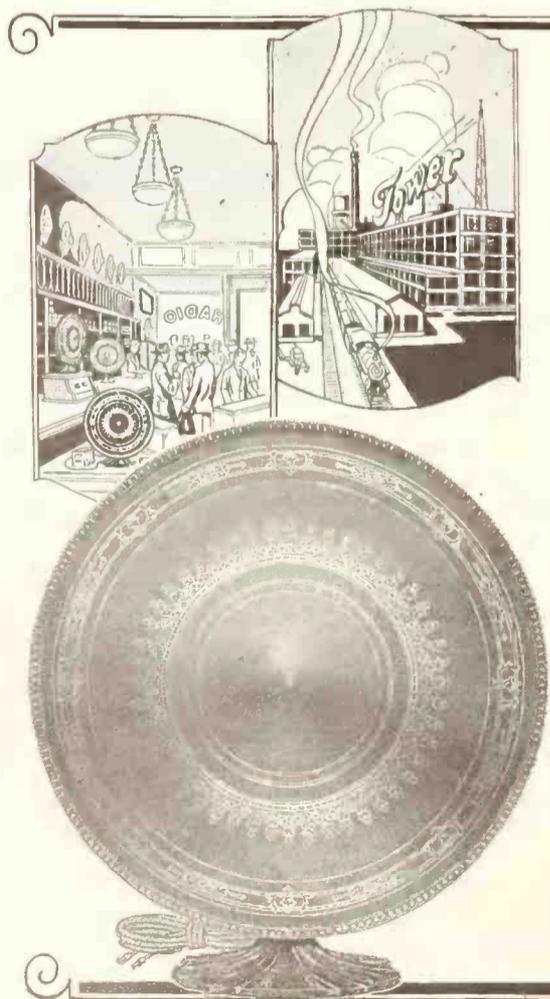
"We notice that your account with us has been fully paid up within the past few days and we want to thank you very much for your patronage, and sincerely trust that the merchandise which we sold you has proved satisfactory and will give you the best of satisfaction. If otherwise, we expect you to return it to us.

"The prompt payment of this account must be a source of much pride to you, and we can assure you that it is patrons of your sort that we are striving to get on our books. We consider you one of our preferred customers, and are herewith enclosing you a card to that effect, which we trust you will present often at our store and that we may soon have you on our books again.

"Thanking you for your patronage and trusting we may renew our pleasant relations very soon again, we remain."

The credit manager who has used this idea assured the writer that 33 per cent of his instalment customers begin to purchase again after paying up previous accounts, a repeat business that is very profitable.

(All Rights Reserved)



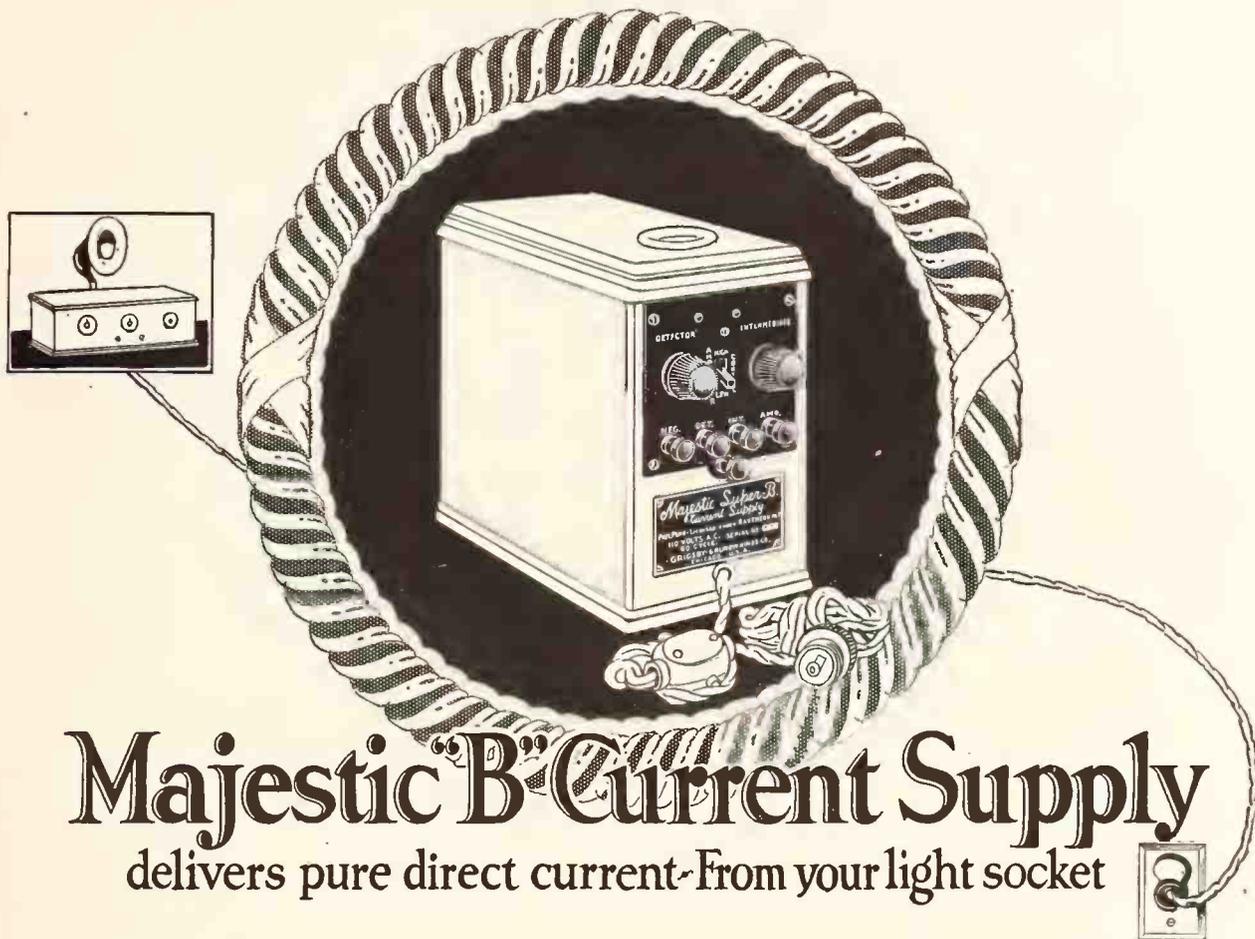
Why \$9.50?

Only the great, country-wide demand for Tower Cones makes possible this amazingly low price. Volume orders permit mass production, thus enabling economies to be made without precedent in radio. Only high quality—both in performance, materials and workmanship—could maintain and increase, month after month, this continuous record-breaking demand.

There's a Tower Distributor in Your Territory. Write us for his name.

TOWER MFG. CORP. Boston, Mass.

The Tower cone



Majestic "B" Current Supply

delivers pure direct current - From your light socket

Sell Radio's Most Popular Accessory

This is a B Current Supply year! And the season is already into its full stride. That's why you should act quickly to supply your customers with the most popular and most efficient B Current supply unit of all—the Majestic B! Take a Majestic to your customer's home. Plug it in the light socket. Leave it seven days and on account of its wonderful performance you will have no trouble receiving time payments.

Majestic B Current Supply Units deliver uniform power at the low cost of about one-tenth cent an hour. No acids. No hum. No fuss. No worry. *They are guaranteed to give better radio reception because they deliver constant, unvarying power direct from the light socket!*

The Majestic sells itself. Hundreds of dealers over the country are making sales in this easy, satisfactory way.

See your old set owners. They are your best Majestic prospects. Sell Majestics on easy time payments. You can guarantee that each unit will make good or we, the manufacturers, will. Write or wire for details.

CHICAGO SHOW, BOOTH 6, SECTION F.

GRIGSBY-GRUNOW-HINDS CO.

4558 Armitage Avenue

CHICAGO, ILL.

No Filament to Burn Out

All the Majestic "B" Current Supply units are manufactured complete in our factory and are equipped with the famous Raytheon Tube (endorsed by numerous radio engineers and editors) which is a non-filament tube with full wave rectification, no acids or back surge. Tests of the Majestic "B" on the oscillograph demonstrate that all A-C hum is eliminated.

Majestic Standard-B

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

Price\$32.50
West of Rocky Mountains \$35.00

Majestic Super-B

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

Price\$35.00
West of Rocky Mountains \$37.50

Majestic Master-B

Rating 60 mls at 150 volts. Particularly adapted for Radiola 25, 28 and 30 and Super heterodynes. Will operate all power tubes, also the new super-power tube UX-171 (180 volts). Unequalled for sets having a very heavy current draw.

Price\$42.50
West of Rocky Mountains \$45.00

Columbia Co. Buys Okeh-Odeon Record Division of General Phonograph Corp.

Okeh-Odeon Sold as Going Concern—Okeh Phonograph Corp. Formed With Otto Heineman as President—New Corporation Will Also Be Sole Agents for Products of General Industries Corp.—Important Deal Is of Tremendous Advantage to All Concerned

Louis S. Sterling, chairman of the Board of Directors of the Columbia Phonograph Co., Inc., and Otto Heineman, president and founder of the General Phonograph Corp., announced this week the details of one of the most important deals closed in the phonograph industry in recent years. By the terms of this deal the Okeh-Odeon record division of the General Phonograph Corp. is sold as a going concern to the Columbia Phonograph Co., Inc. The latter company takes over factories, stock, good will, etc., and the formation of a new corporation known as the Okeh Phonograph Corp., is part of the transaction.

Otto Heineman will be president and general manager, and Allan Fritzsche, vice-president

and sales manager of the new corporation, which will be amply financed and which will concentrate on the extensive development of the Okeh and Odeon libraries. There will be announced in the near future full details of the plans, whereby it is expected that the sale of Okeh and Odeon records will be increased tremendously as the result of the formation of the new company.

The Okeh Phonograph Corp. will also be the sole sales agent for the phonograph products manufactured by the General Industries Corp. 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.

will also function as the sole representative for Odeon records in America, bearing the same relationship to the Lindstrom Co. as the General Phonograph Corp. did in the past.

The General Industries Corp. will continue as heretofore with factories at Elyria, O., and Putnam, Conn., and under the same management as at the present time.

When all details are arranged the General Phonograph Corp. will be the holding company for the General Industries Corp., holding all common and preferred stock of this company, and the factories at Elyria, O., and Putnam, Conn., will be the only manufacturing units in the organization.

The importance and magnitude of this deal is reflected in the many congratulatory telegrams received at the Columbia and General Phonograph Corp. offices the past few days from jobbers and dealers throughout the country. The deal is regarded as of tremendous advantage to all concerned, for it means the expansion and development of two well-known and standard record libraries as well as the amalgamation of phonograph interests which are recognized throughout the world as among the leaders in the constructive growth of the industry.

A meeting of the stockholders of the General Phonograph Corp. will be held on October 22, at which the Board of Directors will present the full details of the deal, all of which have met with their entire approval.

Unique Reproduction Co. Buys the Silent Motor Co.

Herman Segal, President of Unique Co., Announces Two Firms Will Be Consolidated—Silent Motor Plant to Be Occupied

The purchase of the entire plant and business of the Silent Motor Co., Brooklyn, N. Y., has been announced by Herman Segal, president Unique Reproduction Co., New York, manufacturer of Add-A-Tone reproducers. Mr. Segal has announced that the two organizations will be consolidated, and within the next few months the Add-A-Tone plant, now located at 32 Union Square, New York, will be moved to the Silent Motor plant at 321 Dean street, Brooklyn.

The Silent Motor, well known throughout the industry, is used exclusively by the Carryola Co. of America in the portable field. Mr. Segal states that he recently signed an order for 50,000 motors, which will take care of the Carryola Co.'s requirements for the balance of 1926. The Add-A-Tone reproducer is also used exclusively in the Carryola portable.

Jack Roop Joins Staff of Leedy Manufacturing Co.

Will Act in Capacity of Assistant Sales Manager—Now Traveling Central States and Featuring the Line at "Drum Shows"

INDIANAPOLIS, IND., October 8.—Jack Roop has been appointed assistant sales manager of the Leedy Mfg. Co., of this city, makers of a complete line of drummers' instruments, and will represent the firm on the road, according to an announcement emanating from the Leedy headquarters. Mr. Roop, who is at present traveling the Central States, carrying three large trunks of samples and putting on "Drum Shows" in the interest of his company and the various music dealers, has many friends in the trade throughout the country. He has been calling on the trade during the last five years in the interest of the Leedy line. Mr. Roop is an experienced drummer and he has held many positions in leading Middle West cities in his professional capacity. He is qualified to aid dealers solve their merchandising problems, especially in the drum department.

The Anderson Piano Co., Dayton, O., had an interesting display at the local radio show.

Business Booming

"The prospects for Buescher business have never been so bright as at the present time and we anticipate a wonderful Fall and Winter trade. At this time there is not an important orchestra in our territory but what is 90% or more Buescher and the wonderful improvements you are making in the line are creating more interest than ever before."

An excerpt from a letter just received. It is typical of reports coming in from Buescher dealers in all sections of the country.

Music is the highest call of human emotion. When people buy instruments with which to make it, they want the highest grade. The demand is for Bueschers. And Business is always booming for the dealer who has what customers are demanding.

It may be that your territory is still in reserve; open for you if you are the right man to take it on a permanent paying basis. It will pay you to write for the Buescher Dealer Proposition.

Address:

Buescher Band Instrument Co.
Elkhart, Indiana

BUESCHER
True Tone
Band and Orchestra
INSTRUMENTS

*The
Fourth Year
of the
Originator
and the
Pioneer
of the
One Dial
Control*

Again we say— Look at these prices!

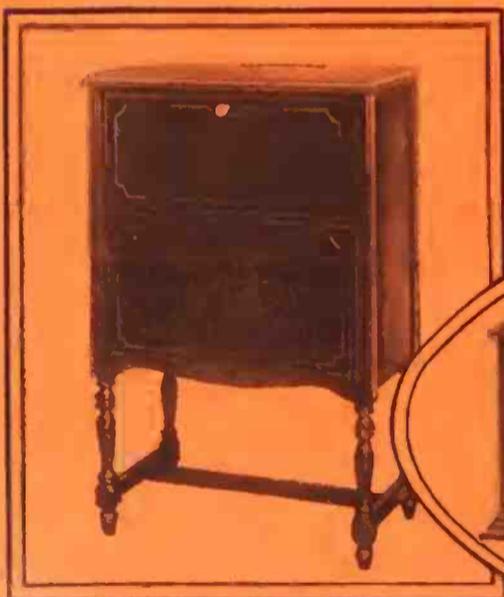
LOOK at the prices on these pages! Study the console models that Mohawk dealers will sell at these prices in 1926-27! Do you know of values even remotely approaching these? Have you ever seen a line more obviously salable, more certain to bring quick, big profits? The Mohawk dealer of all dealers is surest of success in the coming season. Who else can sell a one-dial, 6-tube, shielded set for \$65.00? Who else can sell table and console models of beauty comparable to the splendid One-Dial Mohawk line at the prices displayed here? There's only one answer — no one! There's only one move to make — write, or preferably wire, *today*, for full details of the Mohawk dealer proposition for 1926!

Mohawk Corporation of Illinois

Established 1920—Independently Organized in 1924

2220 Diversey, at Logan Boulevard, Chicago

Dealers: Write or wire to the Distributor in your territory for the Mohawk Authorized Dealer Franchise. It may be available to you.



CHIPPEWA—Shielded. Rich walnut, hand-rubbed, two-toned piano finish. Top full piano-hinged. Drop-front. Built-in loud speaker and self-contained battery compartment, 40 3/4 inches high, 13 1/2 inches deep, 27 1/4 inches wide. **\$110**
List price



WINONA—Shielded. Rich walnut, hand-rubbed piano finish. Full piano-hinged. 10 3/4 inches high, 13 1/4 inches deep, 24 inches long. List price **\$80**



PONTIAC — Shielded. Rich walnut, hand-rubbed piano finish, with burl walnut drop front with invisible hinges. Built-in loud speaker. Self-contained battery compartment. 46 ins. high, 15 1/2 ins. deep, 25 3/4 ins. wide. List price **\$140**

Mohawk

Mohawk
Corporation
of
Illinois

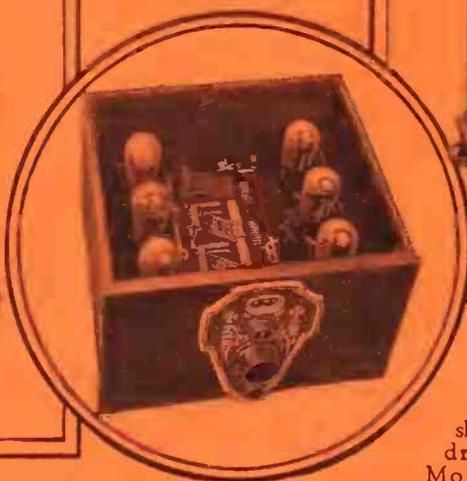
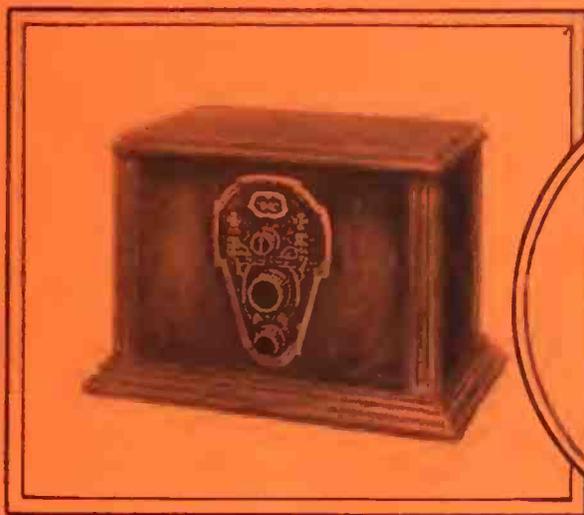


GENEVA—Shielded. Rich walnut, hand-rubbed piano finish. Front full burl walnut inlaid. Loud speaker built into dome. Self-contained battery compartment. 44 inches high, 16½ inches deep, 32 inches wide. List price—

\$185

POCAHONTAS—Shielded. Colonial design in burl walnut inlaid and rich two-toned, hand rubbed piano finish walnut. Built-in loud speaker with 5-foot horn. Self-contained battery compartment. 45½ inches high, 29 inches wide, 20¾ inches deep. List price

\$300



CHEROKEE—Shielded. Rich walnut hand-rubbed piano finish. Full piano-hinged. 10¾ inches high, 13¼ inches deep, 15½ inches long. List price

\$65

Prices west of the Rockies slightly higher. Canadian prices 40% higher.

SENECA — Drawer. Mohawk one-dial, six-tube shielded radio set in walnut drawer, interchangeable in all Mohawk console models. 8⅜ inches high, 12⅜ inches wide, 10 11/16 inches deep. List price

\$57⁵⁰

Established
1920,
Independently
Organized,
1924,
Chicago, Ill.

Radio

One Dial

Names appearing on the following pages are in alphabetical order

Mohawk Radio

The One Dial Receiver

Radio Dealers in the
Albany, N. Y., territory!

Griffin says—

He has found a way to put more dollars of profit into your pocket.

Griffin says—

Selling Radio Sets is one thing. But—making real money in selling Radio is another.

Griffin has the answer!

Griffin says—

Who'll help pay your rent this Fall?—Mohawk!

Who'll pay your coal bill this Winter?—Mohawk!

Who'll put money in the bank for you all the time?—Mohawk!

P. S. Dealers! Get busy with Griffin! He is the

American Phonograph Co.

Radio Division

Albany, New York

Exclusive Distributors

Mohawk One Dial Receivers

Mohawk Radio

The Dial Receiver

SENSATIONAL reception by a sensational receiver selling at a sensationally low price tells the story in a few words . . .

MOHAWK, the greatest and latest in radio, incorporates everything the "Fan" has dreamed about for years past . . .

The Geo. C. Beckwith Company has the fullest confidence in the capability of any of the seven MOHAWK models. The retailer and ultimate user have spared no trouble to show their unlimited enthusiasm. This makes the cycle complete, for the manufacturer must first of all be back of the product wholeheartedly.

Dealers in the territory served by "Beckwith" believe in MOHAWK unconditionally.

The Geo. C. Beckwith Company

16 South Fifth Street, Minneapolis, Minn.

Authorized Northwest Distributors for MOHAWK RADIO, FEDERAL ORTHOSONIC, VICTOR TALKING MACHINES, PATHEX MOTION PICTURE MACHINES, ETC.

Exclusive Distributors

Mohawk One Dial Receivers

Mohawk Radio

The Dial Receiver

FOR two years we pioneered Mohawk in the Southern part of California. This is our third year with Mohawk. We sincerely believe that with this year's shielded, six tube, compact sturdy set and with the perfect merchandising program behind every dealer, this will be the most successful year Mohawk has ever experienced.

A most complete line backed by dominating distributors and dealers must and will compel success.

Distributors of Mohawk One-Dial Receivers in Southern California.

Dealers—write or wire. Your territory may still be available

COOK NICHOLS

411 South San Pedro St.,

Los Angeles, Cal.

Exclusive Distributors

Mohawk One Dial Receivers

Mohawk Radio

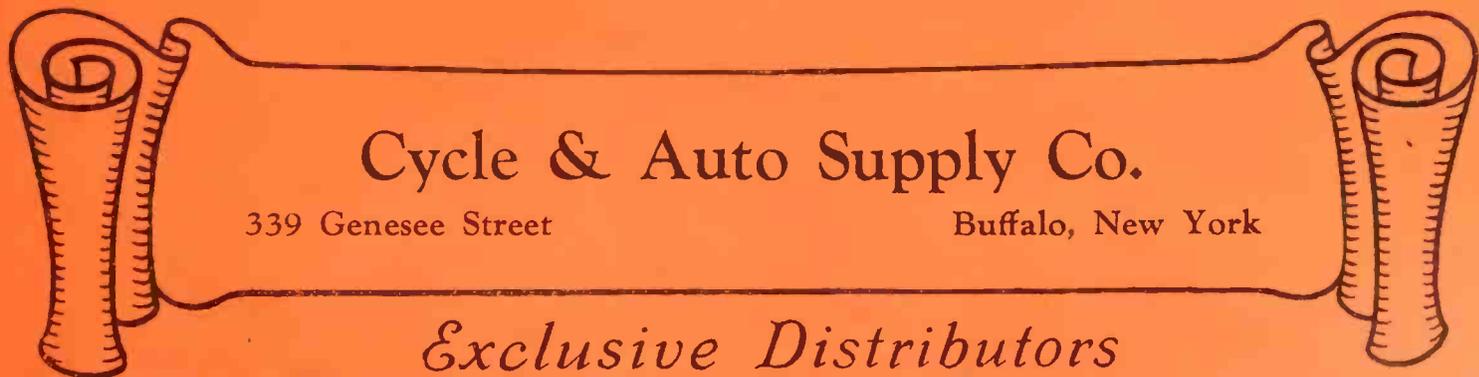
The One Dial Receiver

WE always believed in One Dial—we pioneered One Dial in this territory! What more fitting tribute could we pay to One Dial in Radio than to become the Exclusive Distributor for the Originator and the Pioneer of the One Dial Industry—MOHAWK.

We are proud to be exclusive Mohawk and Mohawk Exclusive Distributors in the following territory:

NEW YORK (Counties)		PENNSYLVANIA (Counties)
Alleghany	Niagara	McKean
Cattaraugus	Ontario	Potter
Cayuga	Orleans	Warren
Chautauqua	Schuyler	
Chemung	Seneca	
Erie	Steuben	
Genesee	Wayne	
Livingston	Wyoming	
Monroe	Yates	

Dealers who want to make profit and build prestige will do well to wire or write at once for available franchise.



Cycle & Auto Supply Co.
339 Genesee Street Buffalo, New York

Exclusive Distributors
Mohawk One Dial Receivers

Mohawk Radio

The One Dial Receiver

WHEREIN are secured results most desirable; full, sweet, melodious tone, tremendous volume with excellent control to modify as desired; selectivity and distance. Obtained with the simplicity of one dial tuning and at prices within the reach of all.

We are proud to represent MOHAWK
in a goodly part of Central Pennsylvania

Excelsior Auto & Battery Co.

Cameron and Mulberry Sts.

Harrisburg, Penna.

Exclusive Distributors

Mohawk One Dial Receivers

Mohawk Radio

The  **One Dial** Receiver

WITH pardonable pride we announce ourselves as Mohawk Exclusive Distributors in New Jersey, excepting the southern strip.

For price, performance and consumer preference we question IF any dealer can do better than get on "The Mohawk Wagon." Hitch YOUR "Wagon" to a Star —MOHAWK IS A Star!

DEALERS: If you want the "Star" line of Radio, wire, write or telephone at once.

Federal Radio & Electric Co.

41 Park Avenue

Paterson, New Jersey

Exclusive Distributors

Mohawk One Dial Receivers

Mohawk Radio

The  One Dial Receiver

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Federal Radio & Electric Co.

41 Park Avenue

Paterson, New Jersey

Exclusive Distributors

Mohawk One Dial Receivers

Mohawk Radio

The One Dial Receiver

QUALITY and low price are not ordinarily companionable associates, however, all set rules and practices are usually broken by someone, some time. The MOHAWK is the first line of radio sets that incorporates ultra-quality with popular prices.

MOHAWK will be sold by us only through franchised dealers. No sets will be shipped to anyone excepting franchised dealers. There is no such thing as obtaining a MOHAWK set just because a customer asks for one. They are obtainable only through REGISTERED MOHAWK DEALERS. These are factory policies. Dealers need protection—this is it.

Wouldn't it be a good idea to act now—before some other dealer obtains your territory?

Some very desirable territory is still open for the right dealer—WRITE

FOBES SUPPLY CO.

SEATTLE, WASH.

Exclusive Distributors

Mohawk One Dial Receivers

Mohawk Radio

The Dial Receiver

IOWA, IOWA! That's where the tall corn grows and in the following counties of which glorious State we have the exceeding honor to be the MOHAWK Exclusive Distributor:

Appanoose	Lucas
Clarke	Mahaska
Davis	Monroe
Decatur	Muscatine
Des Moines	Ringgold
Henry	Union
Jefferson	Van Buren
Keokuk	Wapello
Lee	Washington
Louisa	Wayne

You Live Dealers of Radio in these Counties! Do you want to sell the BEST One Dial Set this year? Write, wire or phone!

Friday Battery & Electric Corporation

Ottumwa, Iowa

Exclusive Distributors

Mohawk One Dial Receivers

Mohawk Radio

The  *Dial Receiver*

MOHAWK RADIO is distributed in Kentucky and Southern Indiana by the LOUISVILLE AUTO SUPPLY CO.

We still have a few exclusive distributor contracts open for a limited amount of territory. We would suggest that you write, and allow us to explain to you what an attractive proposition we have to offer the dealer on these exceptional sets. The price range should appeal to all dealers, and the additional fact that Mohawk receivers are equipment on the L. & N.'s crack train, the Pan-American, should materially assist the dealer in marketing them.

As our territory is fast being allotted, we would advise an immediate letter.

Write for our new
1927 Radio Catalog

Louisville-Auto-Supply Co.

Incorporated

754-756 First Street

Louisville, Ky.

Exclusive Distributors

Mohawk One Dial Receivers

Mohawk Radio

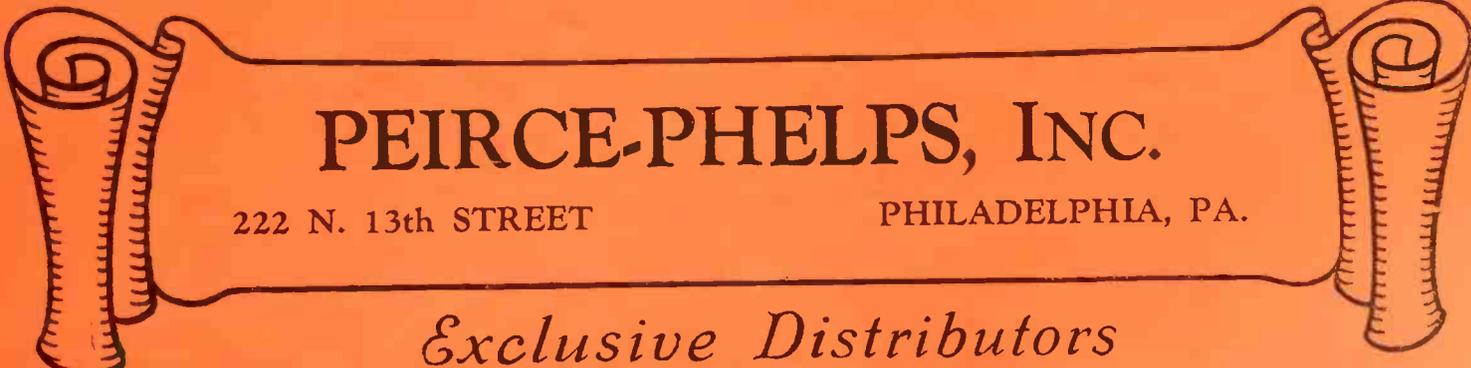
The One Dial Receiver

A TRUE ONE DIAL Set (only one tuning dial and a volume control) six tubes, shielded, in beautiful cabinet work. Beauty of Performance combined with Astonishing Prices! Mohawk table models as low as \$65; Consoles at \$110.

PEIRCE-PHELPS, INC., has exclusive distribution of Mohawk sets in Eastern Pennsylvania and Southern Jersey. We are giving protected territories. Already many of the best accounts in the state have become enthusiastic Mohawk dealers.

*Write or wire us concerning
your territory*

Also distributors of KELLOGG, SPLITDORF,
CROSLEY SETS and HIGH GRADE RADIO
ACCESSORIES



PEIRCE-PHELPS, INC.

222 N. 13th STREET

PHILADELPHIA, PA.

Exclusive Distributors

Mohawk One Dial Receivers

Mohawk Radio

The One-Dial Receiver

Michigan Has Accepted
Mohawk "One-Dial" as the
Long Dollar in Radio Value

IN our appeal to the radio trade of Michigan for dealerships in Mohawk we have never hesitated to make a comparative test with any standard American receiver irrespective of price.

We have never failed in proving the superior power, sensitivity and selectivity of Mohawk One-Dial, as a rapidly increasing dealer clientele will attest.

Mohawk performance convinces dealers everywhere of the correct design and master craftsmanship employed in its construction.

Sole Distributors for

State of Michigan and Northwestern Ohio

Republic Radio Corporation

523 E. Jefferson Avenue
DETROIT

54 N. Division Street
GRAND RAPIDS

Exclusive Distributors

Mohawk One Dial Receivers

Mohawk Radio

The One Dial Receiver

WE BELIEVE IN MOHAWK

THIS is the third year in which we attest our belief in Mohawk. We always knew that "One Dial" "is the thing" in radio. That is why we have been and are behind the originators and pioneers of the One Dial Radio—Mohawk.

Counties in which we distribute Mohawk One Dial Receivers

NEBRASKA

Gage
Jefferson
Johnson
Nemaha
Nuckolls
Pawnee
Richardson
Thayer

MISSOURI

Andrew
Atchison
Caldwell
Carroll
Clay
Clinton

Davies
De Kalb
Gentry
Grundy
Harrison
Holt
Linn
Livingston
Mercer
Nodaway
Platte
Ray
Worth

KANSAS

Atchison
Brown
Clay

Cloud
Doniphan
Jackson
Jewell
Marshall
Mitchell
Nemaha
Pottawatomie
Republic
Riley
Smith
Washington

IOWA

Freemont
Page
Taylor

Dealers who will wire or write for territory will be given immediate consideration

Ross-Frazer Iron Company

ST. JOSEPH, MISSOURI

Established in 1868

Exclusive Distributors

Mohawk One Dial Receivers

Mohawk Radio

The One Dial Receiver

STATE OF OHIO

WE are exclusiv distributors in the following counties in the State of Ohio:

Allen
Anglaize
Ashland
Athens
Carroll
Champaign
Clark
Coshocton
Crawford
Darke
Defiance

Delaware
Fairfield
Fayette
Franklin
Gallia
Guernsey
Hancock
Hardin
Harrison
Hocking
Holmes

Jackson
Knox
Lawrence
Licking
Logan
Madison
Marion
Marrow
Mercer
Meigs
Miama

Morgan
Muskingum
Noble
Paulding
Perry
Pickaway
Pike
Putnam
Richland
Ross
Sandusky

Scioto
Seneca
Shelby
Tuscarawas
Union
Van Wert
Vinton
Washington
Wyandot
Wayne



The Smith Bros. Hardware Co.

Dealers write or wire—some territories still open—address Dept. R.

The Smith Bros. Hardware Co.

Columbus, Ohio

Exclusive Distributors

Mohawk One Dial Receivers

Mohawk Radio

The One Dial Receiver

AS the Original and Pioneer Distributor of Mohawk One-Dial Radio in our Territory ever since this famous radio receiver was first introduced, it has been our particular privilege to watch the growth and development of Single-Dial Control in Radio from Universal Opposition to Universal Acceptance.

Manufacturers, Dealers and others who a short two seasons ago would not even entertain the thought of One-Dial Control are now striving just as earnestly to convince everybody that One-Dial Radio is the ONLY Radio worth having.

And Mohawk Radio, having Pioneered and Won, now extends through its Exclusive Distributors an Exclusive and Protected Dealer Franchise which again pioneers the way.

We are the MOHAWK Exclusive Distributors in the following counties of Ohio, Indiana and Kentucky:

OHIO	INDIANA	KENTUCKY
Adams	Bartholomew	Boone
Brown	Brown	Campbell
Butler	Dearborn	Grant
Clermont	Decatur	Kenton
Clinton	Fayette	Pendelton
Greene	Franklin	
Hamilton	Hancock	
Highland	Henry	
Montgomery	Johnson	
Preble	Ohio	
Warren	Rush	
	Shelby	
	Switzerland	
	Union	
	Wayne	

A very few Mohawk Franchises are still available in this Territory to Reliable Dealers. Write or Wire concerning your Locality.



The Southern Ohio Supply Co.
Cincinnati, Ohio
Pioneers of Better Radio

Exclusive Distributors
Mohawk One Dial Receivers

The Following Also Are MOHAWK Exclusive Distributors:

AUTOMOTIVE ELECTRIC
SERVICE CO.,
Sioux City, Ia.

BIRMINGHAM TALKING
MACHINE CO.,
Birmingham, Ala.

CHAPPELL MACHINERY CO.,
Americus, Georgia.

CHAPPELL MACHINERY CO.,
Jacksonville, Fla.

CLINARD ELECTRIC COMPANY,
Winston-Salem, N. C.

COGHLIN ELECTRIC CO.,
Worcester, Mass.

COLUMBIA STORES CO.,
Denver, Colorado.

COLUMBIA STORES CO.,
Salt Lake City, Utah.

COLUMBIA WHOLESALERS, Inc.,
Baltimore, Md.

HOWARD CRANFILL CO.,
South Bend, Indiana.

CROWN LIGHT CO.,
Hartford, Conn.

CURTIS CO.,
Houston, Texas.

DARLING AUTOMOBILE CO.,
Auburn, Maine.

EASTERN ELECTRIC
SUPPLY CO.,
Portland, Maine.

GUNNELS CO.,
Little Rock, Ark.

INLAND RADIO CO.,
Spokane, Wash.

KEITH-SIMMONS CO., INC.,
Nashville, Tenn.

LEGARE RADIO REGISTERED,
Montreal, Quebec, Canada.

MILLER CO., INC.,
Waco, Texas.

THE NAVARRE OIL CO.,
Cleveland, Ohio.

NEW ENGLAND RADIO CORP.,
Hartford, Conn.

NIELSEN RADIO SUPPLY CO.,
Phoenix, Ariz.

NORTHEASTERN RADIO, INC.,
Boston, Mass.

ONONDAGA AUTO SUPPLY CO.,
Syracuse, N. Y.

PROVIDENCE ELECTRIC CO.,
Providence, R. I.

PYRAMID MOTOR
EQUIPMENT CO.,
New York, N. Y.

RADIO DEALERS SUPPLY
SERVICE, INC.,
San Francisco, Calif.

RADIO DISTRIBUTING CO.,
Wheeling, W. Va.

REID MOTOR SUPPLY CO.,
Quincy, Ill.

REX ELECTRIC, INC.,
New Orleans, La.

RUSSELL PRODUCTS CO.,
Oklahoma City, Okla.

M. STEINERT & SONS CO.,
Boston, Mass.

SUPERIOR AUTO
ACCESSORIES CO.,
Pittsburgh, Pa.

TOWER-BINFORD ELECTRIC
& MFG. CO.,
Richmond, Va.

VIMY SUPPLY CO., LTD.,
Toronto, Ont., Canada.

GEO. H. WAHN CO.,
Boston, Mass.

WAITE AUTO SUPPLY CO.,
Providence, R. I.

Store Door Record Playing Coupled With Attractive Displays Brings Big Profits

Since the Bechtold Music Co. Has Started the Practice of Playing a Machine at the Door the Average Daily Profits Have Increased by \$25—Attractive Show Windows Help

What dealer is not interested in additional profits of \$150 a week if he can secure these profits at an additional cost of but forty cents a day added to the store's expenses? It might be that every dealer would not reach these figures, but they are based on the actual experience of a Western dealer, who some time ago put into effect a plan which was a combination of attractive window displays and store-door playing of a talking machine to attract people to view the merchandise on display.

Many times there have appeared in these columns instances of dealers who utilized the store-door playing as a method of attracting customers, and actual figures have been given showing how much this form of stimulating sales has increased record business. The Bechtold Music Store, Denver, Col., which is now playing a talking machine at the store door, does not consider the practice merely as a record sales stimulator. The proprietor has so arranged his show windows that many people can crowd into the areaway and view the various products on display and so the instrument at the door serves a double purpose. The Bechtold Music Co., since it put into effect this form of demonstration, has had an actual increase in profit of \$25 a day, or \$150 a week, during the Summer. The plan should be even more profitable this Fall and Winter. Mr. Bechtold, head of the establishment, tells the story in his own way. He states:

"I have at last figured out a method of demonstration which actually sells more goods for me, and after seven years of plugging along in a rut I have become convinced that aggressive business methods will actually sell more goods, and not merely amuse people while the demonstrations are on.

"For seven long years I sat back in the store and waited for business to come to me. Now I am bringing it right to the door by means of a method which is relatively simple and quite inexpensive.

"My plan is simply that of putting a whole lot of merchandise in my show windows and then inducing people to stay there long enough to become thoroughly familiar with what is in them.

"Normally, it is considered difficult to sell musical merchandise and radio sets in the Summer months, but I have proved to my own satisfaction that it is not impossible. I have two specially constructed show windows, with a wide area between them at the store front, tapering down toward a point at the door. At the point of the V, just outside the store door, I put an electric phonograph, one of the new machines whose tonal qualities almost surpass the human voice. It is fairly loud and may be heard distinctly across the street.

"Every afternoon I turn loose my electric phonograph and it isn't ten minutes until the areaway is full of people and frequently the sidewalk is blocked from side to side.

"From noon until closing time I keep the machine in operation and during that period, every business day of the week, at least a thousand people, maybe more, stop long enough to hear at least one record played and perhaps long enough to hear several. Also, they get a good look at the thousands of dollars' worth of merchandise I pack into the show windows during the purposely long intermissions between records.

"It isn't that the people rush in to buy stuff after listening to a record or two, but the memory of the store lingers in their minds and when they do need something in my line many of them remember the store with the big crowd in front and the electric phonograph going full blast.

"At any rate, enough of them remember the store so that my profits have increased \$25 a day since the inauguration of this demonstration plan, and I am confident of a much larger increase in the next few weeks. Certainly any plan which makes it possible to sell radio sets during the Summer is surely worth while—and this one costs only 40 cents a day."

Awarded R C A Franchise

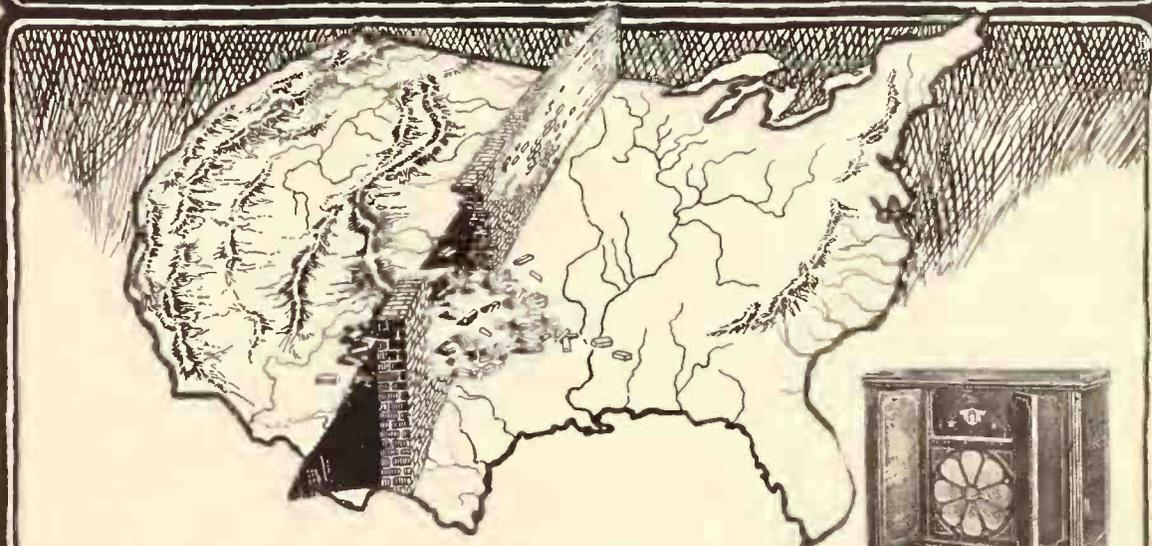
ALLENTOWN, PA., October 7.—The Pennsylvania Band Instrument Co., 28 North Sixth street, was recently awarded the franchise to sell the radio products of the Radio Corp. of America.

This rounds out the line of this store, as it has sold the Atwater Kent and Grebe products for some time past. The Pennsylvania Band Instrument Co. anticipates a big radio business this season and is stressing its well-equipped service department to prospective buyers.

Riley Pucket, Columbia Artist, With New Partner

The Columbia Co. now has a new vocal team to boost the popularity of its Southern series. No other than Riley Puckett, the famous blind musician of the hills and exclusive Columbia artist, has taken unto himself a partner and formed an Old Time Tunes team, that is pointed toward mighty prompt prominence if their first presentation is any indication. Riley's new partner is Bob Nichols, who wields a wicked bow and sings mighty effectively with his new side-kick. Their first release is "My Carolina Home."

Priess advertising tells the story of the remarkable new STRAIGHT NINE. It is concentrated in LOCAL territories, where it will do most good.



9-tube power smashes the barrier of distance

—remote stations come in with remarkable clarity and volume even when local stations are on

NO other commercial set made has such power—or power so easily and simply controlled. All the RADIO experience of 14 years is back of this new Priess, the best set that radio engineers have ever made and by far the greatest value your money can buy.

Do not buy any radio until you have heard the new Priess—IN YOUR HOME—a Priess dealer will demonstrate gladly. No obligation to buy. Write for name of nearest dealers. Illustrated leaflet on request.



CONSOLE \$335

The one set for cities and other congested areas

LOOP OPERATED

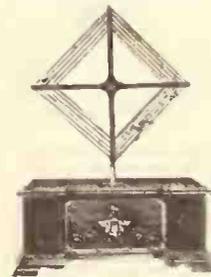
Single dial control. Matchless selectivity. Nine tubes. Tremendous distance. No interference. No background noises. No lightning hazards. In the console there is ample room for all battery equipment.

Priess
TRADE MARK

STRAIGHT 9 NINE

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

PRIESS RADIO CORPORATION, 695 Broadway, New York Table Model \$195



Priess dealers are given the fullest protection against price cutting, change in price and change in model. WRITE or WIRE for distributor DEMONSTRATION.

Cashing In on the New Talking Machines

Retailers Must Exploit Improved Instruments and New Records
by Consistently Bringing Them to the Attention of Prospects

By *W. Braid White*

A few days ago I was walking through a street in one of the charming suburbs of Chicago, distinguished among others for possessing a university, a large population of cultivated men and women and a great deal of wealth. The street along which I was walking contained among other things a row of quaint little wooden houses, quite Californian in type, small and pretty, each with a patch of garden in front and behind, all alive with dwarf trees, shrubbery and flowers, while other trees, comparatively quite gigantic in height, poplars, elms and oaks, towered among the tiny buildings, forming a veritable celestial canopy beneath which

dreamed away the happy dwellers. As I strolled along my ears caught the sounds of music apparently issuing from one of the little houses a few doors further down the street. A piano, one or more violins, some wind instruments and (so I thought) some drums, were performing dance music. They were doing it very well too and I was astonished that so tiny a house as the one before me should contain so many, at least half a dozen, good musicians. Was it, I thought, a dance orchestra meeting at the leader's house for morning practice? Then again, was it an extraordinary good bit of radio reception? So I drew near and listened, still more intently.

What Was It?

The front door of the house was partly open and through it a tiny living room could be seen, in part at least. There was no company of six musicians in that room, that was sure enough. In fact, it was a bit doubtful whether there was any piano there at all. A dim shape bulked in one corner but was surely too small even to be a very small upright piano. What was the explanation of this remarkably fine dance music I was hearing?

Then suddenly the strains ended, there was a pause of a few seconds and then the first glorious sounds rang out of the great chorus "And the Glory of the Lord" from the Messiah. It is many a long day since I had heard anything like this. Here was volume, strength and color, sweetness and that sense of largeness which only a great body of voices can give. This was no cramped, distorted "small room" version, it was the real thing. And then, of course, the solution flashed on my mind. It was a phonograph to which I was listening! A phonograph and it had fooled me to the very last strain of the dance music; for it sounded as phonographs in the past have not been supposed to sound.

Nothing would do now but that I should confirm the conviction, and so I went up to the front door, rang the bell, and to the pretty young girl who answered it spoke somewhat as follows:

"Forgive the intrusion, please, but would you mind telling me whether this is a phonograph to which I have been listening during the last few minutes? For some time, I could have sworn that a party of excellent musicians were rehearsing in that charming little living-room that I see; but the chorus undeceived me. Somehow I knew that it was not radio reception, at least after the dance music was finished, for there are no choral societies doing the Messiah at this time. Was it a phonograph or the angels? Perhaps you would tell me which it was, and is?"

And the young lady said with a smile: "Pray come in and see, or hear, for yourself."

And I came in, and it was a phonograph.

It was, in fact, a full-sized specimen of the wonderful new machines which came recently on the market and which have created, together with the new process of recording, a veritable acoustic revolution. Perhaps nothing that could have happened to me, save this unexpected demonstration, could have brought home with such extraordinary force and conviction the amazingly complete nature of this revolution.

The Point of It

And what is the point of this long story? Simply this, that if the phonograph merchant of to-day will look around him and use his brains he will discover that, whilst he has been bemoaning slow sales, there has been going on all around him a revolution. The phonograph is no more to-day what it was two years ago than chalk is cheese. There has been a com-

plete new deal, from the first card to the last. The whole map is changed. The whole field appears under new and unpredicted aspects. Not one of the arguments which a short time ago were being used to show that the day of the talking machine is over any longer applies. One only has resolutely to put the old ideas and the old inhibitions out of one's mind to realize all this and to know that a new day of prosperity and expansion has dawned.

But prosperity will come only to those dealers who recognize the opportunity and seriously set out to cash in by exploiting the new instruments and records through the practice of sales promotion methods of the highest order. The dealer must bring both instruments and records to the public in a manner that will sell them on the merits of the line he handles. He must "sell" through advertising, through his window displays, through demonstrations and in every other manner he can devise.

Let me insist still further on my personal experience. I thought I knew the talking machine from top to bottom. I thought I knew and could detect its every sound. I found that I was fooled. In a word, the new talking machine is a revolution. It opens a new day for the merchant, and whoso cannot see this had better get on his thinking cap without delay and do some hard brain work. For he who can adjust his mental processes and his methods of merchandising to it is entering upon a new era of prosperity and of expansion.

Are You Through?

Any man who does not realize that a revolution in public musical taste is even now going on is not fit to be in the music business, for evidently such a man does not follow the musical events and affairs of the nation. Unhappily our trade is full of men who seem to think that the right way to sell musical instruments is to profess and demonstrate complete ignorance of the art and performance of music, to shun every concert or recital and to say publicly that matters of art are not for red-blooded he-Americans. But the day of such men in the music industries is already past. They are through.

The phonograph merchant, however, who can see the signs of the times will realize that he has now at his disposal a musical instrument of outstanding and revolutionary power, an instrument for which the American people has for a long time unconsciously been searching. He will realize that he has but to wipe the slate clean, tell the facts and persistently demonstrate them, to obtain from the American people a response more cordial than his wildest dreams of the old days could ever have enabled him to imagine.

Film Star Buys Panatropes

Brunswick Panatropes are proving to be decidedly popular among Hollywood film artists. Many of the leading celebrities of the silver screen are owners of these instruments. The latest star to buy a Panatrope is Agnes Ayres, who played in "The Son of the Sheik," a Rudolph Valentino picture.

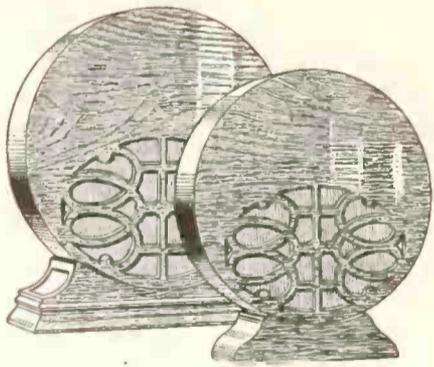
Joe May Loses Father

Expressions of sympathy and condolences from the industry and trade have been proffered to Joe May, sales representative of Chas. Ditson & Co., who recently suffered the loss of his father, Joseph May, Sr., who had been in poor health over a long period.

TELEPHONE

Radio Speaker

"talks like a human
and plays like a
virtuoso!—exactly."



Teletone Corporation
of America

449-453 West 42nd Street

New York City





The New Balkite Charger

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



Balkite Trickle Charger

MODEL K. With 6-volt "A" batteries can be left on continuous or trickle charge, thus automatically keeping the battery at full power. Converts the "A" battery into a light socket "A" power supply. With 4-volt batteries can be used as an intermittent charger. Or as a trickle charger if a resistance is added. Charging rate about .5 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 volts AC current with models for both 60 and 50 cycles.

Turn the demand for radio power devices into the greatest possible profit by pushing Balkite

The demand for reliable radio power devices has never been so great. The increased sales in this field will prove to be one of the greatest trade developments of the season.

Balkite dominates this field. Never has its position been so outstanding. It is one of the fastest selling lines in all radio. Over 400,000 Balkite Radio Power Units were sold last season, and the increase this season is already enormous.

Balkite is a complete line, serving the power requirements of any radio set and covering the entire price range. In the ease of operation it brings to the radio set owner it is the most advanced line on the market. It is backed by one of the strongest advertising campaigns in the industry, to say nothing of the untold prestige brought to Balkite by Balkite Broadcasting with Walter Damrosch and the New York Symphony.

Balkite is the tried and reliable line. It is limited to the fewest possible models, in which there is not one slow-mover. *It contains no experiments. No Balkite product has ever been offered to the public that has not proved to be an outstanding success. No Balkite product has ever been put on the market that has not sold in enormous volume and brought steady profit to the jobber and dealer.* All Balkite Radio Power Units are noiseless, permanent, trouble-free. Once sold they stay sold. The profit you make on them is clean.

Balkite jobbers and dealers end the radio season every year with a tidy profit. Their profits this year will be greater than ever before. You too can turn the demand for radio power devices into the greatest possible profit by pushing Balkite—the accepted leader in the field.

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

FANSTEEL
Balkite
Radio Power Units

How Down Reduces Radio Sales Resistance

Successful Radio Merchant Says "Handle Nationally Advertised Lines and Give the Public What It Wants"—Cutting Service Cost

Handle nationally advertised radio products and give the public what it wants. This is the belief of Chas. W. Down, proprietor of the Alamac Radio Shop, located on Broadway in the center of a busy commercial and residential district of the better class in New York City. Mr. Down, who is a pioneer in the radio field, having opened his first establishment about four years ago in the downtown section of the city, has successfully applied these rules to his business, with results that prove the efficacy, from a sales standpoint, of his reasoning.

Public Wants Advertised Products

"The public will buy advertised products in preference to practically unknown lines," stated Mr. Down. "They read about certain radio sets in their magazines, in the newspapers, on billboards, theatre programs, etc., and they talk about them. For this reason the natural thing for a prospect to do is to ask for a set the name of which he is familiar with when he visits the radio dealer. The merchant who features all kinds of unknown sets is simply building up sales resistance and lessening his chances of securing volume. The person who comes into the store and asks for a radio set or accessory of well-known make is already half sold.

Experienced Service Men Necessary

"The most important thing in connection with radio service," continued Mr. Down, "is to send out thoroughly experienced men—men who know how to find trouble and to repair or adjust the set so that customer satisfaction is created. I have a completely equipped laboratory here in the store and I have three men on service work who understand radio from the practical and technical standpoint. I venture to say that not 10 per cent of the retail stores handling radio have properly equipped service departments. Where this is the case here is what happens. A customer buys a set and soon something goes wrong. The first thought of the owner is to get in touch with the dealer from whom the set was purchased. A man is sent out and if the work is done by an inexperienced worker trouble is bound to develop again. This time the customer not only loses

confidence in the radio set but the store as well and she is pretty sure to take her trade elsewhere. A large percentage of my service calls come from people who have purchased their sets elsewhere, proving the truth of this contention. When we finish a job the set is in perfect condition and for this reason our customers become



Chas. W. Down

boosters, some patrons boosting us so effectively that we have cases on our files where four or five sales and service calls resulted. We make an adequate charge for service. Most sets are guaranteed against defects, but it is up to the dealer to so arrange his service policy that his men are sent out on the least possible number of free service calls. Make a fair charge and the service department will be a producer of profits. Good service men should be paid good salaries and they must be really interested in their work. To my mind three things are necessary in the successful operation of the service department: Knowledge, experience and equipment."

Mr. Down has a wide reputation in the radio field and his calls for radio service come from all parts of the country. In fact, he specializes in service. Recently the head of the tax department in a city about three hundred miles distant from New York sent his radio set to Mr. Down to be repaired and then made a special trip to New York to get the set when Mr. Down had finished with it.

Aggressive Sales Promotion

Mr. Down is an aggressive merchandiser and is operating a number of plans designed to create revenue. For example: He has twenty sets on hand that he uses for rental purposes. His store is located in the Alamac Hotel Building and he finds that many of the guests of the hotel are prospects either to rent or buy a radio set. He has succeeded in making arrangements with the manager of the hotel, who has instructed the bell boys and elevator men to send interested persons to his store. When a set is rented or sold Mr. Down submits the bill to the hotel and the amount is added to the guest's bill. Publicity of all kinds is utilized to make the name of the establishment known. Recently he let Eva Tanguay, the dancer, take a set for use in her Long Island home. He has done the same for other members of the theatrical profession. He has a wide acquaintance among stage electricians and through these friendships he has made many sales to the electricians as well as to actors and actresses. The Alamac Radio Shop has 2,000 names on the mailing list and these are circularized regularly.

Mr. Down is building up a reputation in his new locality as an expert and specialist in his field. Recently he published a booklet entitled "Enter Your Radio World," which gives hints on the selection of a set, how to install it, its care and operation, a list of radio stations, questions and answers, etc., which he is distributing free to customers and prospects.

Okeh Distributing Division Reports Good September

Harry Fox, manager of the New York distributing division of the General Phonograph Corp., reports that all the lines handled showed a satisfactory volume of sales during September, with Okeh records and the Berg Artone line of portable talking machines particularly in demand. Mr. Fox reports that the records of Butterbeans and Susie are selling very well, due in large measure to the fact that dealers are tying up with the appearance of these popular artists in Jimmie Cooper's Black and White Revue, which has been playing throughout the metropolitan section. The Symphonic reproducer has continued to be high in public favor and dealers report increased demand.

New Music Shop Opened

AZTEC, N. M., October 4.—A new talking machine and radio store, operating under the name of the Aztec Music & Electrical Co., opened in the Jackson Building here recently. The proprietors are Mrs. Harold Herbert and Mrs. Guy Herbert. A full line of Columbia Viva-tonal phonographs and New Process Columbia records are carried, as well as several leading lines of radio receivers.

The Nassau Radio Co., Brooklyn, N. Y., recently increased its capital stock from 300 shares of preferred stock at \$100 per share and 200 shares of common stock of no par value to 650 shares of preferred at \$100 per share and 3,000 shares of common of no par value.



The
EAGLE
All That is Best in Radio

Shielded by Its Reputation

For Permanence

Jobbers and dealers realize now more than ever that the manufacturer's reputation is the greatest single factor in radio sales. Proven superiority, known standards of performance, a steadfast refusal to cut prices—this is the high code of manufacture that has earned for Eagle the respect and confidence of trade and public alike.

Have you seen the Eagle Models of 1927? Write for information NOW.

EAGLE RADIO COMPANY

16 BOYDEN PLACE

NEWARK, N. J.

MAGNAVOX

SINGLE DIAL Radio

*"One of the three
best franchises
in Radio"*

That's what a national authority on radio sales has said of *Magnavox*. Look how true it is:

Experience—Fifteen years of making radio products. First to produce a loud speaker. First to perfect single dial control.

Stability—Paid 100% in dividends since 1920—more than any other radio company whose stock is listed.

Quality—Only thirty-seven sets returned to factory as defective last year. 400,000 loud speakers made and sold.

Advertising—Radio's first large advertiser. One of three largest in magazines 1922 to 1925. Using more space this fall in the Saturday Evening Post than any other present radio advertiser has ever used during the same period.

Policies—Chief executives have been retailers, wholesalers and manufacturers of radio and musical instruments. Policies based on intimate appreciation of retailers' problems.

Merchandise—Complete line of sets from \$75 to \$260 list (model 10, \$110 list, shown). Three cone speaker models \$22.50 to \$50. (Cornell model, \$22.50 list, shown).

Write at once for full details

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] 24D16 © 1926



Profit Winning Sales Wrinkles

How One Dealer Used Sale of Mechanically Cut Records to Move Old Type Phonographs—Bargain Basement for Used and Antiquated Stock—Radio Tie-ups With Current Events Profitable—Study the Passing Crowds to Build Profits—Other Interesting Stunts

The recent movement in the trade to clear up stocks of mechanically cut records by offering them to the public at greatly reduced prices served to afford an excellent idea of the merchandising ingenuity of various dealers. Some there were who simply announced that the records could be obtained at the rate of three or four for the dollar and let it go at that, expecting the public to rush in and buy. Others advertised more liberally, presented window displays of the special offerings, and set out piles of records on tables so that they might work on the self-service idea, giving the prospect a chance to make his own selections without interference. Still others, and they may be called merchandisers, saw a chance for using the records as a lever for moving old model and used machines, the plan being to increase the price of the machine from \$12 to \$15 and then offer with it records to the list price value of \$25 to \$30. One dealer who had difficulty moving a rather worth-while machine at \$75 cleaned out his entire floor stock and a number of machines that were rushed to him on special order by raising the price to \$87 and throwing in the \$25 worth of records. The point is that the dealer not only moved the machines at a regular profit, but got fifty cents apiece for his records as compared to twenty or thirty cents per record obtained by competitors. Opportunity does hang out in the queerest places.

Plan to Move Old Stock

To the average music dealer the term "bargain" as it applies to musical instruments has a mean sound because it reminds him too much of the "was-now" type of selling, and appears to cheapen the character of the business. The general public, however, or at least a very substantial proportion of it, is strong for the lure of the bargain, and the chance of getting unusual value for its money, or, better still, something more than is paid for. This trait can be turned to good account by the legitimate music dealer for clearing out old stocks of talking machines, pianos or what not, particularly of instruments

taken in exchange. The Heaton Music Store, in Columbus, O., operates what is termed a bargain basement, where may be found used and discontinued styles of talking machines, pianos and radios. The bargain basement serves the double purpose of keeping used and antiquated stock off the main room floors, where they detract from the appearance of new instruments, and also makes a strong appeal to those who cannot afford, or naturally hesitate to buy, new instruments at list prices. The bargain basement of Heaton's pays a profit on its operation, which should offer a hint to dealers who are wondering what to do with old and used models of talking machines and radio receivers.

Profiting by Tie-ups

With the football season under way and other major sporting events scheduled for the next few months, radio dealers will do well to take advantage of the opportunity of giving crowd demonstrations on the occasions of these sporting events, which run high in public interest. Hundreds of dealers throughout the country tied up with the broadcasting of the world's heavyweight boxing championship bout and with the World's Series baseball games, but there still remain plenty of opportunities to render service to the community by inviting people to the store to hear the broadcasting of these events and also profit by bringing the radio merchandise to the attention of many prospects. One instance of a dealer profiting from such exploitation occurred last month when the Terminal Radio & Music Shop, New York, announced that it would remain open to give passers-by the latest fight returns as received over the air. An attractive banner in front of the store invited all to the establishment, and on the night of the fight Joseph Polan, proprietor of the store, estimated the crowd that entered and waited in the courtyard outside as being in the neighborhood of 5,000. A Garod power set with a Western Electric loud speaker blazoned forth a description of the fight as broadcast and during the proceed-

ings sales of radio parts and accessories totaled over \$1,000. In addition to this immediate profit, the demonstration bore fruit in that it brought the store's products before the public's eye and many have since returned to purchase parts and other necessities.

Studying Public Taste

Studying the types and classes of people who pass in front of a music store during the different hours of the day and selecting the type of music for playing at the store door which will most appeal to the greatest number of passers-by will result in increased sales of records. The Thirty-fourth street store of the New York Band Instrument Co. is situated opposite an entrance to the Long Island Railroad division of the Pennsylvania station, New York. The variety of nationalities who pass by daily is great, and James F. Brogan, manager of the store, has studied the passing population so that now, at different hours, different selections are played. For instance, during some hours when the Long Island commuters are in the majority, late popular releases are played, at other hours when workmen are passing en route home, selections from the foreign language catalog are played, and so on during the day a carefully planned schedule is followed out. It might be interesting to note that almost 1,000 records of "Povero Valentino," from the Italian catalog, were sold in a week or ten days, mainly through store door playing in conjunction with an attractive window card. Though the record sold for \$1.25, there was no hesitation as to price.

Using the Sales Record

A talking machine dealer in the Middle West who entered the field a little more than a year ago has outstripped in sales volume many of his competitors who have been in business for years. This dealer, when he opened his store, determined to make his establishment the music center of the section of the city in which he was located. He encouraged the young people to make his establishment their headquarters. When artists visited the city he made it a point to be on the committee of welcome and whenever possible he had visiting artists play in his store, naturally sending out invitations to customers and prospects. He built prestige and business increased tremendously. There is a thought in this for every dealer.

Philanthropy That Pays

A dealer in Portchester, N. Y., is attracting considerable attention to his line of talking machines and the new records through loaning instruments and selected groups of recordings to lodges, church clubs and other societies, when social affairs are held by these organizations. This farsighted retailer in this manner is creating an interest in his line and is securing publicity that will have a marked effect on sales in the long run. The dealer who is apt to become discouraged when he fails to notice any immediate effect in sales from his publicity must bear in mind that the effect of consistent advertising is cumulative.

Profits Through Service

Frederick P. Altschul, a music dealer who operates five stores in New York City and Washington, D. C., does a very large radio business. The policy of the firm provides for liberal service, with the object in view of promoting customer satisfaction. In line with this policy the company's service department is open in the evenings as well as through the day. "While giving service on this basis is expensive," said Mr. Altschul, "we believe that it pays us through the increased business we obtain from patrons who are satisfied with our methods of doing business."

The Harding Jewelry Co., of Bessemer, Colo., which recently moved to new quarters, has added a complete music department featuring the Brunswick and Victor line of instruments and a complete stock of records. The Gulbransen piano line is also carried.

Radio Results



WESTON Model 506 Pin-Jack Voltmeter with High Range Stand offers a combination to the dealer that will be as profitable to you as to your customer. ¶The voltmeter alone, plugged into the panel of the set, measures filament voltage. When this voltmeter is plugged into the High Range Stand it measures battery voltages up to 160 volts. ¶You know Weston quality. Write us for Bulletin "O."

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



STANDARD THE WORLD OVER

WESTON

Pioneers since 1888



Big - -

Easily the
Biggest Value
in the trade at

\$ **15** LIST



CASES IN
ALL COLORS

THERE'S nothing undersized about the Nifty PORTABLE except the price. Case is full size of standard \$25.00 portables—and built stronger than many of them.

A genuine Heineman motor. Excellent reproducer and tone arm. Handsomely plated hardware. Tilting expanding record pocket.

Size — Tone — Appearance



Consolidated Talking Machine Company

227-229 W. Washington St.

Chicago

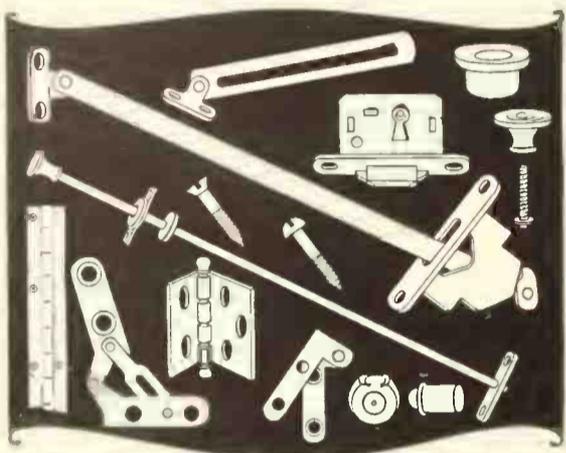
WRITE US—OR WRITE YOUR JOBBER—AT ONCE

Gillespie Profits by Unusual Advertising

Southern Dealer Does the Unexpected in Advertising to Catch Public Attention—Some of His Most Successful Publicity Stunts

By Russell Raymond Vorhees

There are literally a hundred and one things that different phonograph dealers will swear by as being good for building up a business and most likely all of them are valuable. Whether any of them are more valuable than others is a question that most likely will never be answered. However, that advertising is of vital value in the upbuilding of a business is a fact that has been proved time and time again. Talking machine dealers all over the country give daily testimony to this fact and not the least of these is William C. Gillespie, of Jacksonville, Florida.



Rockford Hardware

FROM the complete Rockford Line of Hardware your every need can be supplied to advantage. Over 300 hardware items for pianos, phonograph and radio cabinets. Write 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.	Seattle, Wash.
Grand Rapids, Mich.	Milwaukee, Wis.
High Point, N. C.	Sheboygan, Wis.
	St. Louis, Mo.



Mr. Gillespie started in business two and a half years ago in a small store that didn't boast of a single booth. He had an assortment of five hundred records and a dozen talking machines, together with one horn machine that played at the store door. From this very modest beginning he has built a business that is worth while. To-day Mr. Gillespie wouldn't sell his business for \$25,000. As proof of the fact that Mr. Gillespie has built his business upon sound ideas may be mentioned the fact that from the initial investment the business has financed itself and grown out of its own profits.

Publicity Cornerstone of Success

"From the start I tried to do something all the time that would advertise my business," says Mr. Gillespie in discussing the idea that he has made the cornerstone of his business. "I have always been firm in the belief that if a business is advertised all the time it is bound to grow and prosper. I feel from the way that my business has grown from its very small start that my original premise was correct.

A Nickel-a-Day Ad

"To be sure, there is all sorts of advertising, some of which may be questionable. I never go in for anything that isn't aboveboard and legitimate, but if the idea is allright I use it. For instance, take my awning. The phonograph company whose machines I handle paid half the cost of the awning and I paid the other half. My share of the cost of this awning runs me five cents a day for two years, which is supposed to be about the life of the awning. But at that I believe that it is excellent advertising and is more than worth the cost. The reason I feel that way is because customers speak of the awning.

Gillespie's Best Advertising

"The best piece of advertising that I have ever done is the pinwheel that I have on the front of my auto and that I have since duplicated on the rear on either side. I made this pinwheel myself in my shop at a cost of \$2.50, but it is the best piece of advertising I ever had regardless of price. The pinwheel is cut from a piece of block tin and mounted on the front wheel hub from a bicycle. When I drive my machine along the street the pinwheel on the front of the car attracts no end of attention and by having two on the rear of the car I am able to hold this attention after I have passed.

Repairs Through Window Publicity

"I have two windows to my store and I try to get the most advertising value out of these. One window I keep for a display of the various parts of a phonograph that I have mounted on a board for display purposes. Then as I finish repair jobs I put the finished job in the window and that, I find, is more advertising for my shop. It is surprising to notice how many people will stop and look in the window at the parts and repaired jobs.

Motion in the Window

"The other window I use for a display of phonographs and machines and such things. In this window I always make it a rule to have some motion. I have found that a little motion goes a long, long way in attracting attention. I rig these motion displays up myself. I generally have some sort of a large tin drum that carries advertising signs and which revolves. This attracts no end of attention to my window and store and is a great aid in helping me sell phonographs, accessories, records and supplies.

"In the summertime I use fans, which I have found to be very good. Sometimes I hand these out to customers over the counter and at other times I send a lot of them to the different churches and hospitals. In both of these latter

places they are excellent advertisements. I have had great success with fans. I find that anything like that on a hot day pleases the person who receives it. They are almost certain to read the advertisement on it. Around the holidays I use calendars and find that they are good. Almost anything that is actually handed to the customer is a good thing to advertise with, I find.

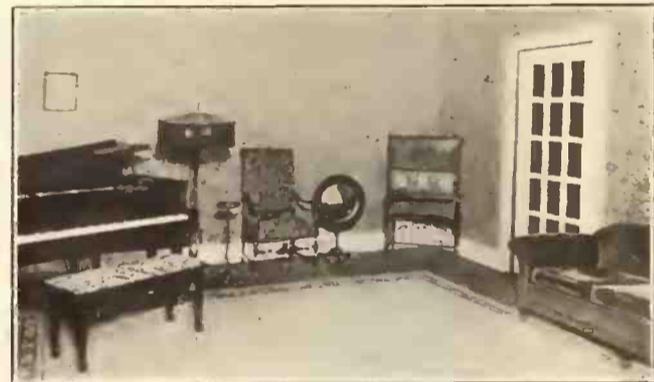
Advertising on Records

"I have small stickers printed in black ink on a gold background that I paste on every record at the time it is sold. I stick these as near the name of the records as possible so that people are pretty certain to see them. The stickers bear the name and address of the shop. They are plain and neat and calculated to attract attention. This they never fail to do. I find that this is a very good advertising idea.

"Advertising is the life of business. If a talking machine dealer will stick to advertising he will find that it will make his business just as it has made mine."

Attractive Store Display as a Stimulator of Sales

The C. A. Reid Piano Co., of Plainfield, N. J., as may be seen by a glance at the accompanying illustration, is featuring the



One of the Reid Co. Display Rooms

Stromberg-Carlson radio line in a most attractive manner. The C. A. Reid Piano Co. has fine display rooms and the newest Stromberg-Carlson art console receiver has been given a fitting setting. Proper display in both the window and store are of the greatest importance in bringing out the attractive features of the handsome cabinets of talking machines and radio sets.

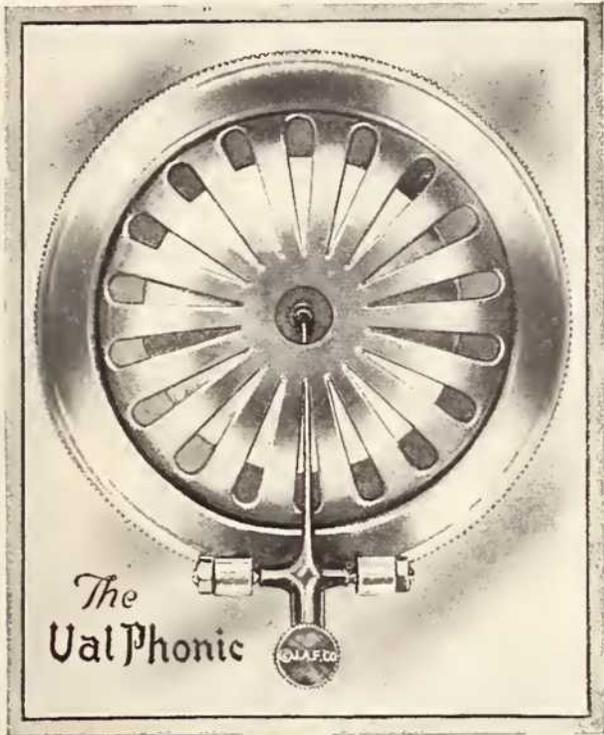
Specht Resumes Broadcasting

Paul Specht and His Orchestra resumed broadcasting on Friday, October 1, and will be heard every Friday during the hour of 11 to 12 from station WJZ. This orchestra is an exclusively Columbia recording aggregation and is well known throughout this country and Europe. In addition to the broadcasting each week, Paul Specht and His Orchestra is playing at the Colony Theatre and is also featured at the Twin Oaks Cafe, New York.

Morris Sanford Visits N. Y.

Morris Sanford, one of the officials of the Ideal Phonographs Co., of Pittsburgh, Pa., and Cleveland, O., was a recent visitor to New York. He spent a great part of his stay at the offices of the General Phonograph Corp., conferring with Allan W. Fritzsche, sales manager, on promotion plans for Okeh and Odeon records. En route home he stopped at the offices of the J. A. Fischer Co., maker of "Valley Forge" springs.

DOUBLE POLISHED



The Val Phonic Reproducer

*Hand Hammered
Metal Diaphragm*

Produces amazing results when attached to the old type phonograph —brings out every detail of the new electric process record. Absolutely free from blast, noted for tremendous volume, clear and distinctive tone.

Beautiful Antique Finish— Made to fit all machines.

THE non-jump process was originated by this organization — likewise Lubrill and Mocolene—the insurance against rust.

And Now

We double polish every Valley Forge main spring. Note how easily it glides into the spring cup and that unbeatable velvety finish—

On the alert always to better our products is the Valley Forge policy!



Truck Demonstration of Radio Receivers Solved Dealer's Problem and Aids Sales

Stromberg-Carlson Dealer Fits Out Demonstration Car and Drives to Home of Likely Prospect Who Shows Signs of Hesitancy—Truck Keeps Store's Stock Before Public's Eye

There are undoubtedly many people who have not purchased radio sets who are at times possessed of the desire for a set and are well able to afford an instrument in their homes, but for some reason or other they put off buying simply through indifference or because they have never heard a radio receiver demonstrated under the proper conditions. It may be



J. H. McMillen's Demonstration Truck that having dropped into a dealer's store the conditions were none too good and the growing desire for a set was nipped in the bud because of unfavorable reception. Such people hesitate before asking a dealer to demonstrate the receiver at their own homes because they do not wish to place themselves under obligation to the dealer for the time and trouble which it would make for him. Dealers who have suffered from difficulties in getting their products into the homes of likely prospects where a demonstration would in many cases mean a sale might be interested in the experi-

ence of a dealer who has to a great degree overcome this problem.

J. H. McMillen, Mabel, Minn., authorized Stromberg-Carlson dealer, encountered similar difficulties and many times felt that the prospect who grew lukewarm and held back from signing on the dotted line would buy if the Stromberg-Carlson receiver were demonstrated properly. Difficult as it was to get prospects to come to the store, it was more difficult to get consent to install a receiver in the home, and even after securing permission, while sales would be made, this method of selling greatly increased the selling cost.

As a solution to his problems Mr. McMillen fitted out a demonstration car, as shown in the accompanying photograph. This car is equipped with antenna and all necessary adjuncts, including a 601 Stromberg-Carlson receiver. Within the car, also, is a complete line of accessories and supplies.

Now when Mr. McMillen has a prospect he does not have to sell him on the idea of installing the set in his home. He simply asks him when he will be home and on that evening runs into the driveway, turns on the set, and gives a demonstration. Usually the prospect is so pleased with the simplicity of operation and efficiency of performance that the task of completing the sale is negligible.

By means of the car this dealer is also able to furnish reports of sporting events and other matters of current interest to crowds outside his store and at the principal points about town, thus keeping his store and its products constantly before the public's eye.

Mr. McMillen recently commented on his

new means of exploitation and demonstration, saying: "Before I equipped this car, many of my prospects would say to me, 'We do not care for a radio, inasmuch as we have never heard any instrument that we consider worth listening to. All radios seem to be alike.' I had extreme difficulty in making demonstrations in the home. I had to install four for every one I sold. Now, however, I go to a place with my car and my prospect first gets interested in the novelty of my equipment. Soon I have some distant station tuned in with music that happens to appeal to them and they are listening while I explain the many advantages of Stromberg-Carlson. As a result, the time and labor required in making a demonstration are greatly reduced."

Brunswick National Ad Campaign Is Under Way

Leading National Magazines, Newspapers From Coast to Coast and Trade Papers to Carry the Message of Brunswick Products

The Brunswick-Balke-Collender Co. has already launched a large advertising campaign, national in scope. In the magazine field, the Saturday Evening Post, Literary Digest, Liberty, National Geographic, Good Housekeeping, Vogue and Harper's Bazar will be used.

Copy featuring the Panatropes is used in the majority of these magazines, although mention is being made of Brunswick's New Musical Instrument and the \$5,000 contest by which it is obtaining a name for the New Musical Instrument.

In addition to the national magazines, a network of newspapers which cover the country from Coast to Coast is being used to feature all the Brunswick products, i.e., Panatropes, phonographs and records. This national advertising is, as has always been the Brunswick's policy, supplemented by a carefully planned schedule in the trade papers.

"Leads the World in Radio Values"

"Baby Grand Console" Model



Six Tube
TRF

- Power operated from light socket list \$99.50
- Battery operated list \$89.50

Volume, selectivity and tone quality for present day conditions.

Note: Two loud speakers built in, both work at same time, one on the higher and one on the lower tone range and all notes whether high or low pitch are perfectly reproduced.

Here are united, in extreme degree, luxury of appearance and luxury in performance.

Our previous offer of sample, at factory cost, expires Oct. 15th

DIAMOND T RADIO MFRS.
SOUTH BEND, IND.



Phonographs Play Part at Convention of Music Merchants' Association of Ohio

New Type Talking Machines Prominently to the Fore in "Music Revue of 1926"—Demonstration Attended by Thousands—Talking Machines and Radio Exhibits—Business of the Convention

COLUMBUS, O., September 30.—The modern talking machine, particularly in its electrically operated form, played a prominent part in the unusually effective demonstration of modern musical instruments held at the Neil House here during the recent convention of the Music Merchants' Association of Ohio and under the auspices of a group of some thirty Columbus music dealers.

The idea of the demonstration, termed "The Music Revue of 1926," was to enable the public of Columbus to listen to actual demonstrations of the various types of musical instruments, including the straight upright and grand pianos, reproducing and player-pianos and talking machines of various types, so they might have a proper conception of the new things the trade

had to offer. That the public was really interested was evidenced by the fact that, although some 2,000 people crowded into the ballroom of the Neil House, fully half as many more were turned away at the door by order of the Fire Department.

The program was opened with the presentation of the Brunswick Panatrope in a most effective manner. Lee Sims, pianist, whose records are recorded by Brunswick, played "Talking to the Moon," on the piano, and then in comparison his recording of the same number played on the Panatrope. The demonstration was allowed to rest with this comparison and the audience was greatly impressed.

Following the demonstration of the grand and upright pianos there was presented the new Viva-Tonal Columbia phonograph, presenting a march number and several other instrumental selections. The Columbia instrument was featured without electrical amplification, depending for tonal volume entirely upon the mechanical reproduction. Later on in the program the Orthophonic Victrola was also demonstrated, with orchestral, vocal and organ records, the amplifiers installed in the ballroom for banquet purposes being used to amplify the tones.

Despite the fact that the hall was poorly arranged for such a demonstration, being some 250 feet long and 60 feet wide, a large proportion of the audience stayed until the end. It was felt that the demonstration proved itself by permitting the public to realize the great advance that had been made in the talking machine and record field, a development not generally appreciated by those who have not had the opportunity to listen directly to the demonstration.

It was interesting to learn that the new Gulbransen Studio Model small upright, manufactured by the Gulbransen Co., of Chicago, was utilized for demonstrating the musical possibilities of that type of instrument.

Some of the Exhibitors

During the convention there were a number of official exhibits at the Neil House, talking machines and radio receivers being well represented. Atwater Kent radio receivers were shown and demonstrated by the Columbus Ignition Co., local distributor, with W. W. Bennett, sales manager, in attendance; the United States Music Co. had a complete display of its U. S. Pep and Auto-Art rolls, with George L. Ames, vice-president, in charge; the Columbia Phonograph Co. branch in Cleveland displayed the new Viva-Tonal phonograph in several styles and attracted much attention therewith. R. J. Mueller, district manager, was in charge. The Gulbransen Co., Chicago, had a replica of the elaborate display made at the National Music Industries Convention in New York in June; the new Gulbransen models were shown, as were the new Gulbransen music rolls. H. A. Stewart, sales manager of the company, was in charge.

The Pennsylvania Phonograph Distributing Co. had an interesting display of the latest Sonora phonographs under the direction of J. L. DuBreuil, vice-president, and the Sterling Roll & Record Co. had an exhibit in the same quarters. The Brunswick-Balke-Collender Co. had an interesting display of various mechanical models, as well as the Panatrope, in charge of J. E. Henderson, Cincinnati district manager. Lee Sims, prominent pianist and Brunswick artist, gave demonstrations during the week; the Berg Auto Trunk & Specialty Co. had a display of Artone portable and console models, with A. J. Engel in charge; the Ideal Phonoparts Co. displayed Okeh and Odeon records, Artone

phonographs, Valley Forge mainsprings and parts, Mel-O-Art music rolls, Symphonic reproducers, Carryola portables, Dictograph loud speakers and several other lines, with Fred Schuyler, vice-president, and E. B. Lyons, Cleveland manager, in attendance.

The various talking machines were demonstrated almost constantly and attracted much attention from the visiting dealers. It was particularly significant that exhibitors of those lines booked really substantial orders, while some piano men were complaining.

The Convention Itself

The convention itself attracted a large number of delegates and the business of the two afternoon sessions was handled in record time. The secretary, Rex Hyre, presented a lengthy report of the year's activities of the Association and after discussion a resolution was passed urging that all musical instruments be rationally priced. The Legislative Committee called attention to a new State bill prohibiting the use of false names and addresses on installment contracts by purchasers. It was reported that the Mutual Insurance Bureau of the Association was making progress and saving members 25 per cent a year on policies. The success of the piano-playing contest in Detroit recently was explained in detail by Roy A. Maypole, of that city, who had charge of the work. It was announced that the membership of the Association was crowding the 500 mark, the actual total being 496.

Officers Elected

Officers of the association elected for the coming year were: President, O. H. Boyd, of Marion; vice-president, C. M. Alford, of Canton; treasurer, Wm. V. Crowe, of Columbus, and secretary, Rexford C. Hyre, of Cleveland. The next annual convention of the Association will be held in Cleveland.

Selling Radio Sets Under Difficulties in Canal Zone

Leighton & Leighton, Atwater Kent Dealers of Cristobal, Canal Zone, Tell of Hard Selling Conditions That Must Be Overcome

Leighton & Leighton, Atwater Kent dealers of Cristobal, Canal Zone, handle the Atwater Kent line and report that there are more Atwater Kent receivers and speakers in their territory than any other make and more than all other factory-made types combined. Mr. Leighton, in a recent letter to the Atwater Kent Mfg. Co., lists a few of the difficulties experienced in retailing radio in the Canal Zone, which are quoted herewith: "No daytime reception at any time of the year. Excessive spark leakage from naval radio stations and shipping lying in Cristobal Harbor, less than a mile distant. Unusual proportion of regenerative receivers, operated by decidedly unskilled radio fans—usually beginners. Nearest States' broadcasting station 1,134 miles away; average reception from 1,800 to 3,000 miles, and must be brought in satisfactorily to make sales. Located in the worst static belt known to the U. S. Navy. Climatic conditions cause corrosion of all receiver and speaker parts containing ferrous or cuprous metals. Repair and installation of new parts regular program. Lack of advance information requires 'fishing' for programs, which has been somewhat simplified by the arrival of the '30'."

These handicaps visualize, according to Mr. Leighton, "how much of a 'cinch' it should be to sell Atwater Kent sets in the States, if we can peddle a few of them here now and then under existing circumstances."

Mr. Leighton is an enthusiast over the model 30 receiving set and is specializing on this number. The first model 30 he received on April 1, and after waiting until 9 p. m. to get away from ship interference, he reports twenty-four stations were logged on the loud speaker until about 11:30 p. m., in spite of the adverse conditions.

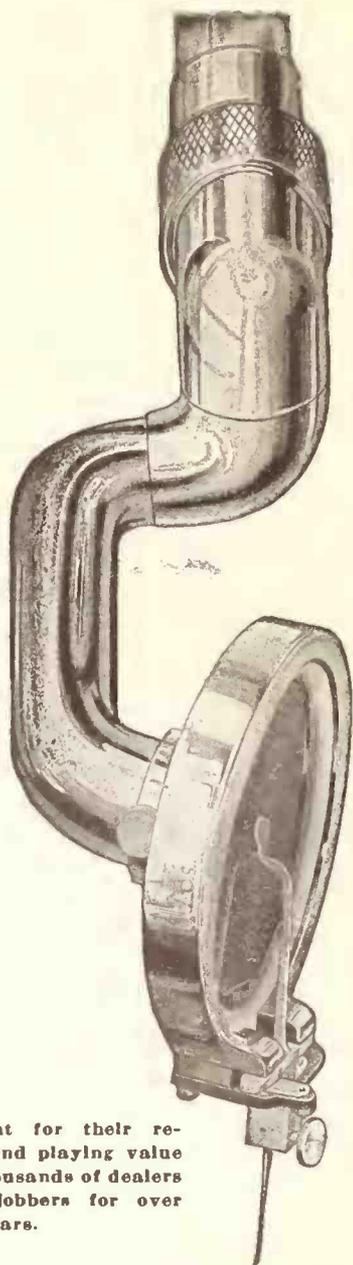
Mr. Edison Man:—

Never Say

"KANT," say "KENT"

The KENT No. 1

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



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

Write for catalog of complete line



Reg. U. S. Pat. Off.

F. C. KENT CO.

Irvington, N. J.



*“The one and only
radio battery to handle”*

“WHEN we were selling every make of radio battery on the market except Eveready, we always lost money, mostly due to batteries not standing up and not being able to get replacements easily,” writes Mr. C. H. Gettman, of Gettman’s Shop, Norfolk, Neb. “The worm turned, however, and we have been making money on batteries ever since we stocked Evereadys. We have never lost a dime on the Eveready line,

and more than that we have more than doubled the volume of our supplies and battery business. Eveready radio dealers and jobbers ought to realize that the one and only radio battery to handle is the Eveready.”

The Eveready line is a logical one for every music establishment. Order from your jobber.

Manufactured and guaranteed by
NATIONAL CARBON Co., 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	WSAI—Cincinnati
WJAR—Providence	WTAM—Cleveland
WEEI—Boston	WWJ—Detroit
WTAG—Worcester	WGN—Chicago
WFI—Philadelphia	WOC—Davenport
WGR—Buffalo	WCCO { Minneapolis
WCAE—Pittsburgh	{ St. Paul
	KSD—St. Louis

EVEREADY
Radio Batteries
—they last longer

Predicts End of Uneven Radio Sales Trend

E. E. Bucher, General Sales Manager of R. C. A., Makes an Interesting Analysis of Present Radio Situation and the Outlook

One of the outstanding developments in the radio business during the Summer months just passed is the significant fact that consumer demand did not take the characteristic slump which many predicted, according to E. E. Bucher, general sales manager of the R. C. A. "In fact," Mr. Bucher says, "observation of the conditions prevailing in the trade, supplemented by a more intensive analysis of market conditions for the first eight months of 1926, lead me to believe that the present year may mark the end of the seasonal character of radio sales. Those who have studied buying trends in radio report a more pronounced uniformity of month-to-month radio purchases—all of which has occasioned a strong current of optimism in trade circles, particularly in the metropolitan centers.

New Era in Radio Merchandising

"The approach of this new era in radio merchandising was predicted a number of months ago; for it was logical to expect that the superlative effort of the radio industry during the past two years to make radio a reliable source of public enjoyment during the entire year. Summer and Winter alike, ultimately should have its effect upon buying trends. The accomplishments which I believe are largely responsible for the flattening out of the yearly sales curve are:

- 1.—A substantial improvement in broadcast programs, both with regard to the quality of entertainment and methods of presentation.
- 2.—Highpower broadcasting with consequent wider program distribution.
- 3.—Extension of the wire network of radio program distribution.
- 4.—Improved receiving set performance in the form of:
 - (a)—Better volume and quality of reproduction.
 - (b)—Greater simplicity of operation.
 - (c)—Perfected operation from the lighting circuit.
 - (d)—Introduction of reliable portable receivers.
 - (e)—The introduction of special purpose vacuum tubes which have improved the efficiency of the broadcast receiver and improved its quality of reproduction.
- 5.—Improved service to the public on the part of the trade.

"There can be no conflict of opinion on the improvement in the broadcast programs. Broadcasters are rendering a far more efficient service to the listening public to-day than at any time in broadcasting history. Many local stations are tapping the great reservoirs of program matter syndicated from the metropolitan cities and

combining these truly excellent features with local presentations to form more completely balanced and acceptable periods of entertainment.

Effect of Broadcasting on Trade

"Widespread and growing use of broadcasting by commercial interests and industrials is resulting in superior broadcast offerings. Even the casual listener will have observed the improvements in programs effected by broadcast



E. E. Bucher at His Desk

impresarios during the past year. Inasmuch as broadcasting is the very keystone of the radio business these substantial advances are having a salutary effect upon the trade.

"The growing tendency toward the use of higher power and, in fact, the actual application of highpower broadcasting has justified this practice during the Summer months of 1926. Adequate evidence is available to substantiate this claim. Greater broadcasting powers brought to countless thousands in remote sections of the land the same reliability of broadcast service heretofore restricted to listeners in metropolitan areas.

"Although continual progress is and should be the keynote of the radio art, nevertheless technical development has now reached the stage where the broadcast receiver will give satisfaction to its owner for years to come. Like the modern automobile with its high factor of maneuverability which enables its operator to comfortably travel the most congested city streets, so the factor of selectivity in the modern radio receiver enables the operator to travel the highways of space where broadcast traffic has practically reached the point of saturation. In this one respect alone the listener now en-

joys the benefits of painstaking research and development born out of the necessities of a practical situation which once seemed headed for chaos. Single control receivers have reduced the simplicity of operation of the receiving set to the point where they can be manipulated by anyone. Operation of receivers from a lighting circuit became an accomplishment in the latter part of 1925. Likewise the portable receiver, which captured the public fancy during the Summer months, played a leading role in the entertainment of vacationists and travelers who took advantage of the marvelous Summer-time programs broadcast for their benefit. Advanced receivers, combining all of the elements which make for the most perfect enjoyment of the splendid programs offered by radio broadcasters, have now received their road test. The principles they embody have now been tried, tested and approved by the public. We need no longer ask ourselves whether they are favored with public acceptance. The public is sold to the new-day receiver.

Dealer Service a Stabilizing Factor

"The performance of the home receiver has been greatly enhanced by the conscientious effort of radio dealers to render a complete and thorough installation and inspection service with every sale. This factor of service, completing the five outstanding achievements during the past two years, has proved far-reaching in its effects upon the general growth of the radio business. While the manufacturer may provide receiving devices of the highest technical excellence, if the sale of this receiver is not supplemented by adequate inspection and service, full satisfaction may not be derived from it by the purchaser. It is gratifying to note the splendid dealer co-operation manufacturers are enjoying in this important work.

"Radio in all of its phases and ramifications has reached the point where the public can buy with safety. This year's offerings carry the first inducements to replace the old with new. Those who purchased their sets four years ago will find it to their advantage to investigate the merits of present-day products."

Orthodyne Corp. Chartered

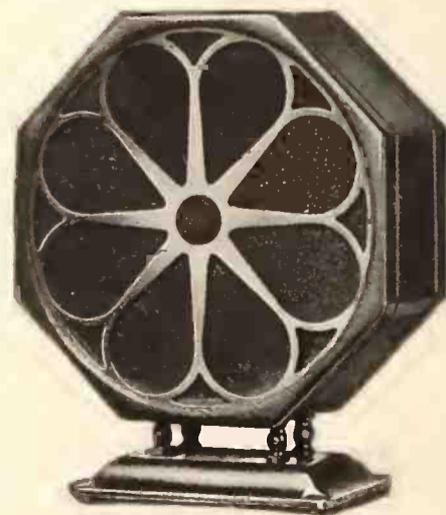
The Orthodyne Acoustic Corp., New York City, was recently incorporated at Albany to make musical instruments with a capital stock of 500 shares at \$100 per share and 1,000 shares of common stock of no par value. The incorporators are W. R. Roth, H. Schwartzberg and S. H. Rifkind.

OCTA 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

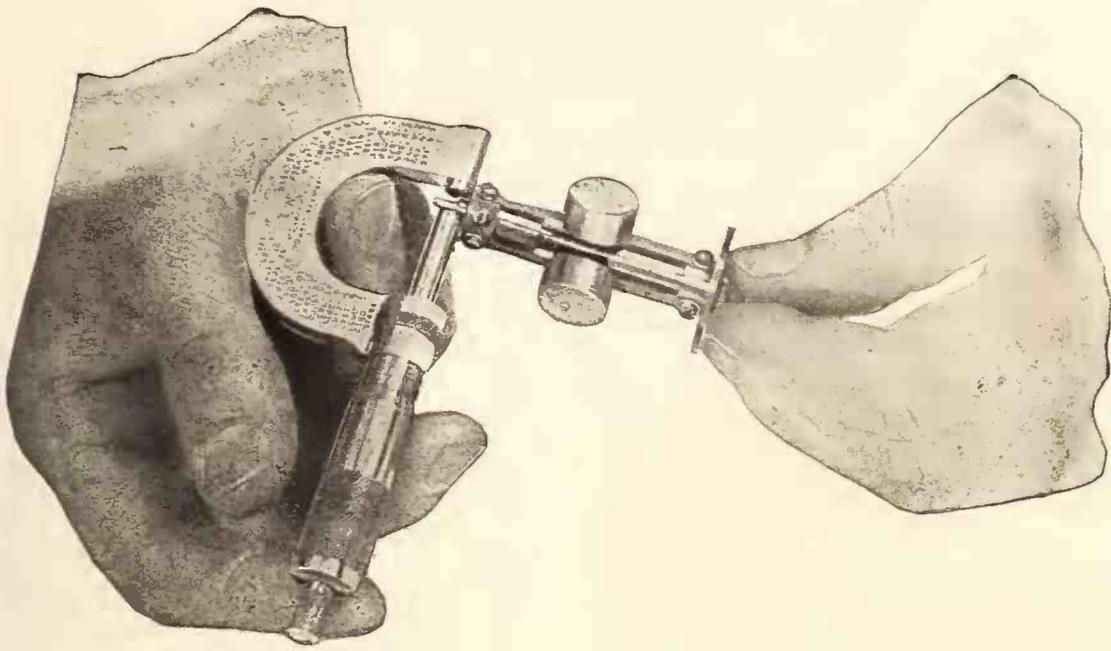
*Slightly higher
west of the Rockies*



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.

77 Inspections



At the left is shown Inspection No. 56 of Flyer Motors. Every moving part in every Flyer must pass its inspection test 100%. The slightest deviation of the instrument means the discard of that part.

for every FLYER Motor

EVERY Flyer Motor must successfully pass 77 inspection operations before it can leave our plant. The completed motor is tested for sound, on delicate sounding cabinets, by two different experts.

The precision and sturdy construction of Flyer Motors are famous in the industry. These light and noiseless but husky motors are made to stand years of hard, steady use, knocks, thumps, exposure — and still keep going.

— that's why 3 out of 4 of all portables sold are equipped with Flyer Motors

The



GENERAL INDUSTRIES CO.

ELYRIA, OHIO

Formerly named The General Phonograph Mfg. Co.

Makers of Precision Products for a Quarter of a Century

Some Practical Pointers on Salesmanship

A Dealer of Many Years' Experience Passes Along Some of Things He Has Learned About Selling Talking Machines and Records

A talking machine dealer in the Middle West, who is a veteran of the trade and understands all angles of the retail business through years of experience, recently laid down a number of rules for salesmen. Each man who enters his employ is given this list of rules and is expected to follow the suggestions—otherwise he does not last very long with that firm.

The first suggestion on the list deals with the handling of customers and prospects. "A real salesman has the ability of analyzing each customer and handles the various types of individuals in a manner that does not arouse antagonism," stated this dealer. "The salesman must never conduct himself so that the customer argues; he must avoid arguments of all kinds. He must be in harmony with the prospective buyer, and he must submerge his own tendencies to bring about this condition.

Building Good-will Through Selling

"There is more to selling than to getting the name on the dotted line. A sale that may mean the loss of good-will of a customer is poor business. After the customer has selected the talking machine, radio set, or other musical instrument, she should leave the store feeling that it was a pleasure to deal with us. Thus the customer becomes an asset to the firm, because he or she will not only come back to make further purchases in the future, but will recommend the store to friends. This is advertising of the most effective and profitable kind. One satisfied customer indirectly may be responsible for a number of sales.

"The salesman is the individual with whom the public comes in contact. If the salesman is unable to gain the good will of the customer

the store also is unable to do so, because the salesman is the firm in the eyes of the customer.

"When meeting a customer, do so with a smile. A grouch never gets very far in business, particularly in the selling end. Put the prospect at ease through a courteous approach. Never ask the prospect his desires in a negative manner. Don't say: 'You are not interested in

The suggestions in the accompanying article are worthy of the thoughtful attention of dealers and salesmen. Selling is an art that can be learned, but as in any other business or profession the man who achieves the greatest success is the one who profits most by the experiences of others who have been through the mill of experience and who are broad-minded enough to pass along what they know. . . .

a talking machine, are you?" Besides being extremely poor grammar the customer makes the logical reply, 'No.' Once you have found in which product the customer is interested explain the merits of the instrument in the simplest manner.

Right Selling Reduces Credit Risk

"Credit is an important element in the talking

machine business. Most prospects expect to purchase an instrument on the deferred payment plan. For this reason it is important that the salesman make absolutely clear to the customer the terms on which the instrument is sold. Do not make promises that you are not certain will be acceptable to the credit department. Unless the firm is able to collect all the instalments when due profits are jeopardized. Also misunderstandings regarding terms result in customer dissatisfaction.

"In closing a sale inquire if the customer prefers to pay cash. If it is the patron's desire to take advantage of the time-payment plan, suggest high payments and a large initial payment. Work down to the point where the terms suit the customer. Of course, common sense regarding time payments must prevail. The policy of the store largely governs this. The great mistake made by salesmen eager to close sales lies in urging prospects to buy on the basis of terms. The salesman is not selling terms. He is selling merchandise and should sell the talking machine, radio set or whatever instrument the customer plans to buy, on its merits.

"Always have a pad and pencil at hand and when taking the deposit from the customer repeat the name and address and amount as you jot it down. Do not make random promises regarding delivery simply because the customer suggests a certain time. Be positive that the instrument can be delivered on the date specified before promising the customer. If a promise is made it should be kept. This also helps to build good will."

Common-Sense Merchandising

There is a great deal of sound, common sense in the points brought out by this dealer. Every suggestion is a practical one, having only two objectives in view; namely, to create sales and satisfied customers. The ratio of sales to inquiries in most stores measures the effectiveness of the sales policy. While it is true that many people enter a store merely to satisfy curiosity, the very fact that an individual is curious enough to go into an establishment to ask about a product indicates an interest that the salesmen on the floor should make the most of. If, in spite of every effort, the prospect does not buy, very often the name and address can be secured. A vigorous follow-up many times will net sales that were impossible to make in the store.

Milton Watson Makes First Solo for the Columbia Co.

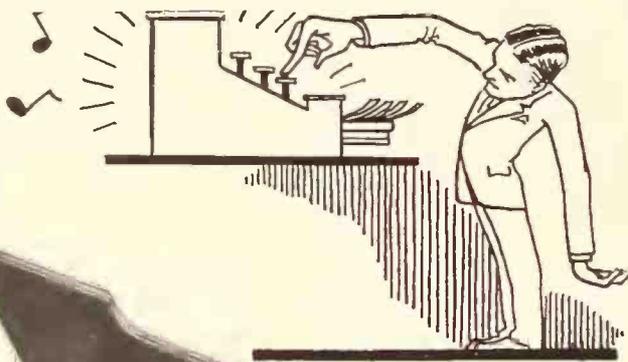
For some time Milton Watson, known as Chicago's favorite moving picture theatre singer, has been gracing Columbia dance records with enhancing vocal choruses that soon attracted considerable comment on the fine quality of his voice and expression. Columbia was quick to realize the value of this interest and has just released the first record by Milton Watson as a soloist, coupling "Journey's End" and "I Can't Get Over a Girl Like You."

Radio Service Aids Sales

BETHLEHEM, PA., October 6.—Charles C. Turck, talking machine and radio dealer, attributes the great success which he has achieved with his radio department for the past year to a complete service department which makes all calls promptly and does everything possible to aid the customer in enjoying his radio set to the utmost. Mr. Turck features the Atwater Kent line of radio sets and the Brunswick line of phonographs and records.

MU-RAD Solves Another Dealer Problem!

How many times have you watched prospective customers turn away and murmur: "I'll wait for something newer and better"? How many sales have you lost because people don't want to invest money in *this* year's radio—"next year's will be more up-to-date"—? Mu-Rad has worked out a plan to destroy this sales resistance. A fixed plan for *exchanging old Mu-Rad sets for new yearly models*. A plan that will make your cash register hum! This plan and the new Mu-Rad one-dial control receivers are a combination unbeatable in Radio history. Write today for further information, Dept. W.



MU-RAD
RADIO CORPORATION

ASBURY PARK
NEW JERSEY

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

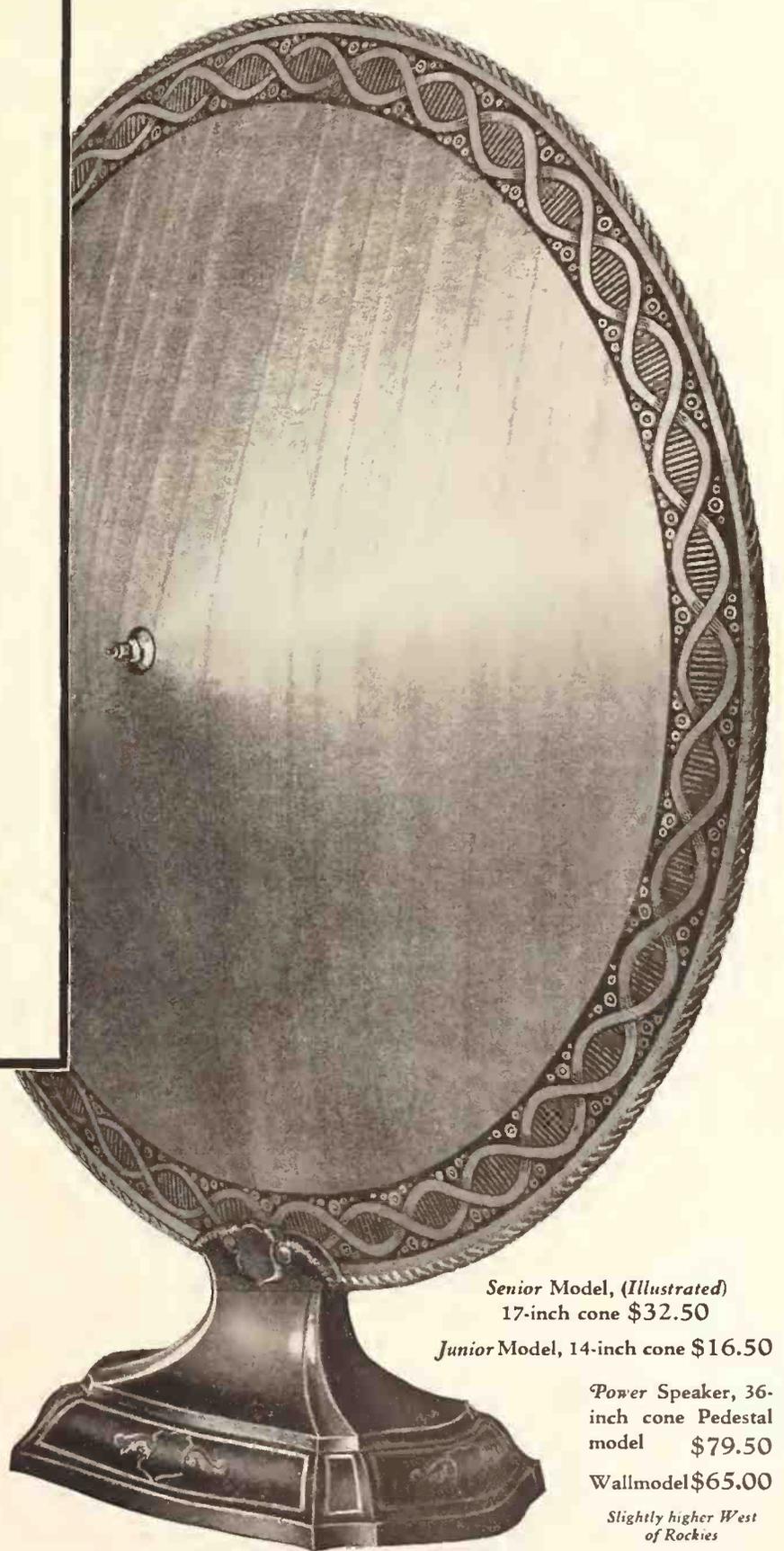
(B) Power Tube.

(C) Space for "A" battery and Trickle Charger.

Why try to sell them "something else" when they're already "sold" on Farrand?

THERE are many cone speakers on the market this season, but the Farrand "arrived" two seasons ago. Half a million radio fans are daily listening to its matchless performance—spreading the message of its superiority to every home that owns a radio, voicing a vast countrywide preference that comes only through time-tested, proven merit. Will you try to sell your customers "something else" or will you feature the speaker they're prepared to buy? There's a Farrand distributor near you. Order NOW.

Farrand Speaker



Senior Model, (Illustrated)
17-inch cone \$32.50

Junior Model, 14-inch cone \$16.50

Power Speaker, 36-inch cone Pedestal model \$79.50

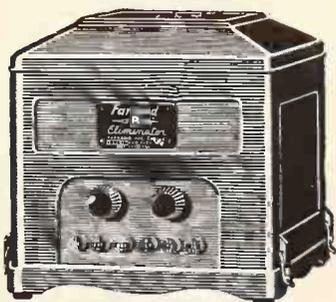
Wall model \$65.00

Slightly higher West of Rockies

Another

Farrand "hit"!

Another Farrand triumph—a heavy-duty "B" Eliminator that sets a new mark in high voltage capacity. \$48.50, without tube. Combined with Power Amplifier—\$62.50, without tubes.



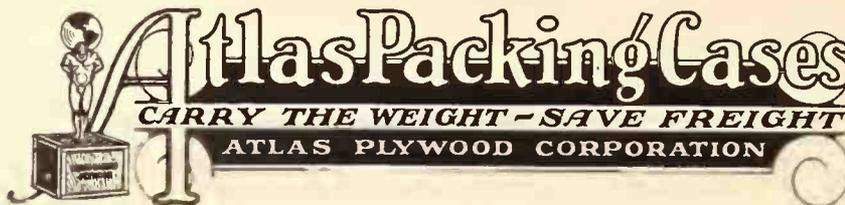
FARRAND MFG. CO., Inc., LONG ISLAND CITY, N. Y.



Sure Shipping Protection for Radios

Long shipments, rough handling, or accidental drops and bumps bring no harm to radios when they are packed in Atlas Plywood Packing Cases.

With plywood sides that protect fine finishes and spruce cleats that make for a rigid whole, Atlas Cases are shipping insurance enough for radios. They've been just that for phonographs for years.



PARK SQUARE BUILDING, BOSTON, MASS.

New York Office
90 West Broadway

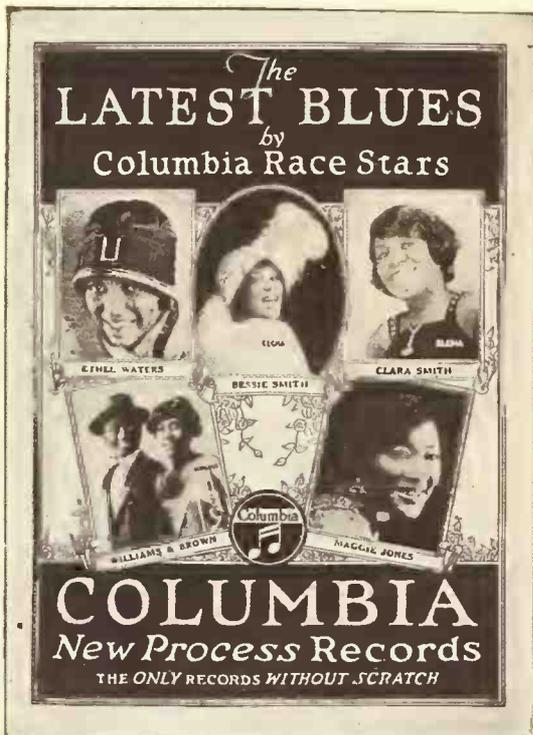
Chicago Office
649 McCormick Building

210

Columbia Co. Issues New Complete Race Catalog

New Listing of Recordings by Columbia Phonograph Co.'s Famous Race Artists Is Replete With Illustrations of Artists

A new complete race catalog was recently issued to its dealers by the Columbia Phonograph Co., New York. Five of Columbia's most prom-



Cover of Columbia Race Catalog

inent exclusive Race stars are featured on the cover, namely: Bessie Smith, Ethel Waters, Clara Smith, Maggie Jones and the famous Race team of Williams and Brown.

On the inside pages, too, illustrations of the majority of the stars in Columbia's Race constellation are displayed, along with entertaining, sales-making copy and lists of their respective records. A double index of artists and selections makes easy the finding of any particular record or all of the records by any desired recording artist.

Printed on a light blue stock in black ink, and attractively made up, the catalog is particularly inviting, especially to the Race. It is a sales aid that should prove invaluable to Columbia dealers who make use of it.

Howard W. Lester Dead

HARTFORD, CONN., October 4.—Howard W. Lester, treasurer of the Post & Lester Co., Freed-Eisemann radio distributor, died here recently after an illness of several months. The immediate cause of Mr. Lester's demise was pneumonia. At the time of death Mr. Lester was fifty-three years of age. He is survived by a widow and two children.

Latest Summary of Exports and Imports of "Talkers"

Figures on Exports and Imports of Talking Machines and Records for the Month of July Show Gains Over a Year Ago

WASHINGTON, D. C., October 7.—In the summary of exports and imports of the commerce of the United States for the month of July, 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 July, 1926, amounted in value to \$72,940, as compared with \$25,894 worth which were imported during the same period of 1925. The seven months' total ending July, 1926, showed importations valued at \$289,345; in the same period of 1925, \$268,793.

Talking machines to the number of 11,366, valued at \$362,951, were exported in July, 1926, as compared with 5,450 talking machines, valued at \$154,923, sent abroad in the same period of 1925. The seven months' total showed that we exported 58,848 talking machines, valued at \$1,801,949, as against 40,748 talking machines, valued at \$1,212,814, in 1925.

The total exports of records and supplies for July, 1926, were valued at \$188,848, as compared with \$137,008 in July 1925. The seven months ending July, 1926, show records and accessories exported valued at \$1,239,048, as compared with \$957,832 in 1925.

The countries to which these instruments were sent during July and their values were as follows: United Kingdom, \$1,780; other Europe, \$8,487; Canada, \$45,853; Central America, \$19,172; Mexico, \$71,809; Cuba, \$16,590; Argentina, \$7,618; Chile, \$21,239; Colombia, \$49,383; Peru, \$11,627; other South America, \$30,517; China, \$2,547; Japan, \$2,373; Philippinc Islands, \$20,946; Australia, \$25,136; New Zealand, \$3,193; other countries, \$24,681.

Brunswick Artist on Tour

Nick Lucas, the "Crooning Troubadour," Brunswick record artist, is now on a tour of the Western Coast on the Orpheum Circuit and is playing to large and enthusiastic audiences. Brunswick dealers are tying up effectively with the appearances of this artist, and in the cities in which he has appeared record sales have shown a marked increase.

New Music Store Opened

NYACK, N. Y., October 6.—A new music store was recently opened in the Sullivan Block. Fred Harwood is the proprietor and he has had wide experience in the retailing of musical instruments. A complete line of talking machines, records and musical instruments is carried.

Unusual Window Display Gets Panatrope Prospects

Enormous Crowds Gathered Before Window of the Melody Music Shop, in Memphis, Tenn., and Many Prospects Were Secured

The Melody Music Shop, Brunswick dealer, of Memphis, Tenn., recently staged an unusual window display. When the movie, "The Lost



An Eye-Arresting Window Display

World," appeared in that town this dealer arranged a window in which he exhibited an animal over which a sign read, "What is it? Guess. Animal from Lost World. Correct name, age and its country and win a Ukulele."

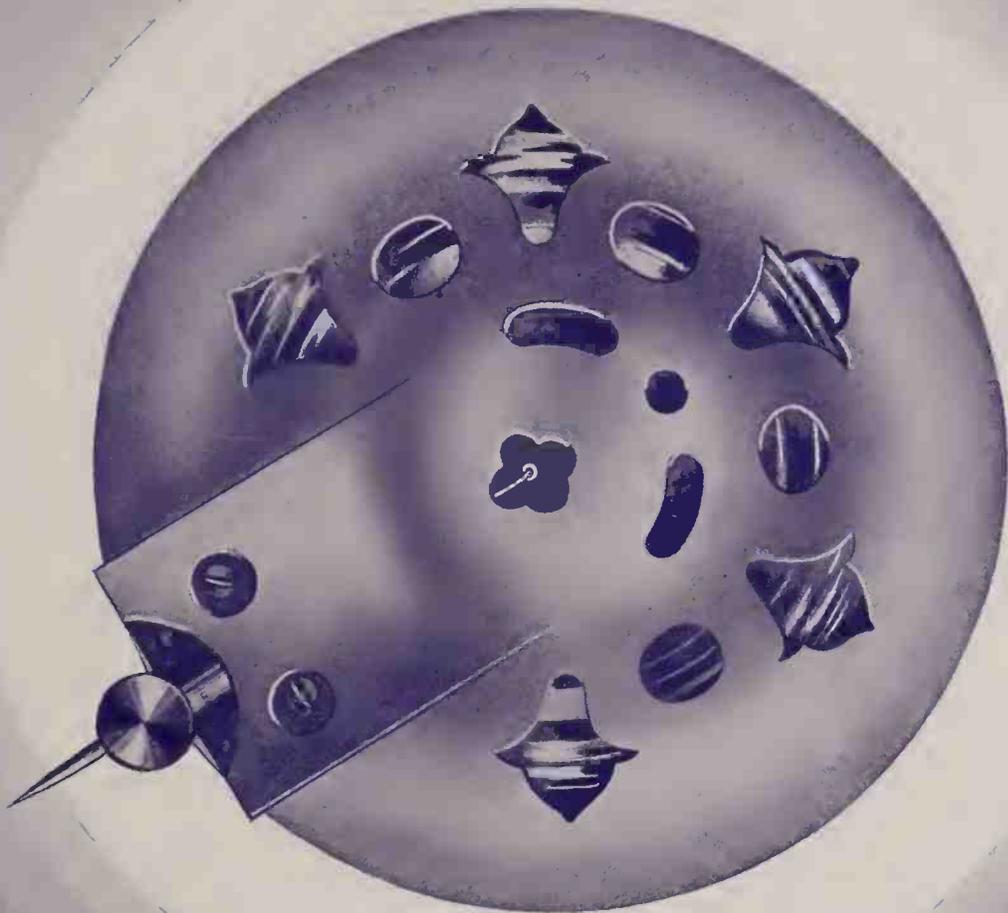
The novelty and attracting powers of this window are readily apparent and the Melody Music Shop tied up its Brunswick merchandise with an enormous sign across the bottom of the window reading, "Demonstrating Brunswick Panatrope, the Marvel of the Music World"; while in the back of the window a Panatrope was played continuously.

Hundreds of people stopped in to inquire about the animal and the contest and each was induced to listen to the Panatrope. Even though at this time of the year the thermometer in Memphis reached around 100 and upward, this dealer kept an accurate check and found that in less than ten minutes one hundred and twenty-five people stopped at the store. Mr. Bluestein, manager of the shop, was very enthusiastic over the results of the novel window and was especially pleased with the number of Panatrope prospects and sales actually traceable to the stunt.

The Glen Brothers-Roberts Music Co., Salt Lake City, Utah, reports a very good business for September. Additional phonograph record booths have been installed recently.

MICRO-*phonic*

PHONOGRAPH REPRODUCER



RETAIL
\$ **6⁵⁰**

NOW PERFECTED...

THIS remarkable new Micro-phonic Phonograph Reproducer faithfully brings out *all* the deep and full tones of records. Designed by the engineering staff of the Plaza Music Company, headed by Frank D. Lewis, one of the best acoustical engineers in the trade.

Equally as attractive in appearance as in tone quality each reproducer put up in a handsome, lined jewel case.

JOBBER: Write or wire at once for details of the splendid proposition which we are offering jobbers on our new MICRO-PHONIC Phonograph Reproducer.

Webster's definition of the word Microphonic is —an instrument for intensifying very minute sounds—and that is exactly what this reproducer does. And it does it better than any other similar type reproducer now on the market.

PLAZA MUSIC COMPANY - New York, N. Y.

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



A Full-Size Loud Speaker
Finished in Antique Bronze

RETAIL **\$15**



Beautiful in appearance—
amazing in its tonal qualities!

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

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

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

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

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

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

DISTRIBUTORS

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

Plaza Music Co.

RADIO DIVISION
10 West 20th St.

New York

The Greatest Line of Portables Ever Offered to the Trade

KOMPACT
\$12.50

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



Regal
\$15.00

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



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

Plaza portables are all-year-round sellers!

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

Plaza Music Co. 10 West 20th Street New York

NOW—made by a
new principle
of recording



Record dealers are amazed at
the wonderful improvement
in tone and volume

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

The foremost artists and orchestras in the industry record for the new Domino Records.

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

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

PLAZA MUSIC COMPANY
10 West 20th Street, New York

LITTLE TOTS' RECORDS

Songs, Games, Stories for Kiddies



\$1.00

Complete Album
with Picture and
Verse Cards

Little Tots' Records

include ONLY the complete series of standard Nursery Rhymes of songs, games and stories which all kiddies love—and want.

Prepare now for the big fall demand by ordering your supply at once, either from your jobber or direct from us.

8 Selections on four 7" double-faced records, complete with verse cards and album \$1

(Dealers' Price—60c per album)

Individual Records

25¢

with picture
and verse
cards



REGAL RECORD CO.
NEW YORK, N. Y.

Sees Radio as Economic and Cultural Force in Future

A. Atwater Kent, President of Atwater Kent Mfg. Co., Predicts More Important Development of Radio, Especially in Education

The future of radio as a practical utility is engaging the attention of everybody connected with this great industry. Therefore, the expression of A. Atwater Kent, president of the Atwater Kent Mfg. Co., Philadelphia, Pa., and a leader in the field, on this subject and upon the occasion of the opening of the new season should be of general interest.

Mr. Kent declared that: "The development of radio to date has been chiefly a development of its physical side—a development of the instrumentality by which the broadcasts are made available to listeners-in. This has now progressed to a point where the physical facilities for radio reception may be regarded as efficient, dependable, precise mechanical utilities.

"While there will, of course, be a constant advance in radio engineering and the design and construction of receiving sets, progress in that line will not render antiquated or obsolete the carefully designed, well built, standardized receiving sets of to-day. There will be refinements and improvements, of course, but for all practical purposes present-day sets will retain their value indefinitely.

"It is in the application of radio that the greatest changes for the immediate future seem likely. From an instrumentality used chiefly for amusement and recreation, I believe radio is certain to become a practical utility of the utmost value, both economically and culturally. The use of radio in an increasing degree by the United States Government, as an agency to save dollars and cents to the farmers in the more intelligent care and marketing of their crops, is only an index to what may be done with radio as a utility, returning dividends in actual cash.

"The value of radio as an agency in education is now being sensed by educators, and tests that are now being made in this field, I believe, will inevitably result in the adoption, generally, of radio in the schools.

"The city of Atlanta, this Fall, is equipping all its schools with receiving sets and will put on daily programs fitted to the needs of the different grades. Additional programs of an educational and inspirational nature will be broadcast for the mothers and fathers. In Connecticut all rural schools are being equipped with radio and programs in music appreciation, as a first subject, are to be broadcast this Winter from Station WTIC.

"These are but straws indicating the way the wind is shifting. These tests, and others that are to follow, will, in my judgment, open the door to the general adoption of radio as an educational and commercial utility."

Lepers at Manila Colony Enthuse Over Panatrope

The American Electric Co., of Manila, Philippine Islands, Brunswick dealer, writes very interestingly of a most unusual demonstration which it recently arranged.

"Carl Fenton and his Celebrated Orchestra should have been present this afternoon at the Panatrope demonstration given for the lepers of San Lázaro Hospital, Manila, P. I. Two hundred victims of this terrible disease, Filipinos, Chinese, Japanese and one American, stood over two hours in a drizzling rain listening to the remarkable music of the new Brunswick invention. Fenton's 'Collegiate' was the hit of the day, and to hear this pathetic little band of unfortunates cheer and applaud and shout for 'Once more,' would surely have touched his heart had he witnessed the scene. At the close of the program they pleaded again for 'Collegiate,' and although late for another demonstration, I had to listen to their request.

"Dance music was not alone in popular favor with the lepers. Chopin's 'Polonaise Militaire,' by Josef Hofmann, was greatly enjoyed, as was also the 'Raymond Overture,' by Thomas.

"Among the lepers who heard the Panatrope were little bright-eyed youngsters of seven or eight years, older per-

sons in various stages of the disease, some of whom were unmarked while others displayed puffed faces and red spots around their eyes, nose and ears.

"A more appreciative audience could never be found and at the close of the demonstration the lepers unanimously voted for the purchase of a Panatrope from the fund they had collected all of their own."

The American Electric Co. is owned by Messrs. Hersey & Shaw, and the demonstration was given by W. M. Bartholeinew of that firm.

Gulbransen Dividend

The Gulbransen Co. on September 25 paid a 2 per cent dividend on the common stock to stockholders of record September 20. Business continues favorable with production in excess of the same period last year.

The Meteor Phonograph Co., of Piqua, O., will move within the next few months to attractive new and larger quarters in a building now being erected.

Columbia Co. Changes the Form of Alphabetical List

The Columbia Phonograph Co., commencing with its October record supplement, changed the alphabetical review list of records to a new and more convenient form for reference.

Previously this list, which indexes all the Columbia New Process records released since last December, had an alphabetical arrangement whereby each classification of records, such as the Celebrity Series, Dance, Hawaiian, Old Time Tunes, etc., were treated separately; each had the records coming under their respective heading arranged in a separate alphabetized list. From now on, however, this record reference will take the form of a straight alphabetized list; no divisions or sub-divisions; simply an unswerving alphabetical arrangement whereby if a title is known it can be found immediately and if there are one or more recordings of the same title they can be identified.



Ec-centric!

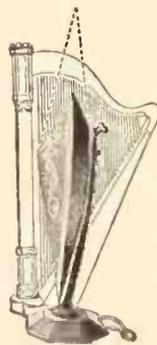
the new SAAL CONE gives scientific reproduction of ALL tones

Ec-centric construction—the newest scientific development in cones. Based on the oldest musical principle—that of the melodious harp. In the harp [as in the piano] long strings produce deep, low vibrations; short strings, the high notes.

For the first time in radio the Saal Ec-centric Cone—with its center literally "off center"—provides these exact proportions of vibrating area for high and low notes—giving perfectly realis-

tic, all-tone reproduction without unnecessary size. Permitting a price never before possible in quality speakers.

Drum or barrel tone is completely eliminated. Instrument is beautifully embellished with medallion and border design in gold. Examine the adjoining diagram, then hear the Saal Ec-centric. A permanent investment—built for a lifetime. Write for descriptive literature. Saal cones are fully protected by patents.



Side view of Saal Ec-centric Cone in comparison with the harp. Note the relation of short and long sides, giving proper vibrating area for both extremes of sound.

Saal Ec-centric Cone. Height 22 inches. \$25

Junior Cone Model. Height 16 inches. \$15

Slightly more West of Rockies

H. G. SAAL COMPANY

1800 Montrose Avenue, Chicago, Illinois

SAAL

WORLD FAMOUS MAKERS OF HORNS · CONES · PEDESTALS

One year ahead in all that's new

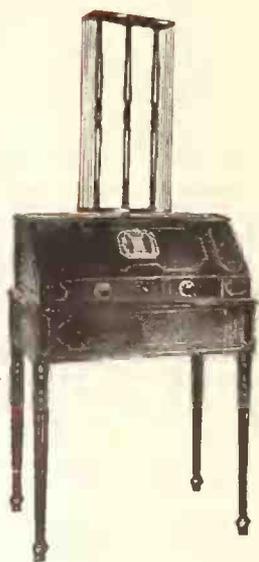


- NO BATTERIES
- REALISM - *through power*
- NO ANTENNA*
- SINGLE CONTROL
- SEALED CONSTRUCTION*

* Three years ahead!

Where others are taking their first trial steps, RCA has had more than a year of experience. In every new advancement of radio, RCA Radiolas have proved themselves *in use*. The laboratories have followed them closely through a year of "road-test" in many thousands of homes—perfecting them steadily. And in this proved and perfected radio you will find sound business with sure profit.

The kind of new product you want to sell and the public wants to buy is the new product that has been *tried, tested and perfected.*



Radiola 28



Radiola 20



Radiola 30



RCA Radiola

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



This sign marks the leading dealer in every community

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



Sell POWER Radiotrons. They show up well on the profit sheets—and they help you to sell all along the line. The public wants big-volume reception today.



On your shelves they take small space—
— stay a short time.

On your books they show steady year-round
~ ~ ~ profits ~ ~ ~

Radiotrons are the *backbone* of your radio business

RADIO CORPORATION OF AMERICA - NEW YORK, CHICAGO, SAN FRANCISCO.



Are you using this fellow? For the brightest, best-selling radio window in town, ask your RCA distributor about the complete Radiotron window display.

RCA Radiotron

MADE BY THE MAKERS OF THE RADIOLA

How the Pattison Music Co., Denver, Col., Makes 'Phone a Business Builder

Firm Maintains a List of Customers Who Have Telephones and Keeps Them Posted on Latest Record Releases—Substantial Increase in Sales at Low Cost Result of Promotion Plan

The telephone is an invaluable medium to increase sales of talking machine records, according to K. R. Williamson, of the Pattison Music Co., Denver, Col. This firm maintains a telephone list of customers and keeps them posted on the latest releases of phonograph records. And while the telephone sales campaign is not a thoroughly organized one wherein certain persons are designated to call the entire list of record customers at specified intervals—say once a week—much additional business has been obtained by using the phone when the clerks have a little spare time to call a few of the customers and apprise them of some of the new numbers just stocked. Perhaps one day a clerk may call twenty persons and another day she may call twice that many, depending upon how busy they are in the store with drop-in trade.

Most of the customers appreciate this service, for people like to keep up-to-date with their libraries of records as they like to be up-to-date in other ways. Then there are some people who are exceptionally fond of talking machine

music and who buy constantly and regularly. By watching the character of records they purchase, the dealer may know which of the new releases are likely to please these patrons and notify them of their arrival.

A radio salesman has declared that, to sell radio sets, the demonstrator-salesman must ascertain first, what sort of music the family prefers—jazz, popular or classical—and, by watching the programs of the broadcasting stations, he will know which stations are broadcasting the kind of music desired and at what hours. Then he can tune in for the station broadcasting the kind of music that the prospect prefers and so eliminate sales resistance.

Selling of phonograph records is somewhat similar. If you watch the tastes of your record customers, you'll be able to sell them more records if you remind them of and demonstrate numbers suitable to their tastes. It saves a lot of valuable time, too, and keeps the customer interested in his record library and makes of him a repeat buyer.

Arthur Freed Sees All Radio Sales Records Broken

Secretary of Freed-Eisemann Radio Corp. on Return from Coast-to-Coast Trip Reports "An Avalanche of Optimism"

"An avalanche of optimism" was reported by Arthur Freed, secretary of the Freed-Eisemann Radio Corp., Brooklyn, N. Y., upon his return from a coast-to-coast tour visiting distributors and dealers in all sections of the country.

"There is no chaos in radio," said Mr. Freed. "The public and the trade alike are greatly enthusiastic over the new radio year. Personally, I am certain that all records in radio sales will be broken. The public realizes that early evils in radio have been eliminated, that now they may be certain that the standard products of manufacturers who are in the business to stay are backed by the strongest kind of guarantee, and that with these efficient instruments they will receive the finest programs that have ever been put on the air. The public has grown radio-wise.

Leaders in the industry have been established, and this year receivers are being produced that will meet every demand for clarity of reproduction and general all-around efficiency. The test days of radio are past."

Gulbransen Line Exhibited

At the Illinois Music Merchants' Association Convention, held at Decatur Monday and Tuesday, September 27 and 28, the Gulbransen piano line was on display at the Emerson Piano House, 143-145 North Main street. Ted W. Perkins, Gulbransen salesman in Illinois, is demonstrating the Gulbransen at these warerooms.

Panatrope in Broadway Show

The Brunswick Panatrope plays a part in "Sour Grapes," the production which opened on Broadway last week starring Alice Brady and which was proclaimed a success by all critics. In a scene at a country club the Panatrope plays off-stage.

MICA DIAPHRAGMS

Immediate delivery—all sizes
Send for free samples and prices
All Mica Products
INTERNATIONAL MICA CO.
Phone Barling 538 PHILADELPHIA, PA. Cable Filasoo, Phila.

Features Columbia Line at St. Louis Exposition

Columbia Phonograph Co. Takes Advantage of Opportunity to Bring Line to Attention of Public—Dealers Profit by Display

St. Louis, Mo., October 5.—One of the attractive booths at the Greater St. Louis Exposition last month was that of the Columbia Phono-



Attractive Columbia Booth

graph Co. There was no attempt to display the full Columbia line. What was sought after and achieved was a homelike atmosphere. The Gregson Furniture Co., 4320 North Broadway, helped along by loaning enough living-room furniture to bring out the idea.

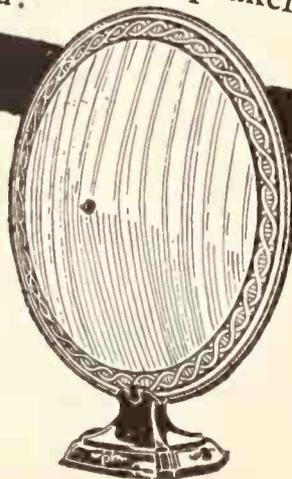
"We were agreeably surprised," says A. G. Bolts, assistant manager, "at the number of visitors we had in our booth, and the hundreds of visitors who inspected our machines were very enthusiastic in their comments relative to the beauty of cabinets and quality of tone. The tone quality of our machines was conclusively demonstrated to the crowds, and this is really a remarkable performance if you take into consideration that both sides of the booth were exposed to the crowds, and we used no artificial means of throwing the tone volume out over the crowds who were thronging the Exposition grounds. Each of the local dealers was permitted to use the booth one day, and a great number of them secured a long list of prospects, which will ultimately mean purchases of Columbia phonographs.

"We also extended a very cordial invitation to our country dealers and dealers in larger cities throughout the St. Louis territory; and we are very happy to say that a great number of these dealers availed themselves of using our booth for their headquarters while visiting the Exposition. Not to be bragging, but it seemed to be the universal opinion of the exhibitors' committee that from an artistic standpoint our booth was one of the best arranged and displayed as far as musical merchandise was concerned, due to the fact that we did not make the mistake of attempting to crowd our complete line of merchandise in such a small space."

John Fischer, long connected with the music trade, for the most part as a member of the Victor wholesale house of Rogers & Fischer, Washington, D. C., has been appointed manager of the music department of the J. N. Adam Co., of Buffalo, N. Y., and has already assumed his new duties in that capacity. Mr. Fischer has quite a following in this territory.

We are distributors
of
the famous
Farrand
Speaker

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

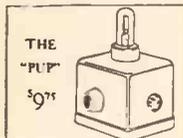


North American Radio
Corporation

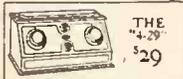
1845 Broadway

New York, N. Y.

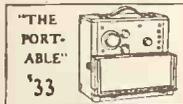
CROSLLEY RADIO INSTRUMENTS Each item the utmost in radio at its price. All prices slightly higher west of the Rocky Mts.



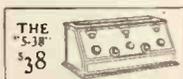
This little double-circuit one-tube set has brought happiness to thousands and made records for long distance receiving.



A 4-tube receiver of amazing efficiency. Crescendon equipped! Everywhere considered marvelous at its price.



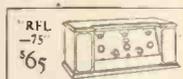
The 4-29 in portable form handy, compact, efficient.



A five-tube tuned radio frequency set, with two stages of non-oscillating radio frequency amplification. Crescendon control, two stages of audio frequency amplification.



5-tube, single drum station selector, acuminators. Crescendon, power tube adaptability, all-metal shielded chassis.



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.



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 41 inches high.



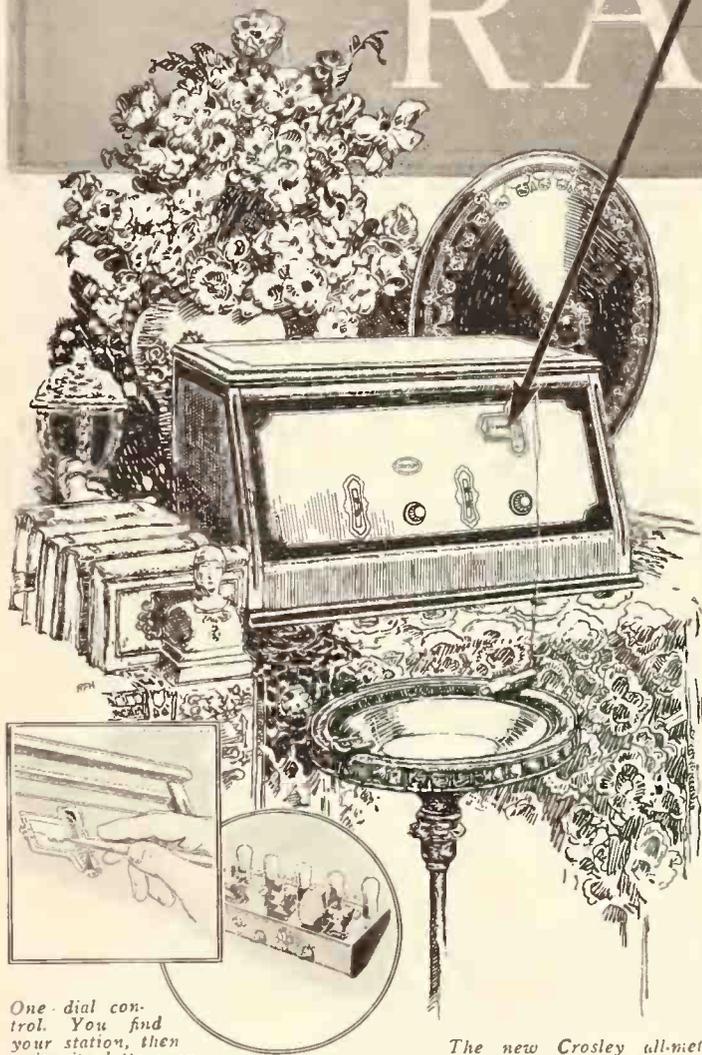
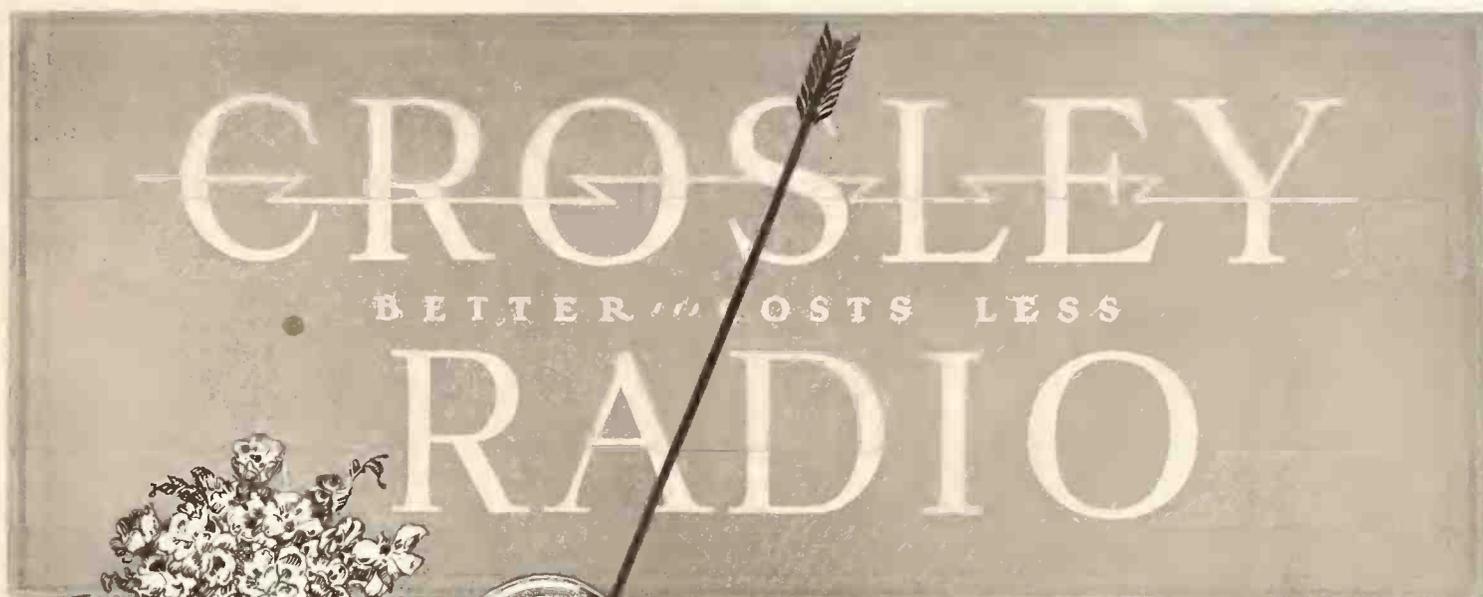
Introducing the double drum station selector! Includes Musicone in exquisite console. Room for batteries and all accessories. 41 inches high, 30 1/2 inches wide.



Regular 12-inch size, \$12.50. Super Musicone, with still finer volume and tone, \$14.75. Musicone Deluxe in mahogany "clockcase," \$23.50.



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.



One-dial control. You find your station, then write its letters on the graphic dial, locating it once and for all, to turn to whenever your fancy dictates.

The new Crosley all-metal shielded chassis not only aids in producing astounding selectivity, but standardizes manufacture and helps make possible the price of \$50.

One-Dial Control!

— in this amazing 5-tube set at \$50

Already the new 5-tube Crosley set, at \$50, has met such a tremendous demand as to confirm the prediction that it will replace thousands upon thousands of sets now in use.

Confronted by high prices, many people who desired to replace their old sets have hitherto hesitated to do so. Now . . . in the new Crosley "50" . . . they find the features and qualities they desire, formerly exclusive to very high-priced sets . . . available at small investment.

The incomparable joys of Single-Dial Control! Uncanny selectivity, resulting from its metal-shielded chassis and the surpassing efficiency of the Crosley circuit's advanced design! Exquisite volume, thanks to the matchless Crescendon! Crosley Acuminators, power tube adaptability . . . all the attributes of radio at its best . . . for \$50!

In all the Crosley line no instrument represents a greater triumph than this wonderful 5-tube set. Examine the line in full, as illustrated in the marginal column at the left . . . each item a victory for mass production in reducing radio prices. Then see the Crosley line at Crosley dealers . . . including the new "50" . . . now on display!

See it . . . hear it. View the refreshing beauty of its solid mahogany cabinet. Operate it yourself. Watch the stations, written in on the graphic dial, parade before you and usher in their programs with unerring accuracy. Sharpen the selection with the Crosley Acuminators. Release inspiring volume by means of the Crescendon.

Know what heights . . . in tone, volume, selectivity and sensitivity . . . radio of moderate price has reached!

\$50

Slightly higher west of the Rockies. Never before, at anywhere near this price, has a radio set possessed all these advantages: 1. Single-dial control with graphic station selector. 2. Metal-shielded chassis, contributing to amazing selectivity and reducing cost. 3. Crescendon control, producing exquisite volume from distant stations. 4. Crosley Acuminators, which sharpen tuning and increase selectivity. 5. Power tube adaptability. 6. Beautiful, solid mahogany cabinet of distinguished design and exquisite two-tone finish.

THE CROSLLEY RADIO CORPORATION, CINCINNATI—POWEL CROSLLEY, Jr.

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.



President

For Catalogue write Dept. 26

CROSLLEY FEATURES

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.

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

THIS PHASE OF MANUFACTURE.

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 stations sought without log book or "tuning."

"THE ACUMINATORS" Crosley Acuminators permit tuning in—loud and clear—weak stations passed over and entirely missed by ordinary single dial radios. In tun-

ing high powered and local stations they are not used.

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

Justine Lawrie, Evangelist, Recording for Columbia

Former Operatic and Concert Artist Now Well Known in Evangelistic Field Makes Record Debut on Columbia New Process Disc

Grand Opera has welcomed many singers from the church choir, but going from grand opera and concert stage to the church is reversing the usual order. This is the experience,



Justine Lawrie

however, of Justine Lawrie, the well-known American tenor, who is now engaged in country-wide evangelistic work and who recently made his record debut on a Columbia record, singing "Sometime We'll Understand" and "My Lord and I." Mr. Lawrie was born in Maine and early in his youth began his musical education. He finished in Europe and has sung in many foreign countries. He sings French, Italian and English with equal ease.

Following a somewhat unusual religious experience, Mr. Lawrie recently determined to enter the evangelistic field as a singer and chorus leader. Dr. Goodell, the famous evangelist, immediately arranged to have the tenor accompany him on his evangelistic tours. His success in this new field was instantaneous. Highly temperamental, he throws his whole soul into the chorus leading and with boundless enthu-

siasm makes the great audiences into one big choir. His direction of these choirs is praised as highly as his wonderful solo work.

Rapidly his reputation has grown. Churches and revival committees throughout the country are bidding for his service. Thousands upon thousands of people have thrilled at his renditions of sacred selections. All of which points to a wide sale of Mr. Lawrie's first recordings for Columbia.

Record Demonstrations Aid Sale of Other Merchandise

Sport Shop, Stromberg-Carlson Dealer, Finds Store Door Playing Attracts Crowds—Novel Method of Tying Up Records and Radio

A plan which was originally devised to increase the sales of records eventually turned out to draw the attention of the public to not only records, but talking machines, radio receivers and loud speakers. The Sport Shop, of Jersey City, N. J., to stimulate record sales, tried the practice of playing records inside the store, reproducing the music outside through the medium of a Stromberg-Carlson loud speaker. Many people who stopped were under the impression that the music they listened to was a radio broadcast program and stepped into the store to inquire what station was broadcasting, who the artists were and other questions. This interest led to experimentation to see if it were possible to announce the records as they were being played.

The Sport Shop succeeded in accomplishing this, in the following fashion: The talking machine with speaker attachment was used as before. Another speaker, however, was attached to the talking machine and was used as a microphone with a power amplifier located outside the store, controlled by a cut-in switch for announcement.

In the event that the dealer wanted to reproduce a good radio program, rather than recorded music, the talking machine phone plug was disconnected and the plug was connected with the Stromberg-Carlson receiver. All of the equipment was located in the shop's window. This method of presenting the store's merchandise to the passing public has proved most effective in stimulating interest in the several lines, record sales have increased and sales of other products have gained.

Panatrope Featured in Displays of Newspapers

Sioux City Tribune Displays Seville Model in Its Window—Effective Contribution to Brunswick Advertising Campaign

A remarkable co-operative spirit has been displayed toward the Brunswick Co. by different newspapers throughout the country in joining with it to make its gigantic nationwide advertising campaign a success. Everywhere the papers have extended their best efforts to have Brunswick dealers tie up with the national copy and the Brunswick Chicago office reports that daily it is receiving tear sheets of full-page tie-ups in number far exceeding any previous records of dealer advertising.

Another very interesting and effective man-



Sioux City Tribune Window

ner of co-operation with the Brunswick Co. has been adopted by newspapers wherever possible and that is through the use of their windows in displaying the Panatrope and the new Brunswick phonograph.

The Sioux City Tribune, of Sioux City, Ia., one of the most aggressive newspapers in that State, used its window to display a Seville model Brunswick in a most attractive manner. A background of posters featuring the new longer playing records, i.e., "Marche Slave" and "The Merrymakers' Carnival," which met with such wonderful success insofar as sales were concerned, gave the window a double appeal. The punch carried by this simple but effectively decorated window was felt by dealers throughout the city, for the thousands daily passing by the Tribune office could not help but notice the intelligently handled display.

Davega Issues New Fall and Winter Catalog

The Davega metropolitan chain of united sport shops has just issued its Fall and Winter catalog, which constitutes an attractive and valuable compilation of the merchandise sold in the Davega stores. In the talking machine and radio lines there are listed, illustrated and described the new Orthophonic Victrola, Stromberg-Carlson radio receivers and accessories, Atwater Kent radio, Cunningham tubes, Polymet radio accessories, Freshman Masterpiece, Knickerbocker radio cabinets, Ray-o-vac batteries, Balkite battery chargers and eliminators and the Symphonic reproducer.

Predicts Busy Fall Season

LOS ANGELES, CAL., October 6.—L. E. Fontron, secretary-treasurer of the Martin Music Co., is very enthusiastic over the prospects for the coming year in radio. He stated recently: "The Fall of 1926 should, without doubt, surpass all previous years. The fact that business has kept up uniformly for us all Summer is one of the chief reasons for my making such a statement ahead of time." The Martin Music Co. carries the Zenith, Atwater Kent and RCA line of radio products.



Super-Products for Super-Sales!

Put a punch in your Fall campaign by featuring two super-accessories—the famous Super-Ball Antenna—the perfected Super-Ground Clamp.

With its great New Condenser, the Super-Ball Antenna gets 40% to 60% more volume—approved under National Electric Code and by National Board of Fire Underwriters.

Don't miss your share of swift sales and quick turnover on these super-accessories. Write today for territory, terms and full information.

YAHR-LANGE, Inc.
National and International Distributors
Milwaukee, Wisconsin

The Super-Ground Clamp—"with the grip of a grizzly"—reduces high resistance in the ground wire, saves batteries.



STEWART-WARNER

Matched-Unit Radio

Are you hooked up with a winner?

The day of the fly-by-night radio manufacturer and dealer has passed. The day of the solid, substantial, responsible manufacturer and dealer is here!

Convincing proof of this is found in the astonishing growth in the sales of Stewart-Warner Radio—and in the number of applications for Stewart-Warner Protective Franchises which are pouring in every day.

Far-seeing dealers everywhere are realizing the vital importance of "hooking up with a winner" to insure immediate profits and permanent prosperity.

Never before has the Stewart-Warner Protective Franchise been so valuable an asset as today! The Stewart-Warner line has been rounded out by the addition of many new, fast-selling, up-to-the-minute models, including several new six-tube single dial sets and an amazing new reproducer.

Now you can supply all the demands of *all* your customers from the Stewart-Warner Matched-Unit Line. There's a Stewart-Warner Radio for every taste, every home, every purse.

Right now, with the cream of the selling season just before you, is the time to clinch your Fall and Winter Profits by lining up with Stewart-Warner. Delay will mean lost sales, lost opportunities for making real money. Write today for complete catalog and details regarding a Franchise in your locality.



Reproducer
Model 415
\$30

Beautifully
finished in
antique
bronze

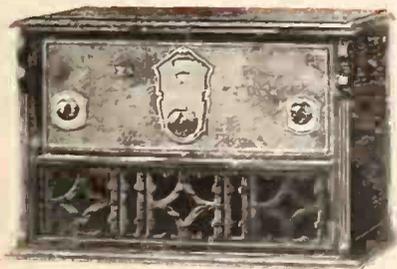


Table Cabinet Model
350—\$110



Model 300
\$65



Console Model
355—\$150



Radio Tube
Model 501 AX
\$2.00

Prices slightly higher
west of Rockies

The new Stewart-Warner Reproducer, shown above, is already creating a sensation from coast to coast. It is a musical marvel! By employing an altogether new principle of electrical sound reproduction, Stewart-Warner has achieved the triumph of eliminating the annoying distortion caused by tones at the "natural period of vibration" of the diaphragm. Radio manufacturers have attempted for years to accomplish this feat, but it remained for Stewart-Warner to do it. Stewart-Warner is in exclusive control of the patents on the device which eliminates this distortion. *No other make of reproducer can use it.*

The result is clear and faithful rendition of *every* musical sound, from the lowest to the highest, just as they are broadcast from studio or stage. You will find this new Stewart-Warner Reproducer to be a phenomenally fast seller—and a big profit-maker for yourself.

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

TWELVE MILLION PEOPLE ARE TODAY USING STEWART-WARNER PRODUCTS

Harger & Blish, Des Moines, Stage a Sales Meeting of Atwater Kent Dealers

Affair Sponsored by Well-known Distributing Organization Under the Direction of H. B. Sixsmith, Sales Manager, Brings 180 Dealers—Present New Lines and Make Plans

DES MOINES, IA., October 7.—Harger & Blish, Atwater Kent distributors of this city, recently held a general convention and sales meeting for the dealers in the State of Iowa in the Harger & Blish Building, this city. The meeting was under the direction of H. B. Sixsmith, sales manager of the company, and about 180 dealers were present. H. H. Blish, Sr., opened the morning session with a few well-chosen words of welcome. Lyle A. Pratt, of the Atwater Kent Mfg. Co., of Philadelphia, and representative of that company in this territory, explained the recent survey made by Barton, Durstine & Osborn, advertising agents and counselors, and told how through the results of this campaign the Atwater Kent Mfg. Co. was able to lay out one of the most extensive and effective campaigns in the radio industry this year. He also brought before the dealers the importance of show window, newspaper and billboard advertising and introduced Floyd L. Ray, who will assist him in the territory.

How poster advertising could cover the territory at a net cost to the dealer of approximately twenty-eight cents per day was explained by Robert Henderson, Jr., of the Stoner-McGray Advertising Co.

Pooley cabinets were presented by E. F. Marbourg, of the Pooley Mfg. Co., Philadelphia. The subject on window display was presented by Jack Cameron, of the Harris Emery Co., of Des Moines, and president of the National Window Trimming Association. Paul G. Niehoff, of the King Electric Co., Buffalo, presented the new Electron line of chargers and eliminators, and W. C. Herlihy, of the Farrand Mfg. Co., spoke on the subject of cone speakers. The Bristophon, a new product of the Bristol Co., Waterbury, Conn., was also demonstrated. After luncheon served by Harger & Blish in their own specially prepared dining-room, the afternoon session was opened by V. E. White, of the Philadelphia Storage Battery Co., who demonstrated the new Philco line of socket powers. A. C. Hirschman presented the Majestic B eliminators, C. P. Lorenzen, of the Burgess Battery

Co., spoke on Burgess batteries, and the new Balkite line was demonstrated by Mr. Schloemer, Wood & Anderson Co. M. L. Coyt, of the Bankers-Commercial Security Co., spoke on finances. The meeting disbanded with an avowed determination by all those present that meetings should be held at regular intervals.

Tie-ups That Result in Increased Retail Sales

Retailers Who Tied Up With Dempsey-Tunney Fight Reported Substantial Increases in Radio Sales—Many Other Opportunities

Talking machine dealers who handle radio profited through tie-ups with the Dempsey-Tunney battle for the heavyweight championship of the world. Some of the dealers arranged clever window displays; others devoted considerable advertising space to the event. Invariably the advertising implies the value of a radio set in bringing directly into the home detailed news of the fight. The text of a typical ad of a metropolitan chain store was as follows: "Are you radio-prepared for the Dempsey-Tunney big fight? Assure yourself of perfect reception; it is foolish to allow a battery or tube to cause you to miss the big knockout, but many will. Are your batteries fresh? Have you emergency tubes for standard merchandise? Visit the ——— talking machine store."

Another large retail dealer in the heart of New York City declared that a tremendous volume of business for the month preceding the fight could be traced directly to it. The fight tie-up was mentioned merely to illustrate how talking machine dealers can take advantage of opportunities of this character to promote sales. Soon the World Series will be played, and interest in baseball will be equal if not greater to that exhibited in the prize fight. There are innumerable other opportunities for tie-ups, both in connection with

radio and talking machines. All sorts of sport events that are being broadcast, visiting record artists and theatrical attractions that can be tied up with the talking machine, present the dealer with an unrivaled opportunity to cash in. The merchant who fails to tie up with these events is losing business.

Two Power Model Sets Are Added to the Sparton Line

Sparks-Withington Co. Announces Two Models of Sparton 110-AC Receiver—No Batteries Needed—In Table and Console Model

JACKSON, MICH., October 8.—An addition to the Sparton line of radio receivers was recently announced by the Sparks-Withington Co., of this city, in the form of a power model, requiring no "A" batteries, "B" batteries or eliminators, and operating direct from the conventional 110-volt house lighting circuit.

The new receiver is being marketed as the



Sparton 110-AC Receiver

Sparton 110-AC model and is available as a table model and as a console with built-in speaker. Both styles come equipped with tubes.

The new Sparton model has been in the process of development for some time in the Sparks-Withington laboratories and before its acceptance for production it passed successfully a full variety of competitive and exacting tests.

In addition to its novel circuit, the Sparton 110-AC operates by a two-dial control, with the center window calibrated in wave lengths, which greatly facilitates ease and simplicity of tuning. The cabinets housing the sets are of two-tone walnut with highly decorative effects. The addition of this model rounds out the Sparton line, which now includes six models, all following closely the fundamental Sparton ideas, and with a price range to accommodate all classes of buyers.

Famous Stars Featured in New A-K Broadcasting Hour

The new series of concerts broadcast during the Atwater Kent radio hour from station WEAJ and associated stations was inaugurated on Sunday, October 3, with a joint concert by Anna Case, soprano, and Albert Spalding, violinist. On October 10 Louise Hunter, soprano, and Clarence Whitehill, baritone, presented an interesting program, and on October 17 Margaret Matzenauer, contralto, and Frank LaForge, composer-pianist, will render a joint concert.

These artists will be followed on succeeding Sunday evenings by such internationally known stars as Frances Alda, Lucrezia Bori, Ernestine Schumann-Heink, Frieda Hempel, Josef Hofmann, Edward Johnson, Maria Kurenko, Louise Homer, Reinald Werrenrath, Mary Lewis, Rosa Ponselle, Charles Hackett and others.

PHONOGRANDS

Are leaders in tone, appearance and workmanship



Dimensions—37" Wide, 33" High, 22" Deep

Phonogrand

are equipped with specially constructed Tone Chambers and Reproducers. They play both vocal and instrumental records with wonderful Volume and Clearness.

Designed and priced to sell in the highly competitive market of today.

Send for Catalog and Prices

Not an Experiment, but the Result of 25 Years' Experience Building High Grade Musical Instruments

FOREIGN INQUIRIES SOLICITED

PHONOGRAND DEPARTMENT

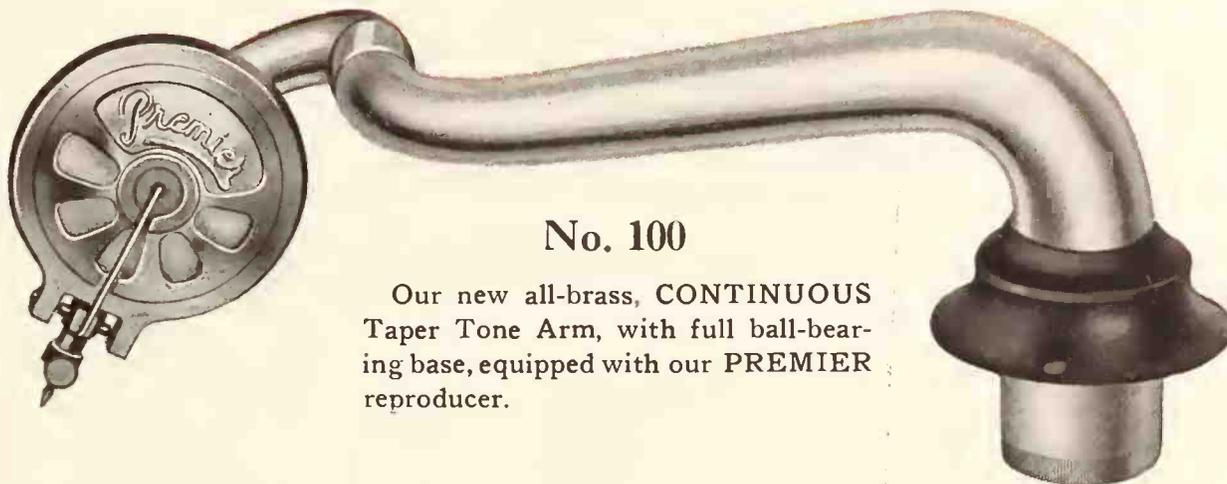
FUEHR & STEMMER PIANO CO.

1934 Wentworth Ave.

Chicago, Ill.

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.

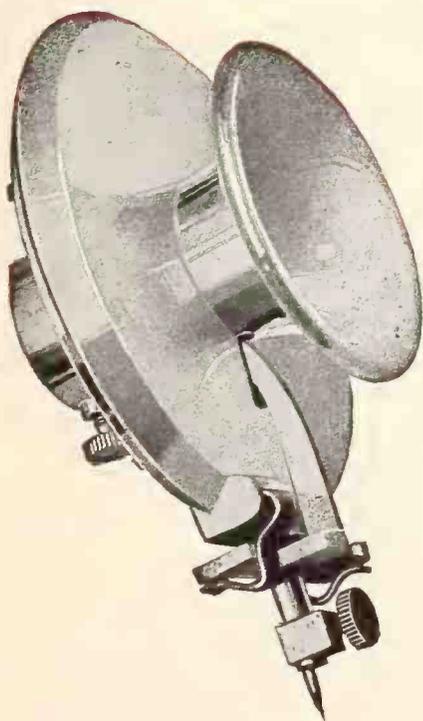
Empire Tone Arms Are Used by Carryola

THE EMPIRE PHONO PARTS CO.

10316 Madison Avenue, Cleveland, Ohio

Established in 1914

W. J. McNAMARA, President



ADD-A-TONE

REGISTERED U. S. PATENT OFFICE

As the old saying goes, "no imitation is as good as the original—ask the man with the wooden leg."

The **ADD-A-TONE** Reproducer has been "copied"—but only **ADD-A-TONE** has patent-protected features of workmanship, design, and tone quality. **ADD-A-TONE** is now

part of all Carryola Portables—a splendid tribute by the world's largest manufacturer of portables exclusively.

We are now working on several important developments which will be of considerable interest to the trade and which will be announced shortly.

UNIQUE REPRODUCTION CO.

32 Union Square

New York

Patented 1925

The Largest Makers of Portable



The Carryola Master ~

THE most popular portable on the American market today is the "Carryola Master."

Dealers and public prefer it because:—IT IS BUILT RIGHT—PRICED RIGHT—HAS MANY EXCLUSIVE FEATURES—AND IS GENEROUSLY AD-

**THE BIG
PORTABLE
SELLING
SEASON
IS NOW HERE**

VERTISED IN THE LEADING NATIONAL PUBLICATIONS.

The big portable selling season, for dealers, is now here. And those merchants, who display Carryolas prominently, are about set to do the biggest *cash business* in their history.

Everyone is a prospect for "The Master," and many people pay cash for it.

Another good thing about Carryola selling—the dealer sells more records with the portable than he does with large instruments. The low price is the answer, and it's cash business too!

In time for this big selling season, "The Master" appears in new attire, with more *eye value* than it ever had before. Dressed with attractive new embossing, fittingly air-brushed in striking color contrast.

If you haven't seen "The Master" with its added attractiveness, do so today. Just telephone your jobber for a sample, or write us.

The CARRYOLA COMPANY of AMERICA
647 Clinton Street
Milwaukee, Wisconsin

Phonographs in the World!



The Carryola Cub ~

WHILE you can sell most everyone "The Master," there does exist a noticeable market for a lesser priced instrument.

To meet this demand, "The Carryola Cub" was developed. And this somewhat smaller portable is a real performer in its own right.

"The Cub" is to "The Master" what the "Chevrolet" is to the "Buick." A real product, too, at a price. Its performance is smooth, very satisfactory; and with its *splendid new motor* possesses lasting ability which is astounding for an instrument at such a low price.

See and hear "The Cub" today! Finished attractively in black, red, and blue Genuine DuPont Fabrikoid, you'll readily appreciate just where it will fit into your plans for this big selling season!!

The complete Carryola line offers you real and substantial profits. "The Master" is the finest of all portables. "The Cub" is a quick easy seller. "The Flapper" with its "hat-box" style offers an additional appeal as a gift for the ladies. And each one of these musical instruments carries our full guarantee.

The big portable selling season is now here. Enjoy your full share of profit by selling Carryolas.

Make your plans today with our jobber, who is near you; or just write us.

**PORTABLE
SELLING
IS CASH
BUSINESS**

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

PERMANENCE

The Wise Man Builds on Rock—

Build for Profit on a Kellogg Franchise

THE KELLOGG franchise gives you the right to sell a line of *unusually good* radio receivers this year—from which you will reap the profitable low-cost sales, in the seasons to come, that mean growth and profit.

These sets, which are the result of 29 years engineering experience, include advances in design that are fully a year ahead, assure consumer satisfaction, and make "sold" prospects of all who hear them.

Kellogg is a strong, *permanent*, six million dollar institution, now making both telephones and radio receivers. It will keep *right on* supplying you with consistently good radio sets for this ever increasing circle of friends.

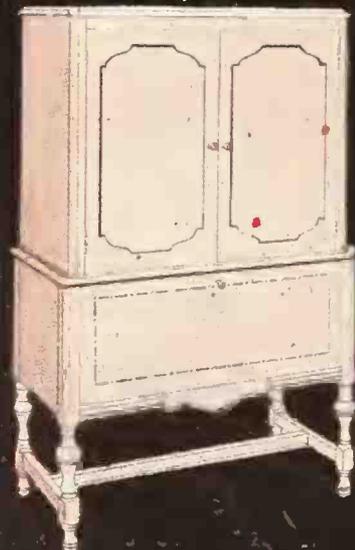
If you have not yet written in for full descriptive matter on Models 507 and 508, do so NOW, as in both reproduction and appearance, these receivers are *exceptionally well suited* to the phonograph trade.

Kellogg Switchboard & Supply Co.
Dept. 21-J 1066 West Adams Street, Chicago, Ill.

Kellogg receivers are licensed under application for letters patent of Radio Frequency Laboratories, Inc. (R.F.L.)



Model 507, 6 tube receiver, Kellogg's development of the sensational new RFL circuit. The acme of Selectivity and Musical Reproduction.



Model 508, the 6 tube Kellogg RFL in a beautiful walnut console, equipped with the Kellogg new, long air column speaker.

KELLOGG Radio

FLAWLESS REPRODUCTION

Eckharmonic Announced by Walter L. Eckhardt

Widely Known Talking Machine and Radio Executive Starts Production of New Six-Tube Single-Dial Control Receiving Set

PHILADELPHIA, PA., October 6.—Immediately upon his return from Europe Walter L. Eckhardt, prominent radio and talking machine executive, presented his newest contribution to the radio field, the Eckharmonic, a radio receiving set.

Mr. Eckhardt's connection in the past with both the Columbia and Pathé organizations gained for him a wide acquaintanceship throughout the talking machine industry, and later as president of the Music Master Corp. he attained even greater prominence as one of the dominant figures in the radio industry. The Eckharmonic, which has just been publicly announced, has been for many months secretly in the process of development. Associated with Mr. Eckhardt in the development of this new product were W. F. MacFadden and Arnold Zilger, whose inventive genius has contributed to the advancement of radio in the past.

The Eckharmonic, which derives its name from Eckhardt and harmonic, is being produced in one model only, known as type X. It is a one-dial six-tube set and is completely shielded and employs both regular tubes and power tubes. A simplified panel contains but one control operating all condensers and one volume control. Mr. Eckhardt points to this control as one of the features of the set, making it "a set that you can play." An electrically lighted window dial provides for the dial settings.

A distinctive feature of the Eckharmonic is the built-in Eckophonic horn. This horn differs in construction from any other on the market and provides a wide range of tone, both high and low. Type 10 is a very attractive floor cabinet providing space for batteries or battery eliminators.

The Eckharmonic is made by the Eckhardt Corp., a newly formed corporation, consisting of Walter L. Eckhardt and his two sons, Milne E. and Walter Eckhardt, Jr. The headquarters of the corporation are at 213 South Broad street, this city. A factory has been secured and production has been started.

St. Louis Cardinals Make Visit to Liberty Music Shop

Pennant-Winning Baseball Team Hear Returns of Heavyweight Championship Fight at New York Music Store—Three Players Buy Sets

On the night of the battle of the Sesqui, which for those of short memory was Thursday, September 23, when Gene Tunney dethroned Jack Dempsey, the members of the National pennant-winning St. Louis baseball team, or rather the greater part of them to the number of fifteen, listened to the fight returns in the handsome demonstration rooms of the Liberty Music Shop, as the guests of Arthur Hill and Benjamin Kosowitz, proprietors. The party of ball players was headed by Assistant Manager Williams and included Messrs. Sherdel, Blades, Haines, Thevenow, of the Cardinals, and Jim Tierney, of the New York Giants. The fight returns were very clearly heard over the new Garod electric set and the guests expressed their enthusiasm in no uncertain terms over the working of the receiver. It so impressed the party that three orders were received for identical models, so that's where part of the World Series money went. In return for the hospitality of the personnel of the Liberty Music Shop, Messrs. Hill and Kosowitz and their entire staff attended the second of the World Series ball games as the guests of the St. Louis team.

In addition to the official guests of the evening, some 1,500 people listened to the re-

turns of the heavyweight championship fight through the courtesy of the Liberty establishment, which fitted a Western Electric outside the door, and the crowds braved the rain outside to hear the blow-by-blow description.

Big Bethel Negro Choir Heard on Columbia Records

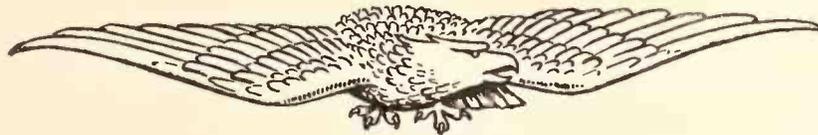
The Big Bethel Choir, the race choir from Atlanta's finest race church, recently recorded two of its famed renditions of well-known Negro spirituals for Columbia New Process records. "Little David, Play on Your Harp," and "Shout All Over God's Heaven" were the coupled selections. The pulse-quickening harmonies effected by this organization of sixty voices adds a note that is decidedly distinctive.

The Charles Parker Music Co., Houston, Tex., has been chartered with a capital stock of \$100,000, the incorporators being Charles Parker, Sr., Charles Parker, Jr. and C. L. Alfie.

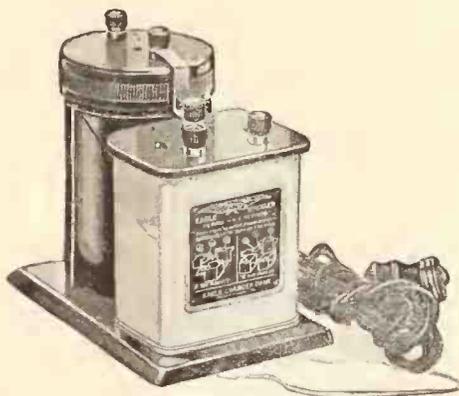
Dry Storage Battery Co. Occupies a New Factory

Heavy Orders for Tab "B" Battery Made Imperative Larger Production—Old Plant Inadequate—To Enlarge Line

PHILADELPHIA, PA., October 7.—The Dry Storage Battery Co., of this city, maker of the Tab "B" battery, has taken possession of its new factory at 3860 Coral street, Frankford. The Tab "B" battery is a 45-volt dry cell battery which may be recharged six or seven times. The initial announcement of this battery several months ago resulted in an influx of orders, making necessary larger manufacturing facilities. The new factory provides 45,000 square feet of space with 28,000 additional square feet of storage space situated across the street. Raymond B. Rosen, president and general manager of the company, reports that when demand has been caught up with other sizes of rechargeable batteries will be produced.



Here Are the Eagle Chargers That Were the Sensation of the New York Radio Show



Eagle "TRICKLE"

This little wonder not only charges an "A" Battery but also will charge any type of storage "B" Battery or TAB rechargeable dry "B" Batteries.

Eagle "TRICKLER" is shipped dry—just add plain water—no chemicals to mess with. Economical, too, costing less than 2 cents a day to operate.

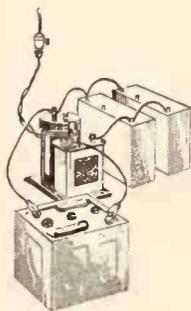
This is "trickle year," take advantage of the special sales features of the Eagle "TRICKLER" and offer your customers the most for their money.



Eagle "MASTER"

The Eagle "MASTER" is a complete power unit. It requires no auxiliary variable resistances for various size batteries and it is permanent. Connect it to your batteries once and let it stay.

If you want to charge your "A" Battery on Trickle or at the rate of 3/4, 1, 1 1/2 or 2 amperes just set the knob and throw the switch. To charge 45, 67, 90 or 135 volts of any type of storage "B" or TAB rechargeable dry "B" Batteries, turn the knob and reverse the switch.



This shows how Eagle "TRICKLER" is hooked up to charge "A" batteries at half-ampere rate and rechargeable "B" batteries at 250 milliamperes.

List Price

\$10.00

Complete

Connect Eagle "MASTER" to your batteries and set and let it quietly go to work. Once installed there are no wires to connect or disconnect.

List Price

\$25.00

(with bulb)



If your jobber can't supply you with Eagle Chargers write to us

EAGLE CHARGER CORP.

121 NORTH EIGHTH STREET

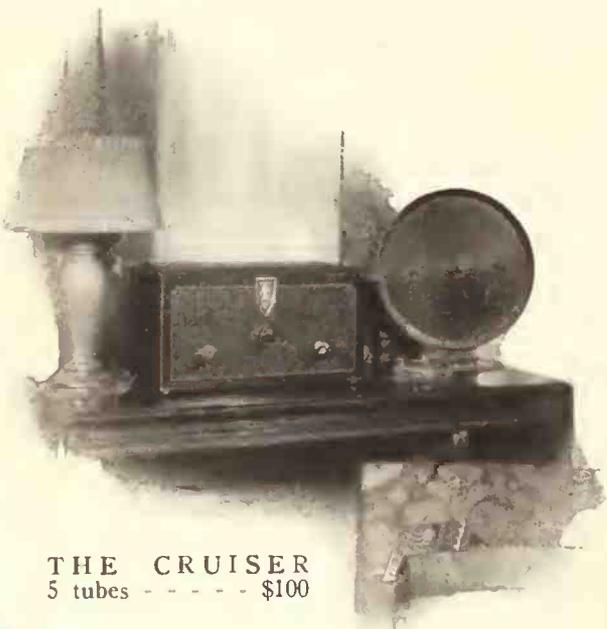
PHILADELPHIA

EAGLE CHARGERS

BOSCH

Item number seven of Bosch Radio Policy states "The Bosch Franchise is a man sized, two fisted opportunity for one merchant in a locality . . ." The new Bosch ARMORED LINE of Balanced Radio substantiates that claim—receiving sets which show a remarkable advancement in radio engineering. Bosch Radio has engineering features which make it the outstanding sales opportunity of the year. Perfected radio and quality furniture are united in the new Amborada—a completely armored and shielded

seven tube receiver of unique simplicity. Two controls only—station selector and volume regulator. It has ample space for batteries, charger or power units. The Cruiser—a five tube Armored and Shielded set with its "Unified Control" shows great progress in simplified operation. Single station selector for most tuning and two dials for "cruising the air." See for yourself the new operating simplicity, the steel chassis construction, the trouble proof design, the clean cut mechanical appearance and learn the electrical perfection of Bosch Radio. 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.



THE CRUISER
5 tubes - - - - - \$100



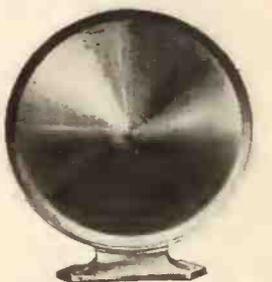
All prices slightly higher, Colorado and west and in Canada.



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

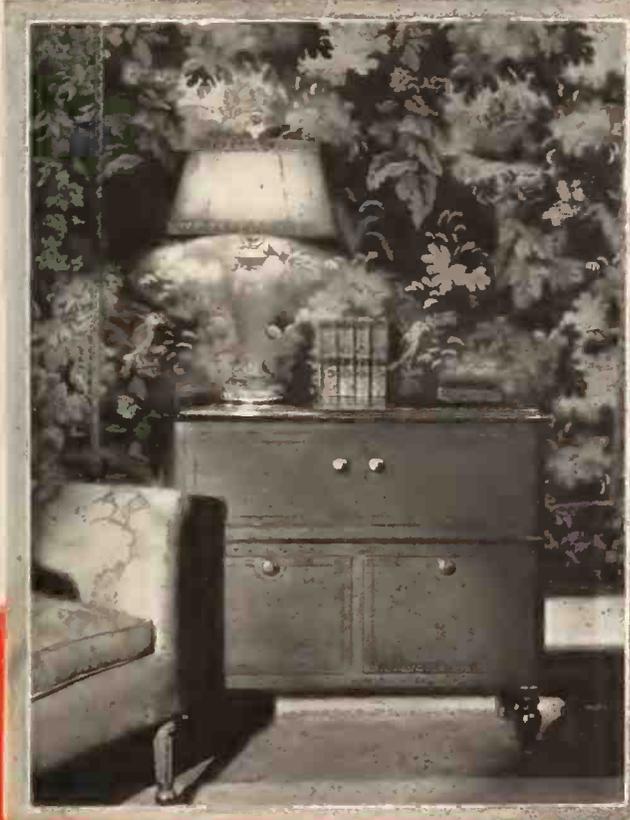
The Bosch Radio Line is a complete dealer's line—popular priced 5, 6 and 7 tube receivers—power units—two reproducers—a full line of accessories and radio furniture designed to build dealer's volume.

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



RADIO

'Armored A



THE AMBOKADA
7 msc. - \$30

Skovida

AMERICAN BOSCH MAGNETO CORPORATION

MAIN OFFICE AND WORKS: SPRINGFIELD, MASSACHUSETTS

BRANCHES: NEW YORK CHICAGO DETROIT SAN FRANCISCO

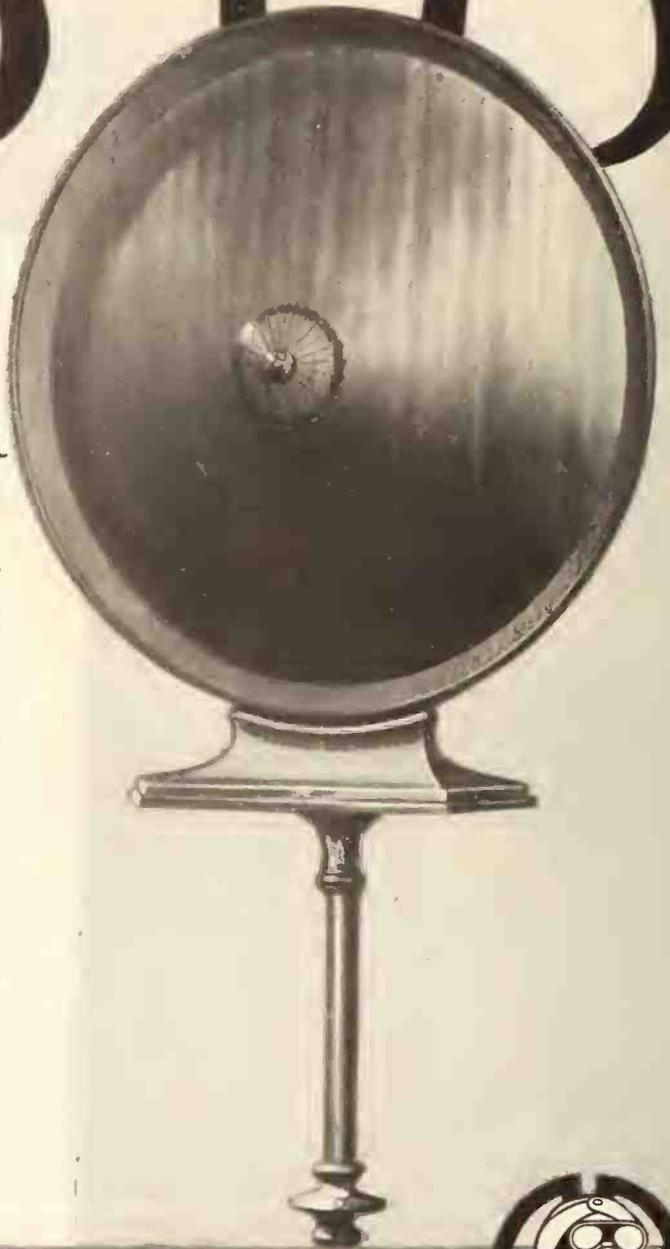
Manufactured under patent applications of the American Bosch Magneto Corporation and licensed also under applications of the Radio Frequency Laboratories, Incorporated

BOSCH RADIO

The AMBOTONE REPRODUCER

The Bosch Ambotone gives true tonal reproduction. All the bass and every high note is reproduced by the Ambotone with utmost fidelity. The pure tones whether on reduced volume or full power for dancing are accurate. The wood cone gives that mellowness of a wood instrument.

Radio owners who have tried all types of speakers decide upon the Bosch Ambotone as the true reproducer. Its popularity is built upon owner satisfaction. Bosch Ambotone \$27.50. The Art Pedestal illustrated on this page \$11.50.



Ed. 3 for Alternating Current \$55.00
For Direct Current \$42.00
All prices slightly higher. Colorado and
west and in Canada

The NOBATTERY "B" POWER UNIT

The Bosch Nobattery provides constant "B" power from the light socket. No acids to spill or renew—no filaments to burn out. The Nobattery is designed to insure personal safety as well as to perform safely. Entirely automatic with no adjustments, it performs without hum on all sets up to ten tubes. It is an investment for years. It sells on its unusual performance and makes satisfied customers.

AMERICAN BOSCH MAGNETO CORPORATION
Springfield, Mass. Branches: New York, Chicago, Detroit, San Francisco



National Advertising Campaign of Radio Corp. of America to Utilize All Mediums

Radio Corp. of America to Bring Every Method of Publicity to Bear on the Task of Making It Easier for Retailers to Sell Radio Products Manufactured by the Corporation

An advertising campaign of far-reaching scope, designed to assist RCA authorized dealers and distributors in their efforts to place RCA products in the home, has been announced by the Radio Corp. of America. The announcement was made by Pierre Boucheron, advertising manager, at a meeting of the trade press, followed by a luncheon.

Practically no detail has been overlooked by the advertising department of RCA to place in full effect the tremendous force of advertising behind the RCA line. The campaign is split into three chief divisions. The general advertising includes magazines and newspapers, with the use of sixty leading magazines and 143 big city newspapers. It is estimated that over 300,000,000 advertising messages will circulate the story of RCA products throughout the entire nation the last four months of 1926. Display advertising includes window and store posters, streamers, cards, etc., as well as outdoor billboards. Direct advertising includes the

matter mailed or handled direct by the dealer to the person whom he wishes to interest. RCA folders, catalogs and direct-mail campaigns are typical of this form of advertising. The entire campaign is based upon the "Tried, Tested and Perfected" slogan of RCA. It is pointed out by the Radio Corp. that the dealer is the actual salesman and advertising is nothing more or less than "salesmanship in print" which may be used as the dealer's assistant. The campaign stresses the fact that RCA authorized dealers are carefully selected merchants, fully

equipped to render service to their customers, and a reproduction of the RCA authorized dealer sign with the message "Buy With Confidence



Some of the Fine RCA Advertising

Where You See This Sign" is prominent in all copy. A rounded sales promotion program is ready for RCA authorized dealers this Fall, it was announced, including the new Radiotron display and the "fifty-fifty" direct mail campaign. Proper use of the wide variety of dealer helps prepared by RCA will enable the dealer to tie in closely with the effectiveness of RCA general advertising as applied to his own store.

The radio department of the M. O. Neil Co., of Akron, O., has been enlarged.

Powel Crosley, Jr., Sees a Bright Radio Outlook

President of Crosley Radio Corp. States Radio Industry Is in Best Position Ever Attained —Future Outlook for Business Is Bright

CINCINNATI, O., October 5.—Powel Crosley, Jr., president of the Crosley Radio Corp., in an interesting statement, points out that the radio industry at the present time is in the best position it has ever attained in its history. In discussing the present position and the outlook for the future Mr. Crosley says:

"The history of the radio business during the past year has done much to improve the industry from the manufacturing end. The radio manufacturers of to-day have successfully passed through the hectic and costly troubles incident to sudden expansion and overproduction that all new and rapidly growing businesses unfortunately fall heir to. As a result of these experiences the industry is sounder than ever.

"Much of the same experience has been had by the selling outlets. Dealers, wholesale or retail, who were not properly fitted to the exacting demands of selling and servicing radios have taken up other work. And those dealers who remain have profited by past experience, with the result that they are better trained and fitted to properly care for the wants of the radio public.

"General prosperity is universal in our country. Both employment and wages continue at high levels and there is no indication apparent at this time of any change. Insofar as radio is concerned, every one of the 25,000,000 homes here are in financial position to buy radio.

"Another factor that should have a material influence on increasing sales is the fact that the public realizes that the experimental days of radio are over. The more conservative of our population have delayed installing a radio in their homes until they were assured there would be no revolutionary changes. That time now has been reached—not that the radio is perfect, but all its fundamentals have been standardized, and from now on it is likely that the only changes will be refinements.

"So far this year there has been a notable increase in the number of radio-equipped homes. Estimates place the number at well above 5,000,000—or an increase of more than 1,000,000 over 1925. According to the U. S. Department of Agriculture there are 1,000,000 radios on farms, as compared to 553,000 in 1925.

"When it is considered, however, that there are approximately 20,000,000 automobiles in operation in this country, it can be readily seen that the field for additional radio sales is almost unlimited. With this large field, the stabilization of our industry and the attitude of the public so favorable to radio entertainment, surely 1927 should be the greatest year in radio's history."

The BOSCH combination—

The Armored Radio, the Ambotone and the Nobattery together make, not only radio perfection, but in addition keep your customers happy and your bank deposits healthy.

ARMORED RADIO — AMBOTONE — NOBATTERY

WEBER RANCE CORP.

In Brooklyn
1271 Bedford Ave.

Sole Metropolitan Distributors
Circle 7610

In New York
225 West 57th St.

Sports Feature Annual Outing of the Talking Machine and Radio Men, Inc.

Members of New York, New Jersey and Connecticut Trade Staged Annual Outing at Briarcliff Lodge, Briarcliff Manor, N. Y.—Trade Athletes Do Their Stuff—Entertainment

With weather conditions perfect and the attendance the largest ever gathered for a similar event, the Talking Machine and Radio Men, Inc., of New York, New Jersey and Connecticut, held its annual outing on Tuesday, September 21, at Briarcliff Lodge, Briarcliff Manor, N. Y., one of the most beautiful resorts in the East. From early morning, when the mem-

served and this repast was made more enjoyable by the dance music played by a Ben Selvin orchestra from "Yellow," the Broadway show hit. Jones and Hare, the Happiness Boys of record and radio fame, were prominent members of the party and they sang several of their best numbers during the luncheon period. Following luncheon the party divided in pursuit of

with several varieties of noise-making instruments, and so the meal got away to a merry start. More entertainment by Jones and Hare and the Ben Selvin Orchestra, and the arrival of Georgie Price, of stage and record fame, added considerably to the enjoyment of the merrymakers. Prizes were distributed to the winners of the day's contests and Irwin Kurtz, president of the association, presented, on behalf of the members, a wrist watch to Byron Forster, chairman of the entertainment committee, in appreciation of his efforts in directing and planning the annual banquet and the outing, which everyone voted to be the two most successful affairs ever held under the auspices of



Jolly Gathering at the Annual Outing of the Talking Machine and Radio Men, Inc., Held at Briarcliff Lodge

bers, their wives and friends gathered at Ninety-first street and Broadway, New York City, until late in the evening when the last of the party disembarked at the same point, the day was one succession of pleasurable incidents. Approximately 200 formed the party and the caravan of motor busses and private cars which formed in the city and drove to Briarcliff under the escort of motorcycle police made an impressive sight. City policemen escorted the party to the city limits, stopping all cross traffic so that the holidayers could have a clear roadway and at the boundaries of the Westchester county lines State police took up the burden to see that the long procession of automobiles had the right of way.

The first hour or more at Briarcliff Lodge was spent in wandering about the grounds and in admiring the view from the heights upon which this hostelry is perched. Luncheon was then

whatever pastimes most appealed to them and there was a wide variety from which to choose. One large group chose to enter the golf tournament, others engaged in the baseball game between the dealers and jobbers, some elected to stay at the Lodge and play with pasteboards and the "galloping rocks of ruination," while the remainder anxiously awaited the track events, which included races for dealers, their wives, clerks, jobbers, officers, in fact for all classes. Following the baseball game, which was won by the dealers to the tune of eight to two, and the track events, the summaries of which are given below, the crowd adjourned to the large outdoor pool where swimming races and diving contests were held. The full schedule of events made the afternoon pass all too quickly and when the call for dinner came the weary but happy holidayers thronged back to the dining hall

Novel souvenirs were placed at each plate

the association. Immediately after dinner the homeward trek was started and a most enjoyable day came to a close.

Prizes were awarded as follows: for lowest gross golf score, Jack Bliss, of the QRS Co.; lowest net score, M. Fielder, of E. A. Wildermuth; next lowest net golf score, G. M. Smith, E. A. Wildermuth. In the track events the winners were: dealers' fifty-yard dash, M. Janelli, A. Jacobs and H. Berkeley; fifty-yard dash for dealers' wives and daughters, Miss Duff; dealers' clerks' fifty-yard dash, Louis Larazus; fat ladies' race, Mrs. Evans; ladies' fifty-yard dash, Miss A. Kowacs; jobbers' 100-yard dash, W. W. Comes; officers' race, Sol Lazarus. In the water events, Billy Jones, of the Happiness Boys, won the long-distance swim, Ollie Graffen won the fancy diving contest, and M. Oliver won the special handicap swim. Miss M. Laughlin won the ladies' fifty-yard race. Prizes were also won by L. Rooney, Irwin Kurtz, Mabel Arend, of Fred. Loser & Co., and the members of the winning baseball team.

The numerous prizes which were awarded were donated by the following manufacturers and jobbers: E. M. Wilson & Son, QRS Co., Weber-Rance Corp., Gross-Brennen, Inc., E. J. Edmond Co., Stewart-Warner Speedometer Corp., Chas. H. Ditson & Co., Dalrymple-Mishler Radio Co., Triangle Radio Supply Co., Greater City Phono Co., Emerson Radio & Phono. Co., C. Bruno & Son, Freed-Eisemann Radio Corp., Sonora Phonograph Co., Inc., Steelman, Inc., General Phonograph Corp., Tri City Electric Co., North Ward Radio Co., New Jersey Radio Inc., National Carbon Co. and the Pathe Phono. & Radio Corp.

Columbia Chicago Branch Manager Visits New York

A. J. Heath, manager of the Chicago branch of the Columbia Phonograph Co., was a visitor to the executive offices of the company in New York recently, following a trip to the factory at Bridgeport. Mr. Heath's trip East was a combination business and pleasure trip, this being the first opportunity he has had to slip away from Chicago in any other but a business capacity, for increased business around Windy City way has occupied his time completely. On his way back Mr. Heath stopped off at Philadelphia to view the Sesqui-Centennial Exposition.



Service

How are you equipped to service your customers' sets this fall?

The Jewell Radio Service Set is the only portable set on the market having complete facilities incorporated for quickly checking circuits and testing for trouble. It contains a complete tube tester, a very high resistance B-eliminator type voltmeter, and an extremely sensitive ammeter. A compartment for A-B and test batteries and a drawer for tubes are also provided.

Your service men should be supplied with Jewell Radio Service Sets when answering calls.

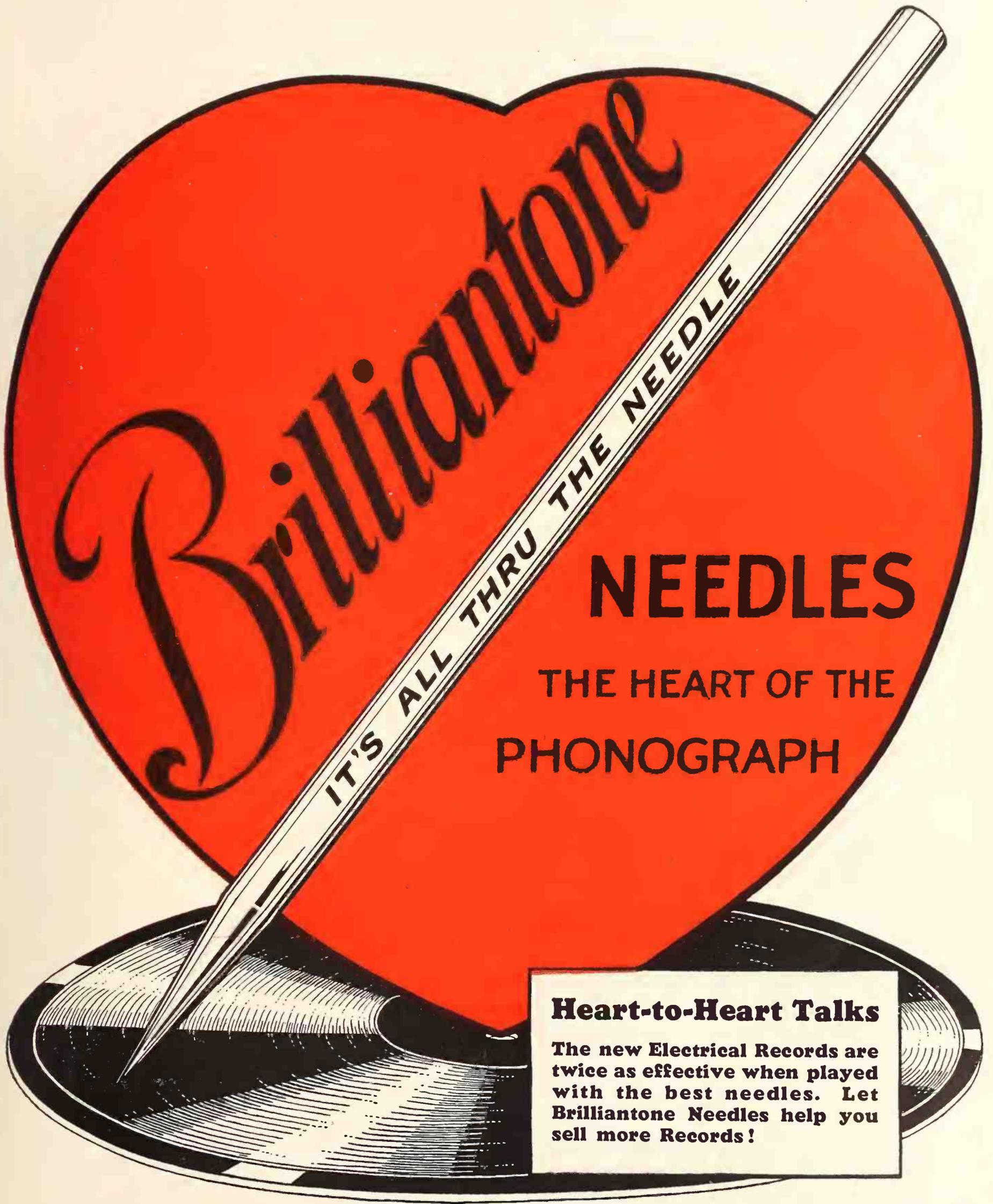
Jewell radio instruments are satisfactory to handle. They are rapid in turnover and net good profits.

Send for our new Radio Instrument Catalog No. 15-C

Jewell Electrical Instrument Co.
1650 Walnut St. - - - Chicago

Pattern No. 117 Radio Service Set

"Twenty-six Years Making Good Instruments"



NEEDLES

THE HEART OF THE
PHONOGRAPH

Heart-to-Heart Talks

The new Electrical Records are twice as effective when played with the best needles. Let Brilliantone Needles help you sell more Records!

Brilliantone STEEL NEEDLE CO. of AMERICA, INCORPORATED
370 SEVENTH AVE. NEW YORK CITY

Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

[Editor's Note.—This is the sixty-second of a series of articles by William Braid White devoted to the various interesting opportunities which prevail in the domain of education for the retailer of talking machines. The subject is one of great interest and we commend these articles to the consideration of all who are devoting attention to the featuring and developing of the musical possibilities of the talking machine.]

The Era of Fine Recordings

The big opportunity in the phonograph business today is in the record department. The wise merchant is the merchant who sees this and acts accordingly. Some records sell themselves, but records that sell themselves are like all other goods of the same kind. The demand for them is ephemeral and those who buy them are just as likely to go rushing off tomorrow after something else, possibly the last thing that could have been imagined as rivaling the former favorite. On the other hand, the record which sells all the year round and every year is the record of standard music performed by the best artists in the best way.

The educational efforts of the National Federation of Music Clubs in State and local regions throughout the country are hardly if at all appreciated by talking machine dealers. These local music clubs are centers of musical culture, and crude though their efforts may often be, these are nevertheless sincere and well-meant. Whatever is being done to-day in the United States towards bringing up the people out of a contempt for and indifference to the meaning of music and its place in civilized life is being done mainly by these and other like agencies.

New Type of Demand Needed

Now to-day the talking machine dealer has before him the problem of building up a new type of demand for his machines and his records. Let the dead bury their dead, and let us therefore forget absolutely the stupidities of old days when we had no rival to bring music out of the air and when we thought that to cultivate the musically intelligent or even the seekers after musical refreshment was waste of time, not worth the effort of practical business men. Let us rather look forward, for then we

shall see clearly that henceforward talking machines and records will be bought only by those who really have been convinced of the superiority of these media above all others for the musical refreshment of the family and of the individual. In a word, we have henceforth to demonstrate the musical value of the talking machine and thus competitively to sell it. Which is precisely why the live dealer today, forgetting the past, will look keenly around him to find those who are likely to listen with interest and not with indifference to the bearer of musical good-tidings. The modern talking machine, and even more the present-day records, are such apostles. Yet it is perfectly safe to say that not one in ten of the hundreds of local music clubs which constitute the National Federation has yet had from a local dealer the offer of a private hearing with a program worthy of the occasion and staged with the care and knowledge which in this case are everything.

And why not? Apparently because our talking machine dealers still insist that the musical people will not spend money on machines and records. Which is about the biggest nonsense one has heard of in many a day. On the other hand, here is something not at all nonsensical; it is that the great mass of the music lovers of the United States, outside the greater cities at any rate, knows nothing of the marvelous revolution that has taken place in the powers and capacities of the talking machine, while still less do these people realize that to-day they can obtain the recorded performances of the world's greatest orchestras and soloists, not in snippy dribs and drabs of Italian opera and innocuous arrangements of wishy-washy instrumental pieces, but in the complete works of the greatest composers, to complete operas even, complete symphonies, overtures, string quartets, everything of the best, done by the most inspired and world-famous composers of the present and of past days.

And Here's the Field

It is only necessary to do a little thinking to see quite clearly that here is a vast field of prospective demand almost entirely untilled. For

the thousands of women in every State of the Union, who make up the Music Clubs Federation and the almost innumerable private and unattached local clubs and societies, are constantly studying the standard repertoire of large musical works, and when they cannot get to hear these works performed by great orchestras are contenting themselves with learning and playing, at their club meetings, inadequate piano arrangements. In other words, to these thousands of women the talking machine industry can come to-day and offer not only a substitute but an immensely superior means for music study. To-day, without exaggeration, it may be said that the performances of a great symphony orchestra can be reproduced with a fidelity of detail, an intensity of power and a sense of reality such as a few years ago would have been considered out of the question. Yet these things are here, they are at the disposal of the public. They await only proper demonstration to be publicly recognized and publicly acclaimed.

Now it seems to me that a talking machine dealer who is alive to his opportunities will make it his business to see that every group of musical people in his community has the opportunity of hearing the new records and machines in conditions as nearly perfect as may be possible. By that, I mean in conditions suited to each group and carefully chosen for the requirements of each. For instance, the local Music Club naturally will be interested in hearing a program equivalent to what could be heard at a symphony or string quartet concert. In preparing a program for such a group the aid should be sought of some prominent local musician who could be engaged to give to the hearers a running commentary on the music and acquaint them with what they were to hear and with the best way of listening to it. Such a person, too, would give the best possible aid in choosing the numbers to be performed; and so on. These records (like, for instance, the magnificent series of imported recordings known as the Columbia Masterworks) have been produced at enormous cost and to be sold, not to be looked at.

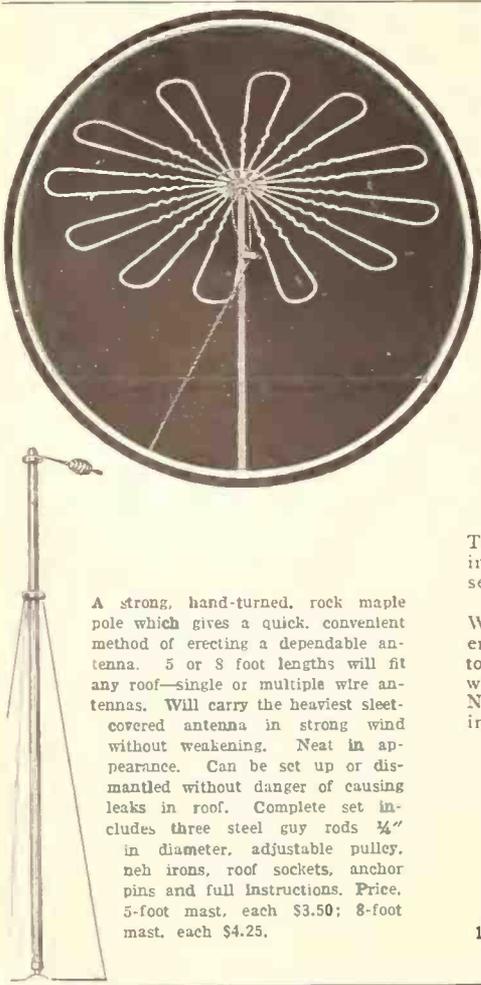
All Sorts of Prospects

There are many and varied groups of musically inclined people in every community of any size. For instance, there are the classes, elementary and advanced, of all the better music teachers. Then there are the members of the High School band or orchestra, who have seldom had the opportunity to hear good music well performed on a large scale and whose instructor will in most cases be only too happy to have his young musicians hear something of the very best.

Along with such work the merchant can stock and sell miniature scores, which are low in price, ranging from about sixty cents up to two dollars apiece, and which add immensely to the value which attaches to the possession of a fine set of records. The sale of such scores should be part of the work of every store which is promoting the sale of the fine new orchestral and instrumental ensemble records now available.

One more point: When work of this kind has been done with good results, a climax to a season could be had by giving a whole opera complete. It can be done. Ask your manufacturer.

Of course, this sort of thing must be done well, or not done at all. He who takes the trouble to do this sort of thing well is sure of a rich reward. For the selling of the talking machine and of records henceforth is the selling of music and of nothing else.



Gets every wave!

Here is the new outdoor antenna that is the scientific answer to a real need in radio for efficient aerial equipment. The Wave-X Condensing Antenna is a neat compact unit, composed of twelve graceful looped air-pins or feelers which reach out in all directions to secure and register the faintest radio signal. It has the capacity of a long single wire antenna.

WAVE-X Condensing ANTENNA

The Wave-X Antenna is non-directional, provides sharper tuning and increases selectivity. It adds to the efficiency of any set and insures uniform reception at all times.

Wave-X fits any roof, chimney or wall. Several can be erected on one roof. A single upright to erect and the only tools required are a hammer and a screwdriver. No. 2, Wave-X, with 8-foot pole and all accessories ready to install, \$12.50. No. 3, for side wall or chimney mounting, \$12.50. Complete instructions with each set.

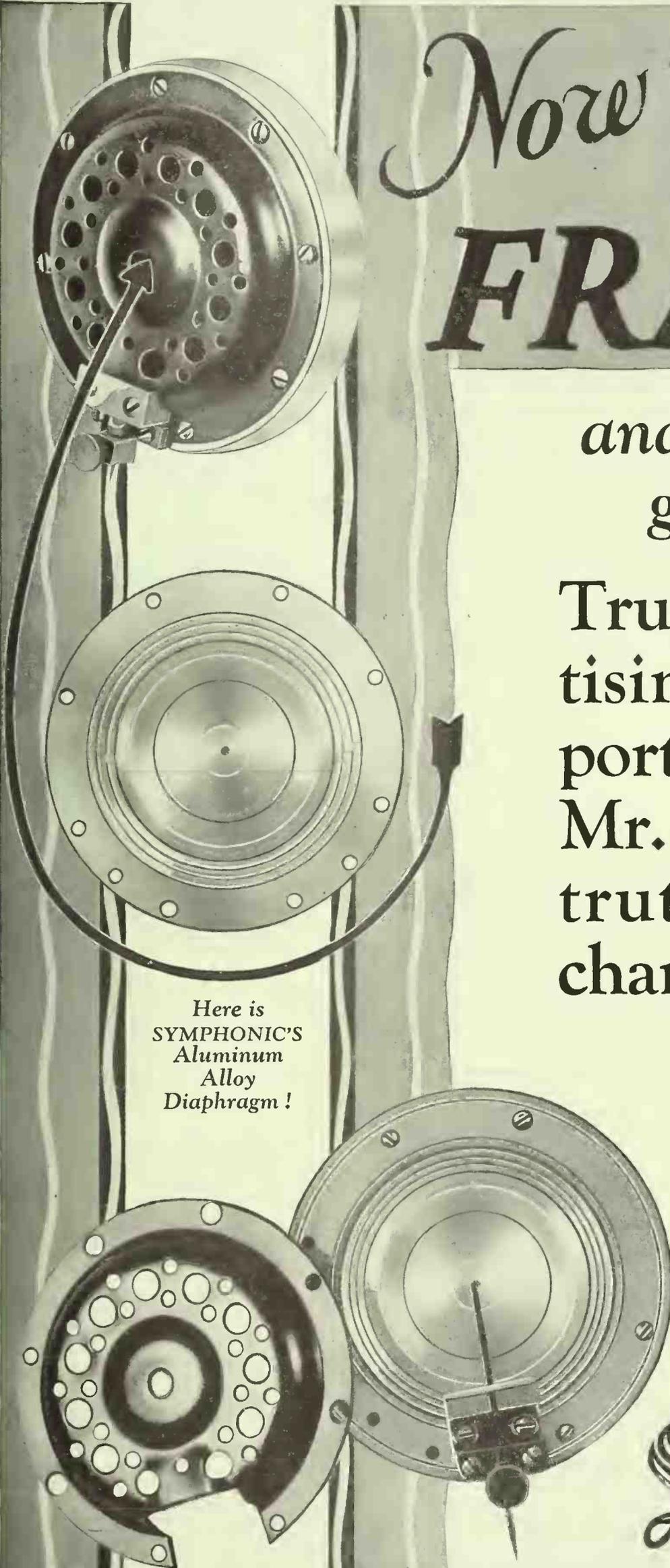
DEALERS

Write today for our special dealer offer. Order a stock of Wave-X and Redi-Masts now. The Radio season is almost here.

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

Manufactured by
THE
PRESSED METAL MFG. CO.
Waukesha, Wis.

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



Now **WE** say
FRAUD!

and we do not
generalize

Truth in advertising is as important to you, Mr. Dealer, as truth in merchandise.

Here is
SYMPHONIC'S
Aluminum
Alloy
Diaphragm!

**READ THE
TRUTH!**

Symphonic Sales
Corporation

Lambert Friedl, President
370 Seventh Ave., New York, N.Y.

Symphonic
PHONOGRAPH REPRODUCER

Glaring Misstatements!

*In recent trade paper advertising
one of our competitors states —*

*“Only the . . . diaphragm is composed
of this scientifically proportioned alloy”*

He also states —

*“Only the . . . Reproducer is made of the
scientifically proportioned aluminum
alloy—the thickness of a human hair”*

These are glaring misstatements, to the positive knowledge of the advertiser himself. Ask him to tell you the whole truth as he and we know it!

Prove it to yourself; look under Symphonic's diaphragm guard.

NOW THE TRUTH—

You are entitled to know that SYMPHONIC was the *first* independent Reproducer on the market with an *Aluminum Alloy* diaphragm, rolled down to the proper thinness determined by scientific acoustic experiments.

THE RESULT—

General popularity, enthusiastic acceptance, and world-wide distribution.

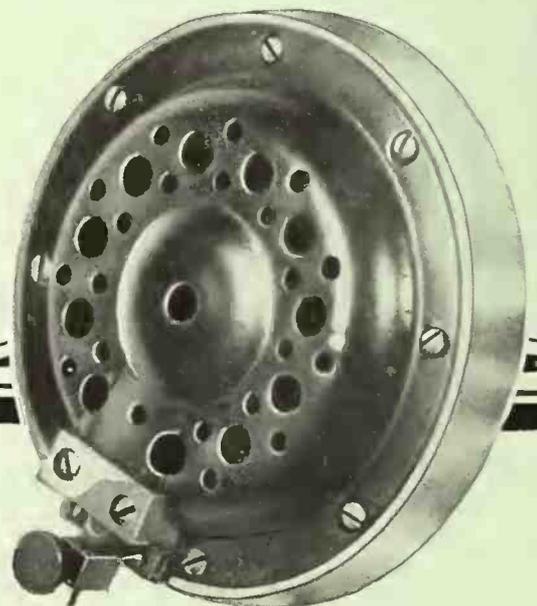
SYMPHONIC SALES CORPORATION

Lambert Friedl, President

370 Seventh Avenue

New York, N. Y.

Symphonic
PHONOGRAPH REPRODUCER



Seattle Post-Intelligencer

The Sunday Sentinel

PHONE GIRL FIRED OVER

Paul Admits County Fund Charge

RAIL CHECK USE IS TOLD

SEATTLE GETS STATE BATTLE
1927 REALTOR OVER HARTLEY
Christ's Refusal To Avenge Slight
showed Greatness

WRIGHT AND DANGER ARE FUGITIVES

VALLENTINE TELLS HIS MARRIAGE WAS A FAILURE
JUDGE ISSUES WARRANTS FOR THEIR ARREST
LOVE FOR ME
WETS MOVE TO
CRIDE

day Sunday American

SUNDAY American FINAL EDITION
Syracuse

ALIENISTS TO TEST CORE IN DEATH

Mussolini Bomb Laid to Rest

U. S. WARSHIPS

NO AMERICAN CASH

The Washington Herald
AMERICAN NAVY BATTLE
WARRANTS OUT FOR

"A Dog's Life!"
By The Distinguished English Artist
G. E. STUDDY

STORM'S TOLL TERRIFIC

hazed, Ships Sunk in South
Baltimore American
RETURN

MISS RASTALL AND GORSLINE SKIN SLAYING NOW IS BELIEF
Spain Resigns From League With Thanks

DETROIT TIMES
ROESBECK GRIP
Crash

Symphonic
PHONOGRAPH REPRODUCER

Advertising Appears in These Publications Starting NOW

Circulation 4,734,613!

IN CHINA BATTLE

Businesses Face
ESCAPES

BOSTON ADVERTISER
SHIPS RETURN CHINESE

Mussolini, Bombed, Warns Fr
3 WOMEN THRILLED BY ARCTIC

oday Los Angeles Examiner

Today

AIMEE CLAIMS PRISON SHACK FOR MEXICAN CATHOLICS FIGHT TROOP

FIRST BATTLE RAGES AROUND GUADALAJARA
Gertrude Ederle Swims Channel
DESERT STORY
FIVE ARRESTED ON \$8,000 BOND
NEW YORK GIRL
Knew It Could Be Done, Had to Do It

CHRISTILLES WINS GULF RACE U. S. FLEET BATTLES CHINESE

Jury Bills Petty Suspect
2 AMERICANS DECIPHER
Woody Likes Plainest Of Food
MISS AMERICA COMAL TRIAL
CURE DEIGN IN EL AVILA

day San Francisco Examiner

Today

MEXICO BISHOP ASKS CALLES FOR TRUCE

OHIO VICTORY IN OHIO INDICATED
SINKING FUND TO PAY DEBT

Rochester American
U. S. WARSHIPS SHELL CHINESE REBELS

20 Seized by Kavanaugh in Vice Raids
FIRE RAZES NEW CLUB HOUSE
Miss America, 1926
BROOKLEA
NINE HURT

Today HERALD EXAMINER

Today

POLA TELLS OF VALENTINO'S POLICE KILL GAMBLING HOUSE

I WILL JOIN 'RUDY' SOON
NEGRI SAYS
Thongs Acclaim Krishnamurti
Nine Die as Heat Hits 94; Hottest Path Through Dept. Covered
The Tax Receipt Jump Proves Business

New York American
SOLDIER OF FORTUNE STRANGELY S

FRANCE MUST QUIT RHINE—LLOYD GEORGE
PROHIBITION LOOMS AS BIG ISSUE II
Victim's Wife
RIVAL DARES
Germany to Insist on Liberal Revision of Versailles Pact

**NOW comes the
Answer to your
Trade-in Problem!**

Starting at once, Phonograph business is going to be tremendous. You *will* take many old phonographs in trade. What will you do with them? Here's the answer—equip them with the **SYMPHONIC TONE ARM.**



Symphonic
PHONOGRAPH TONE ARM

Will increase the re-sale price of all your trade-ins — more profit, quicker turnover. It will add real dollars and cents to the price you get for stocks of old phonographs

Used with the already famous SYMPHONIC REPRODUCER, the SYMPHONIC TONE ARM not only completely modernizes the *tone* of the old phonograph — in addition, and of equal importance, from the standpoint of *turnover* and *profits*, it completely modernizes the old phonograph's *appearance*.

Can be made to fit all phonographs — easily attached.

Seize this wonderful merchandising oppor-

tunity — mail coupon TODAY for prices, discounts, name of your distributor, etc.

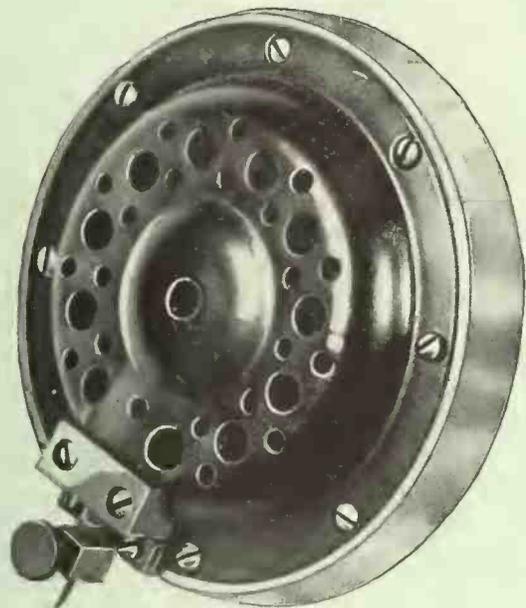
Symphonic Sales Corporation

Lambert Friedl, President
370 Seventh Ave., New York, N. Y.

Gentlemen:
Please send us complete details regarding the new SYMPHONIC TONE ARM and REPRODUCER; prices, discounts, your advertising plans and literature.

Firm Name _____
Street _____ No. _____
City _____ State _____

Symphonic PHONOGRAPH REPRODUCER



Every live dealer will see to it that all the phonographs in his territory are SYMPHONIC equipped. Write today for sample.

Distributors Serving Metropolitan New York!

The SYMPHONIC REPRODUCER has proved itself to be this season's big seller—and is carrying increased record business right along with it. Live dealers throughout New York City are featuring SYMPHONIC and cashing in on their good judgment.

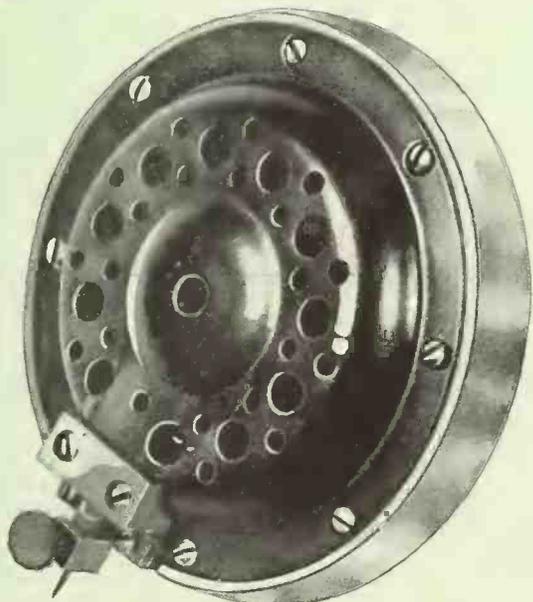
Adequate stocks—prompt, same-day service. Order a sample TODAY.

Knickerbocker Talking Machine Co.

831 Broadway

New York City

Symphonic PHONOGRAPH REPRODUCER



Philadelphia Eastern Penn. New Jersey Delaware

In Our Territory

the Trade Demands the Best—
in QUALITY and SERVICE

REQUEST FOR SAMPLE PROMPTLY FILLED

G. DUNBAR SHEWELL

WHOLESALE DISTRIBUTOR
Jefferson Building

1015 Chestnut St.

Philadelphia

Symphonic PHONOGRAPH REPRODUCER

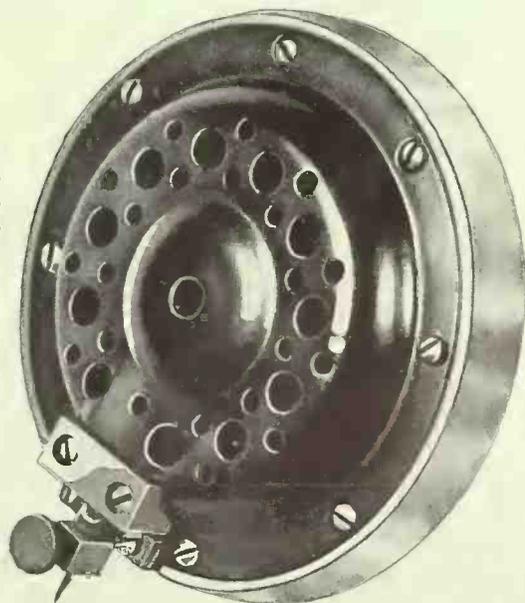
Columbia Wholesalers, INC.

205 W. Camden St.

Baltimore, Md.

Serving Maryland, District of Columbia,
Virginia, North Carolina,
Eastern Portion of West Virginia

Best by every test,
naturally Columbia Wholesalers
would handle this superior Reproducer.
Prompt attention to all orders,
immediate shipment, unexcelled service.



In Chicago— and Surrounding Territory

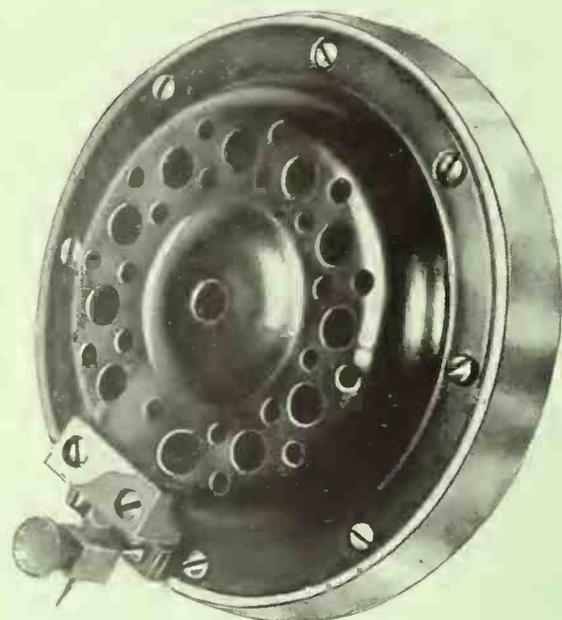
You'll find us supplying the trade with the outstanding SUCCESSFUL Reproducer—SYMPHONIC! Consolidated ties up with the BEST in every line.

Your Symphonic requirements will be handled promptly when you order from us. Send for a sample TODAY!

Consolidated Talking Machine Co.

227 W. Washington St.

Chicago, Illinois



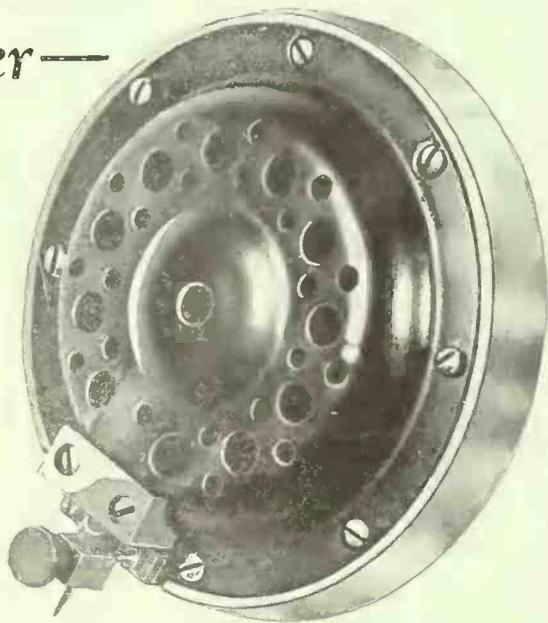
Put a Symphonic Reproducer to work in every home, selling records for you. Sell Symphonic Reproducers to every phonograph customer!

Symphonic

PHONOGRAPH REPRODUCER

Remember—

Every
Phonograph
Owner is a
SYMPHONIC
Prospect!



Standke Music Co.

1303 Main Street

Kansas City, Mo.

Write for sample today—orders filled same day received

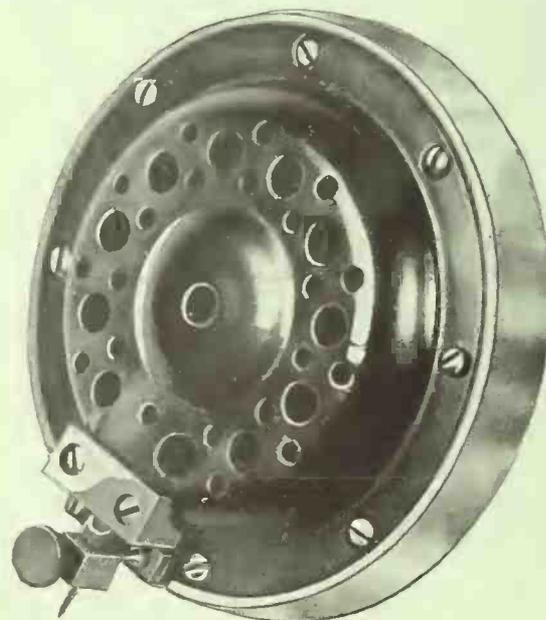
FITS ALL PHONOGRAPHS

Symphonic

PHONOGRAPH REPRODUCER

Symphonic

PHONOGRAPH REPRODUCER



We are supplying the Symphonic Reproducer in the TWIN CITIES and the great North West Surrounding Territory — Minnesota, Wisconsin, North and South Dakota and Montana.

Majestic Distributing Co.

14 So. Seventh St.

Minneapolis, Minn.

Symphonic PHONOGRAPH REPRODUCER

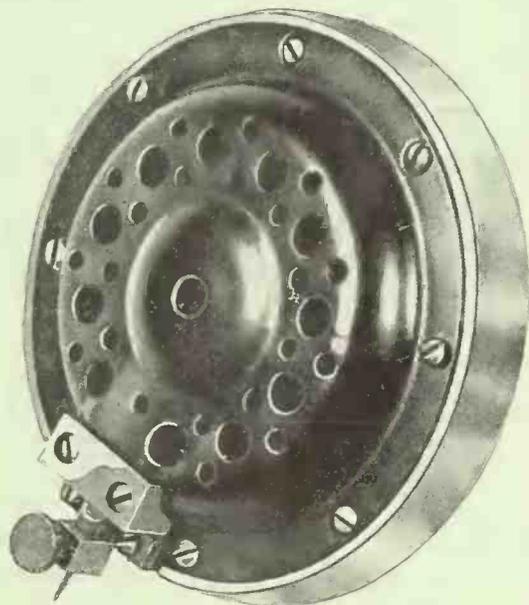
Each new sun shines on ever-increasing Symphonic business in Cincinnati and surrounding territory—net result of a superior product plus widening public demand!

*Send for your sample today!
Test it in comparison*

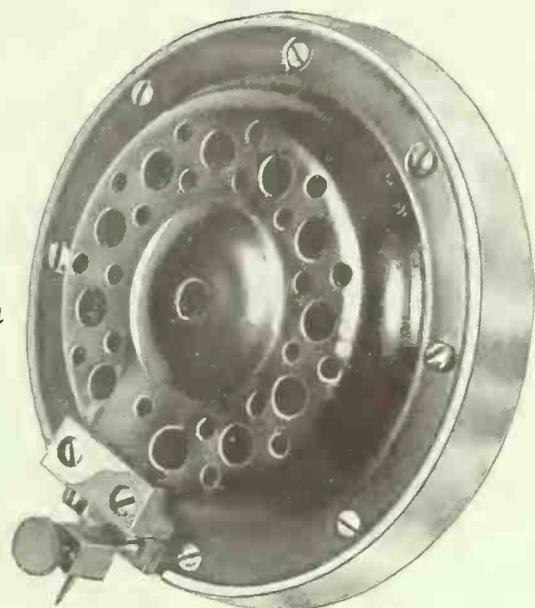
Arthur Brand & Co.

1618 Vine St., Cincinnati, O.

The new-day attachment for the new-day phonographic reproduction—“A Symphonic to every phonograph owner.”



Symphonic
Distributors
for
Metropolitan
New York
and
Vicinity



Sound merchandise and sound merchandising policies are the two primary factors in lasting success. Let Symphonic make money for YOU as it has for US.

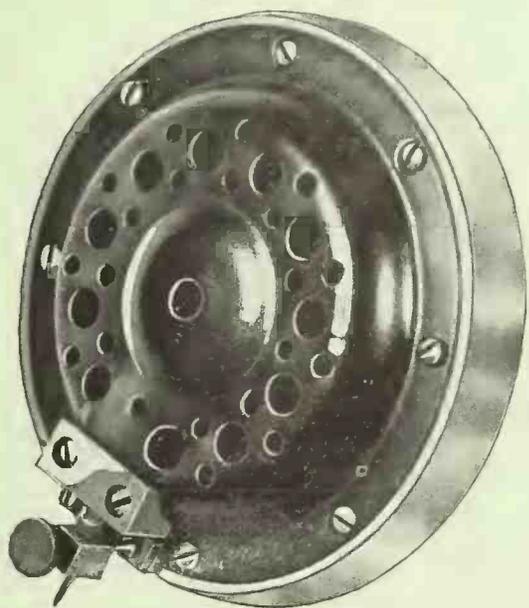
General Phonograph Corp.

New York Distributing Division

15 W. 18th St., New York City

Symphonic PHONOGRAPH REPRODUCER

Symphonic PHONOGRAPH REPRODUCER

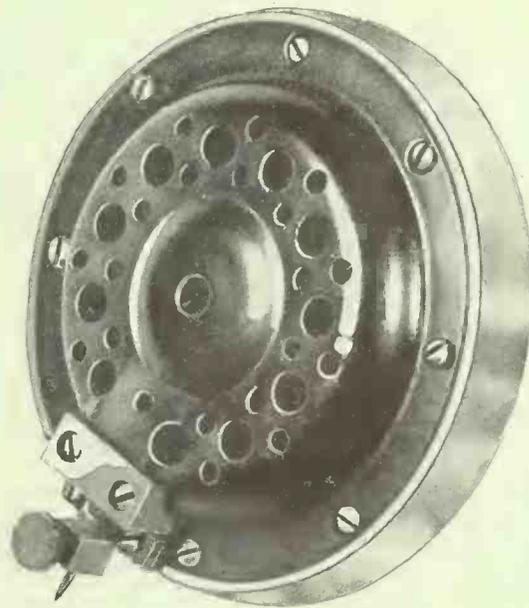


Nothing succeeds like success—SYMPHONIC is easily the predominant Reproducer in this market—that's why we recommend it to our customers.

Write to-day for sample, prices, literature

Louisville Music & Radio Co.

570 S. 4th St., Louisville, Ky.



Symphonic PHONOGRAPH REPRODUCER

Dealers who insist on selling HIGHEST QUALITY Merchandise should investigate the Symphonic Reproducer. For here is genuine QUALITY that makes and keeps satisfied customers. Send for a sample and hear Symphonic win in comparison.

Wiswell Radio Company

33 W. Kinzie St., Chicago, Ill.

NO BATTERIES - - ELECTRIC

Both A and B Power Supply direct from the line through easily removable units which completely rectify and filter the current—the dream of radio engineers — a practicable, durable, dependable method of battery elimination founded upon time-tried and tested principles, old in the electrical art, but arranged in an original and unique method which

is Zenith's own. No trickle chargers, no small storage batteries, no acids, nor other camouflaged methods. Three stages of audio amplification instead of two as used by others. Costs less than a cent an hour to operate. Three models: two-hundred-and-eighty dollars — three-hundred dollars — three-hundred-and-ninety-five dollars.

NEW



NO AERIAL - - - NO LOOP

Zenith De Luxe Ten Tube Models

Contain Zenith patented ten-tube circuit having five radio frequency tubes, one detector tube and four audio amplification tubes. Dual loud speakers faithfully reproduce all of the tones in the musical scale. All have single control, electrically lighted dial, and receive on wave lengths of 105 to

550 meters — the greatest range achieved by a nationally known, regularly manufactured broadcast receiver. DeLuxe models are highly selective and give maximum distance and power. DeLuxe art cabinets were created by a famous designer and are masterpieces of craftsmanship.

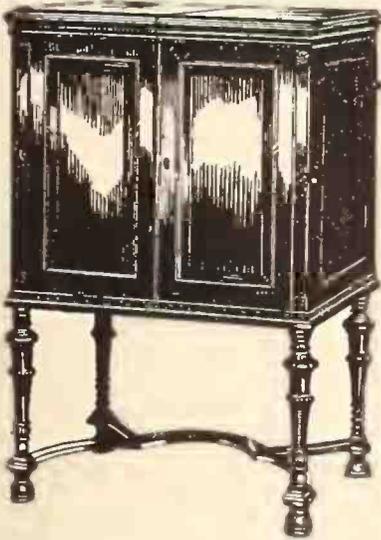
NEW

A Zenith Franchise may still be available in your territory—wire or write for details.

New Models of Panatrope-Radiolas Are Announced

Brunswick Co. Announces the Incorporation of Popular Model of Panatrope and Eight Tube Radiola Super-Het in One Cabinet

CHICAGO, ILL., October 5.—The Brunswick Co. has announced to the trade the combination in one cabinet of two instruments, which here-



Panatrope-Radiola 148C

before were available only as separate units. The instruments are the P-C (104) type Panatrope equipment and the Radiola Super-Heterodyne, with eight tubes, which have been incorporated in a single cabinet supplied in two models, operating from the alternating current light socket.

The new combinations are known as the Panatrope-Radiola 128C and the Panatrope-



Panatrope-Radiola 128C

Radiola 148C and are both finished in Adam brown and walnut. Both instruments are of attractive and artistic cabinet design and have gold-plated hardware. The Panatrope-Radiola 148C has cabinet work of varnished finish.

The announcement of these new models has proved exceedingly welcome to the trade, because of the insistent dealer demand for this specific combination caused by the popularity of the 104 type Panatrope, which has been one of the best sellers of the entire Panatrope line.

Adams Music Co. Adds Materially to Floor Space

FORT WORTH, TEX., October 5.—The Adams Music Co., of this city, has doubled its floor space through the addition of the store adjoining that which it has occupied. The newly acquired space will be used mainly as demonstration rooms for talking machines and radio receivers, but the enlargement will also permit of the broadening out of the band instrument and record departments.

J. A. Kelso was recently appointed manager of the talking machine and radio departments and Charles T. Wilkins was placed at the head

of the band instrument and musical merchandise department. Among the lines carried by this establishment are the Columbia Viva-tonal and Victor talking machines, Columbia, Okeh and Victor records, RCA and Atwater Kent radio receivers, Martin band instruments, Ludwig and Leedy drums, Paramount, Gibson and Martin string instruments.

Caswell Gypsy Portable Scores on European Trip

Interesting Letter to This Effect Received by Everybody's Talking Machine Co., of Philadelphia, Caswell Distributor

The travels of a Caswell Gypsy portable phonograph, a product of the Caswell Mfg. Co., Milwaukee, were graphically described in a letter recently received by Everybody's Talking Machine Co., Philadelphia, Caswell distributor. The machine was purchased by Ben Lanard, Lou Brande and Harvey Zion previous to starting upon a tour of the European continent, and their letter follows: "Having traveled over a great portion of the European continent with the Caswell Gypsy machine, which we purchased from you, as our constant companion, we thought it would be no more than proper to write you and tell you of the great joy we have derived from it. From the top of Jungfrau Mountain to the lowlands of Holland we sang, danced and made merry to the strains of its music. In numerous places the inhabitants would gather around the music box and listen in awe to its strains. Many had never seen such an instrument. On motor trips, in the trains, on the waters, it was our constant pal. When inclined toward the blues, we would put on one of the jazz records and chase them away. So, therefore, we are writing you this letter of appreciation for your assistance in selecting this machine."

Brisk Brunswick Sales

SAN FRANCISCO, CAL., October 4.—Reese & Fuhrman, music dealers, report a most satisfactory sales volume in all lines with Brunswick sales leading. This establishment moved into new quarters a short time ago and since that time business has been steadily growing. Columbia records are also moving in a fashion that is encouraging.

Vitanola T. M. Co. Sells Chicago Land and Buildings

Removal of Operations of Vitanola Co. to Saginaw Plant Permits Sale of Property on Fifty-second Avenue for \$350,000

CHICAGO, ILL., October 5.—The land and buildings on South Fifty-second avenue near West Nineteenth street, owned by the Vitanola Talking Machine Co., were purchased on September 16 by the Edison Electric Appliance Co. for \$350,000. The property consists of 117,000 square feet on the west side of South Fifty-second street, and 100 feet south of West Nineteenth street, fronting 200 feet with a depth of about 600 feet. The improvements include four modern stone and concrete fireproof buildings, of which three are two stories and one four. Private switching facilities are provided by the Baltimore and Ohio and Chicago Terminal railroads.

The property was acquired by the Vitanola Talking Machine Co. in 1918, and in 1919 buildings were constructed at a cost of more than \$400,000. In 1923 the property was sold under contract to the International Lamp and Furniture Corp. for \$475,000, but the sale was never consummated, due to the default of the purchaser. The investment of the selling company in the property was said to be in the neighborhood of \$800,000 and the sale at the present purchase price was made possible by the fact that the company discontinued its manufacturing operation at the Cicero plant some time ago and transferred the work to its other factory at Saginaw. There were no brokers in the deal. E. H. Williams was attorney for the purchaser, and S. Sidney Stein, of Moses, Kennedy, Stein & Bachrach, acted as attorney for the Vitanola Talking Machine Co.

Syracuse Columbia Branch Reports Increasing Demand

SYRACUSE, N. Y., October 5.—E. N. Smith, manager of the local branch of the Columbia Phonograph Co., reports an increased demand for the entire line of Columbia products with a lamentable lack of Viva-tonal phonographs to meet the dealers' orders. Records are also continuing to sell briskly. Charles Stinson, of the New York City Columbia headquarters, was a recent visitor, and Art Gillham, the Whispering Pianist, also dropped in during the Summer.

Can you supply

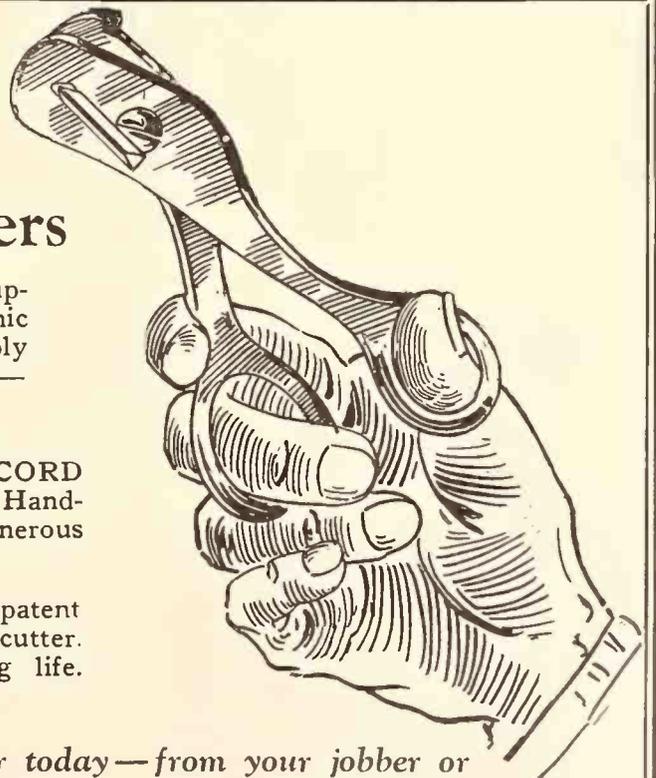
Fibre Needle Cutters

Fibre Needles are now supplied with all Orthophonic machines. Can you supply the cutters? Take our tip—

Stock up in time

Display prominently the RECORD FIBRE NEEDLE CUTTER. Handsome discounts assure a generous profit.

We are sole manufacturers and patent owners of this scissors-type cutter. Has replaceable blades. Long life. Beautifully nickel-plated.



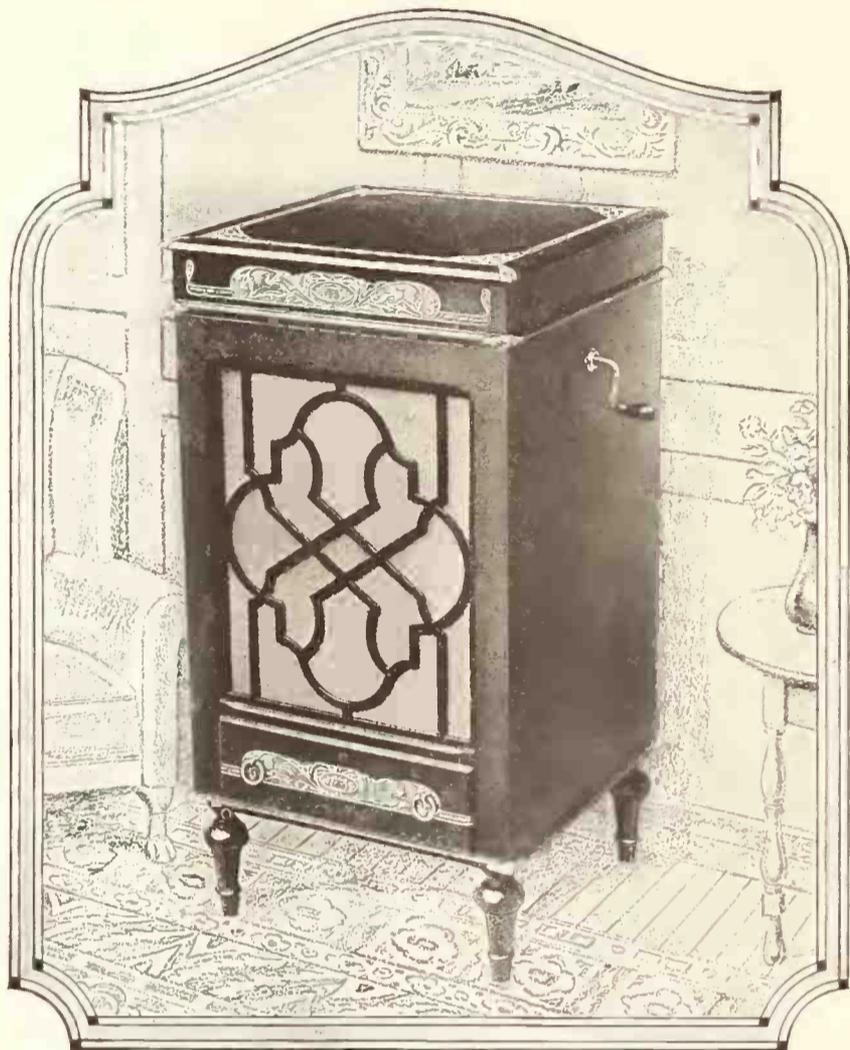
Be prepared—order today—from your jobber or

BADGER TALKING MACHINE CO.

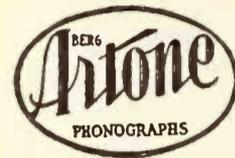
MILWAUKEE, WIS.

Investigate these

(Ask Your Jobber)



U. S. Patents Pending



List Prices

- No. 65, nickel finish \$65
- No. 75, gold " \$75

Adam Period Reproductions of Hand-tooled Leather Design. Ideal Size for Apartments and Small Living-rooms. New Berg Tone Chamber with Modern Goose-Neck Type Throw-back Ball-Bearing Tone Arm and Improved Reproducer, Heine-mann Double Spring Motor, 12" Turntable and Ample Rec-ord Space.

Shipping Weight
95 lbs.

Each packed in a
3-ply Veneer Case

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!

Also, Artone Portables—



No. 1
Artone
\$30



No. 2
Artone
\$25



No. 3
Artone
\$27.50

BERG A T & S CO., Inc.,

new Artone Products —with the New Tone!



Console Model

List Prices

No. 85, nickel finish \$85
No. 95, gold " \$95

Shipping Weight
110 lbs.

Each packed in a
3-ply Veneer Case



U. S. Patents Pending

Cathedral Design Reproductions of Hand-tooled Leather Effect, Fine, Rich Tone; Extra Long Scientifically Constructed Tone Chamber (Patent Pending); New Model Ball Bearing Goose-Neck Type Throw-back Tone Arm and Improved Reproducer; Heinemann Double Spring Motor; 12-inch Turntable, Ample Record Space



A Set of 3 Record Albums for Artone Consoles!

LIST PRICE \$5.00

Artone Console Models No. 85 and No. 95 are made with an open space for records. We have designed a set of three albums—two for 10 in. and one for 12 in. records, which we are offering to those dealers and jobbers who desire them.

the Most Complete Line



No. 4
Artone
\$25



No. 6
Artone
\$16.50



No. 7
Artone
\$15

Long Island City, N. Y.

E. T. Cunningham Honored at Brilliant Banquet by Friends in San Francisco

Radio, Business and Civic Interests Combine to Honor Radio Executive Prior to Departure for the East—Entertainment and Addresses by Business Leaders Feature Event

The farewell banquet tendered by the business, civic and radio interests of the Pacific Coast to E. T. Cunningham, just before his departure for New York last month, at the Clift Hotel, San Francisco, was one of the most brilliant affairs of its kind that have been given.

The affair presented a complete cross section of the radio industry and business interests

Corp. of America, for the Eastern manufacturers; J. C. Hobrecht, president of J. C. Hobrecht Co., for the Sacramento Radio Trade Association; J. A. Hartley, president Pacific Wholesale Radio Corp. and Southern California Radio Trade Association, for the Southern Association; A. S. Lindstrom, president A. S. Lindstrom Co., for the manufacturers' agents; Robert Eastman, president T. White Eastman

Co., for the retailers; Tom Catton, president and manager KFWI, for the broadcasters; Phil Clay, president of Sherman, Clay & Co. and president Western Music Trades Association, for the music interests; Charles Musladin, manager Alexander-Lavenson Co. and vice-president of the Pacific Radio Trade Association, for the Association,

and Gene McCann, president of the Electrical Development League, for the electrical trades.

These speakers were followed by a goodbye from Rudolph Spreckles, president of the United Bank and Trust Co. and one of the West's outstanding figures, speaking for the city of San Francisco. The speaker of the evening, who delightfully depicted how California would look to Mr. Cunningham after he had moved to New York, was Mr. Clay Miller, president of the San Francisco Chamber of Commerce.

A beautiful closing for the banquet was given by Arthur Halloran, editor of Radio and president of the Pacific Radio Trade Association, who presented Mr. Cunningham as a gift from his friends with a marvelously hand-tooled, decorated and inscribed leather book containing the autographs of every guest seated at the banquet. During the evening Harrison Coles, one of the best-known tenors on the

Coast, sang two solos. The program was set forth on hand-decorated, imported Chinese parchment. Ernest Ingold was chairman of the evening and the entire program was carried out with a speed and brilliancy that left no time without something of interest.

Telegrams of farewell were received from Governor Richardson, of California, Mayor James Rolph, Jr., of San Francisco, and telegrams of welcome to Eastern circles from David Sarnoff, A. Atwater Kent, D. H. Kelly and the USL Distributors' Convention and the Mayor's office in New York.

Radio Corp. Announces a New Dealer Poster Service

Three Issues of Colored Poster Sheets for Outdoor Display Planned—Reproductions in Smaller Size for Windows Will Be Made

Realizing the great value of outdoor advertising, especially in conjunction with a local dealer tie-up, the Radio Corp. of America has just announced to the trade a new dealer poster service which is said to be more comprehensive than any plan of its kind yet attempted.

"We plan three issues of colored poster sheets, one each for October, November and December," said Pierre Boucheron, advertising manager of RCA. "Reproductions of the posters in small size for window display service are available to all dealers, thus providing a tie-in with the outdoor display. The service includes the dealer's imprint on each poster without cost. Our past efforts in co-operative display advertising proved so profitable to our dealers that we have undertaken this new service for RCA authorized dealers who will contract for local poster space. Last year over 10,000 outdoor posters dotted the wayside of hundreds of communities throughout the country. This year we expect to increase distribution over fifty per cent."

Edison and Harbord Indorse Buying on Instalment Plan

That instalment selling has not yet gone beyond the bounds of safety is the opinion expressed by Thomas A. Edison and Gen. J. G. Harbord, president of the Radio Corporation of America, in the Credit Monthly, organ of the National Association of Credit Men. Other prominent men also indorsed the principle of instalment buying. They included B. E. Hutchinson, vice-president and treasurer of the Chrysler Corporation; G. A. O'Reilly, vice-president of the Irving Bank-Columbia Trust Company; Fayette R. Plumb, president of Fayette R. Plumb, Inc., and William H. Pouch, president of the Concrete Steel Company and of the National Association of Credit Men.

The replies were sent in response to a questionnaire, the purpose of which was to learn whether instalment buying had gone too far.

Radio Trade and Industry at Heavyweight Fight

The heavyweight championship fight which took place in Philadelphia last month attracted a large number of prominent figures of the talking machine and radio industry. Among those who gathered around the ringside to see Mr. Tunney relieve Mr. Dempsey of the heavyweight crown were: A. Atwater Kent, of the Atwater Kent Mfg. Co.; Fenimore Johnson, E. E. Shumaker and Walter Staats, of the Victor Talking Machine Co.; L. F. B. Raycroft, of the Electric Storage Battery Co.; Walter L. Eckhardt, Frank K. Dolbeer, Harry Gansman, Eugene Widmann, Robert B. Rose, Herbert A. Brennan, Hugh C. Ernst, Arthur D. Greissler, H. H. Frost, Phil Grabuski, Sam and Frank Fingrutd and Allan W. Fritzsche.



Guests at Farewell Banquet Honoring E. T. Cunningham

of the Coast, as is evidenced by the remarkable list of speakers. During it a very complete and beautiful program of entertainment was presented, including a costumed quartet in grand opera numbers, an Italian trio of singers with accordion accompaniment, Vladimir Rossonchine, Russian concert pianist, dancing and solo numbers, an elaborate musical act and other features. The entertainment exceeded in brilliancy, beauty and artistic merit anything of its kind in Coast circles.

The program itself was divided into two sections. There were twelve speakers, who said "Goodbye and Good Luck" to Mr. Cunningham on behalf of the radio industry. They were: Leo J. Meyberg, president of Leo M. Meyberg Co., for the radio jobbers; Frank M. Steers, president of the Magnavox Co., for the manufacturers; William Cross, manager of Jackson's, for the Alameda Radio Trade Association; G. Harold Porter, Pacific Coast manager Radio

**More
Money**

How You Can Make It!

We Are Selling to the Best of Them

**Okeh
RECORDS**

Dealers, most of them (the Okeh Dealers), are pocketing greater profits . . . because Okeh Records sell to everybody.

Learn About Our Licensed Okeh Dealer Plan

The Facts Are Interesting

Write To-day!

GENERAL PHONOGRAPH CORPORATION

New York Distributing Division

15-17 WEST 18th STREET

NEW YORK CITY



*Just
plug
In*



ARGUS ELECTRIC RADIO

PATENTED MAY 15TH 1923 - OTHER PATENTS PENDING

Not an experiment but an accomplishment of three years' standing

Not an ensemble of A, B and C battery eliminators, trickle chargers, etc., but a *real electric receiver without attachments of any kind.*

Not an apology to the demand of 13,000,000 A.C. wired homes for a truly foolproof, real electric receiver, but an *advance in radio engineering that "Marks an era in Radio as distinct as the discovery of electricity itself."*

Not an advance in radio engineering alone but an *advance in the Science of Acoustics as well;* for the reception attained by the Argus Electric Radio Receiver is so crystal clear and chromatically perfect in tone that it is—well, why attempt to exhaust the adjectives of the dictionary?—it is like being present in the broadcasting studio while the artists are before the microphone.

In justice to yourself ask your jobber for an Argus demonstration.

ARGUS RADIO CORP.
257 WEST 17th STREET., N. Y. C.



**ARGUS
TRIED
AND
TRUE
SINCE
1923**

Chicago Office: HAWTHORNE & STEMM, 28 East Jackson Boulevard

Baltimore Office:
HERMAN A. SMITH, Greenspring Ave. & South Road
Mount Washington

Pittsburgh Office:
W. A. BITTNER
422 First Ave.

St. Louis Office:
N. DAVID THOMPSON
308 Central National Bank Bldg.

Make *the Perfected* One Dial

Shamrock Power Tubes

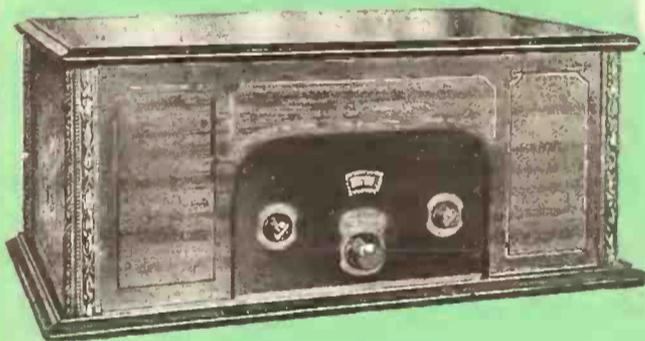
The Shamrock set operates splendidly with six 201A tubes. To achieve maximum results Shamrock Engineers have perfected three new tubes which improve the mellowness and volume of tone remarkably. Feature Shamrock power tube for additional profits!

Shamrock Resistance-coupled Amplifier Tube (type U. X. 45)	\$4.00
Shamrock Utility Tube (type U. X. 123)	2.50
Shamrock Power Tube (type U. X. 60).....	5.00

Have you considered a plan of merchandising your store this Fall that will surely make profits?

You *must* carry a one-dial set. The increased demand for this type of radio has grown tremendously.

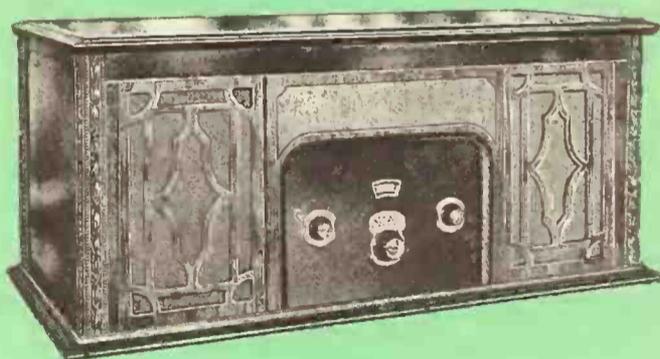
But—here's the crux of the whole situation—you must make certain that your one-dial set has perfect *selectivity and tonal qualities*. Most any set will give good volume.



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

A handsome cabinet of duo-tone Satin finish French Walnut exquisitely designed with space for double duty Batteries. Can be operated from house current with most any standard equipment.

Slightly higher West of the Rockies



Model B
The Console Type
Perfected Single Dial Control
Price \$130

Beautifully finished in duo-tone French Walnut—the most popular of wood effects—with built-in loud speaker and ample space for A & B Batteries. Can be operated from house current with most any standard equipment.

Slightly higher West of the Rockies

SHAMROCK

RADIO SETS

Makers of Famous SHAMROCK STANDARD PARTS
SHAMROCK MANUFACTURING CO., 196 Waverly Ave., Newark, N. J.

Shamrock ^{Your} Leader

Of course we're partial. Naturally! Having built the one-dial Shamrock we know every wire in it. We've tested every condenser with our especially built equipment before placing it in a Shamrock set. We *know* that every part will perform perfectly because it is a standard Shamrock part!

But test the Shamrock yourself! Examine it. Play with it a bit. Learn for yourself that Shamrock is the one-dial set *perfected*. Its popularity spread from coast to coast in a single year.

Here's a worthwhile suggestion. Use the Shamrock one-dial set as a *leader*—for eye value it can't be beat! Priced exceedingly moderate. Feature it—Shamrock helps you by advertising nationally! Ask your jobber or write direct to Dept. 24.

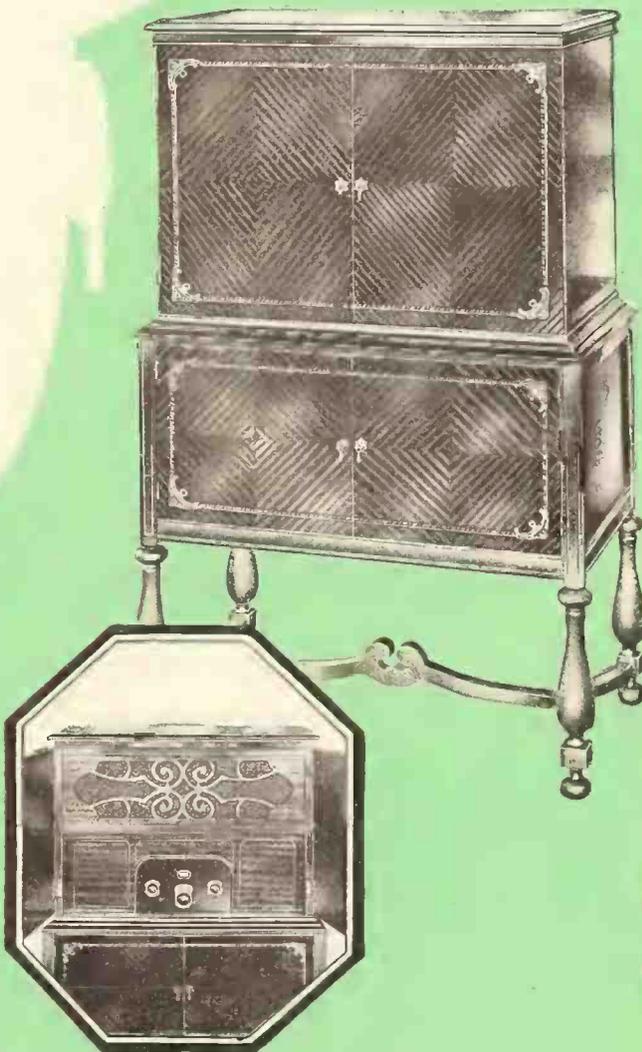
When you sell a Shamrock it's a recommendation for another sale.

Model C
Console Grand
Perfected Single Dial Control

Price \$275

A supreme achievement in radio and cabinet construction. Magnificently finished with matched Diamond-Grain effect. More than ample space for A & B Batteries. A remarkable double-throated 14-inch horn built in on an entirely new principle. Can be operated from house current with most any standard equipment.

Slightly higher West of the Rockies



SHAMROCK

RADIO SETS

Makers of Famous SHAMROCK STANDARD PARTS
SHAMROCK MANUFACTURING CO., 196 Waverly Ave., Newark, N. J.

Just a Minute Please!

Best Buy Ever in Phonograph Line

Main Springs

3 1/4 in. used for old and new type Victor	\$1.00
3 1 in. Columbia main springs	1.00
3 1 in. Heineman main springs	1.00
3 1 in. used for old and new type Victor	1.00
3 1 in. oblong hole used for Meisselbach, Brunswick, Sonora, Krasco, etc.	1.00
3 7/8 in. main springs	1.00
4 3/4 in. main springs	1.00
6 1/2 in. main springs	1.00
1 1/2 in. used for Edison75
3 1/8 in. main springs	1.00

Necessary (Useful) Parts

Columbia and Victor governor shafts, new and old types35
Columbia bevel gears, new and old types55
Columbia and Victor handles25
Columbia drive shafts40
Columbia spring barrel head, new and old type55
Columbia and Victor, and all types governor balls and springs08
Columbia and Victor pawls10
Victor driving gear, brass50
Columbia governor springs C50
Victor governor springs C60
Assorted governor springs C60
Columbia governor screws C40
Victor governor screws C50
Columbia barrel screws C75
Columbia gaskets for S.B.01
Assorted thumbscrews C	1.00
Columbia stylus bar comp.25
Victor No. 1 and No. 2 stylus Comp.35
Standard makes stylus Comp.15
Victor No. 1 and No. 2 rubber backs ..	.18
Assorted fibre gears15
All types check springs05
Meisselbach & Heineman turntable shafts complete60

Turntable Covers

Green turntable plush50
12 in. turntable felt green15
Colored 10 in. felts05

Micas

8 assorted sizes, Micas	1.00
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Tone-arms and Soundboxes

Tone-arm and soundbox	1.10
Throwback T. A. & S. B.	2.50
Columbia tone-arm	1.60
Columbia soundbox	1.50
Exhibition reproducer "V" hub75
Soundbox 3/4 and 7/8 in. hub50
Saxophonic reproducer	2.90
Edison attachment and S. B.	1.75

Motors

Double spring motor, complete with all accessories and 10 or 12 in. turntable	2.75
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Steel Needles

100 packages high grade steel needles	2.50
Speed indicator45
Also have a full line of Madison and Carnival parts, tone-arms and reproducers, at reduced prices. These are strictly genuine and very difficult to obtain.	

Pleasing Sound Phonograph Company

204 E. 113th St. New York, N. Y.

Telephone—Lehigh 5212

Education of Retail Dealers on Proper Methods of Servicing Radio Is Needed

Radio Receiving Set Manufacturers Can Do Much to Aid Dealers in This Respect, According to an Interesting Editorial That Recently Appeared in Printers' Ink

The radio set manufacturer for his own ultimate good, and as a duty to the buying public and to the radio dealer, should educate his dealer organization to a knowledge of the servicing of the product and put the dealer in a position to pass on this knowledge to the public. This is the gist of a recent editorial which appeared in that authoritative publication, Printers' Ink. This editorial contains some interesting thoughts. It reads: "The open season for radio merchandising is with us again. Radio expositions are popping up left and right as part of an endeavor to stimulate public interest in receiving sets. Manufacturers' advertising is appearing almost everywhere. The race is for the consumer's favor. This is sound so far as it goes, but the radio set manufacturer whose merchandising stops at that point is not building a genuine foundation for his business.

"The radio retailer belongs in the picture. He is selling a product that is new and on which he needs a great amount of education. The manufacturer, if only for the sake of his own profits, owes that education to the retailer.

"Radio manufacturers, it seems, have failed to grasp the fact that they are selling a service proposition. A set is not bought because of its appearance, but for what it does. Service to purchasers has been sadly neglected by set manufacturers. The reason is clear to one who sits in a position which enables him to see the whole situation. The majority of radio set manufacturers get none of the radio accessory business. That is to say, they do not sell the tubes and batteries that keep their product running. There is no money for them in the sale of such articles. Hence, there has developed a 'Why should we worry?' attitude toward the troubles of the user after he has bought a set.

"The operation of a radio set, in the mind of the maker of it, is a simple proposition. He knows all about it. This is not so, however, with the ordinary user of it. It is a complicated piece of machinery to him. Blame for its failure to operate successfully falls, in the majority of cases, on the manufacturer. That's the reason why the set manufacturer should take the responsibility for service on his set. There is no greater sales deterrent for a product which the public considers 'technical' than the knowledge that a number of people who have bought it do not use it because something has gone wrong which they are unable to correct.

"The retailer of radio sets cannot see this whole picture. He cannot begin to grasp the importance of 'service' to the future of the radio business. The manufacturer can. His is a broader and more inclusive outlook. It is his job to show the retailer its great importance and to find some way to make it profitable for the retailer to deliver that service.

"The purchaser of a radio receiving set must somehow be assured that any retailer carrying the trade-marked set he owns will be willing and anxious to show him how to keep that set working efficiently.

"The manufacturers who overcome this problem of getting dealers to give such service to the public are, without doubt, those who will profit most in the radio field.

"Any manufacturer of any kind will tell you that it is good business for him to reward employees who grab responsibility. A manufacturer, in the last analysis, is nothing more than an employe of the buying public. It has been proved time and again that the public, as the employer, rewards with its patronage those manufacturers who go the full length on service."

Thos. Goggan & Bro. Take on Full Columbia Line

Prominent Houston, Tex., Institution, Which Is Capably Managed, Will Feature Columbia Viva-tonal Line of Phonographs

HOUSTON, TEX., October 1.—Thos. Goggan & Bro., of this city, have just put in a complete line of the New Viva-tonal Columbia phonographs and New Process Columbia records. This is one of the oldest and best known music houses in the State of Texas and is capably managed by Messrs. Copley and Maroney. The phonograph department is in charge of A. L. Kanatzer, who is well known to the talking machine trade. He has, without doubt, one of the biggest followings of any talking machine manager in the State and is well qualified to successfully operate an important phonograph department such as the one he represents.

Appointed Radio Manager

AKRON, O., October 4.—A. Neff, well-known local radio man, has been placed in charge of the radio department of the Windsor Poling Music Co. store. Atwater Kent and Sperton outfits are handled, together with the combination radio and phonograph. The department is equipped to handle any type of service desired. This department has grown so in the past several months that it has been necessary to add additional men.

New Diamond Special Wins Favor of Dealers

Two new model radio receivers were introduced by Diamond T Radio Manufacturers, South Bend, Ind., late in September and were scheduled for delivery to the trade on October 1. The table set, known as the new Diamond Special, listing at \$58, incorporates the Diamond



Diamond Special Radio Receiving Set

De Luxe control, allowing it to be operated as a single control with one finger or thumb. It has a split dial, which allows for more careful tuning on the single condenser controlling the aerial coil. The Diamond Special is a six-tube set with the latest improvements and attachments.

The other new product, the Baby Grand console, is the same type, equipped with the twin speakers, as was the former Baby Grand console, but having the new Diamond De Luxe control. The new Baby Grand console is produced in two different styles, one being battery operated and the other power operated with electric light socket attachment. The Baby Grand console incorporates the same six-tube receiver as the Diamond Special.

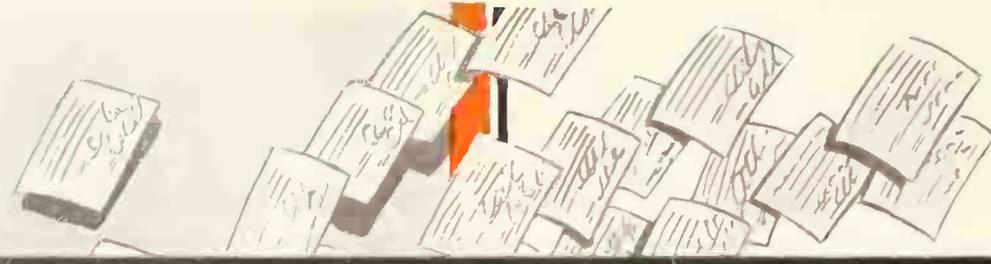
KOLSTER PLAN WELCOMED BY DEALERS EVERYWHERE

OUR offer to let Kolster Radio and Brandes Speakers prove their own superiority has met with great success.

We showed our supreme faith in our products. We made no sensational claims. We simply said "Satisfy yourself by hearing these instruments."

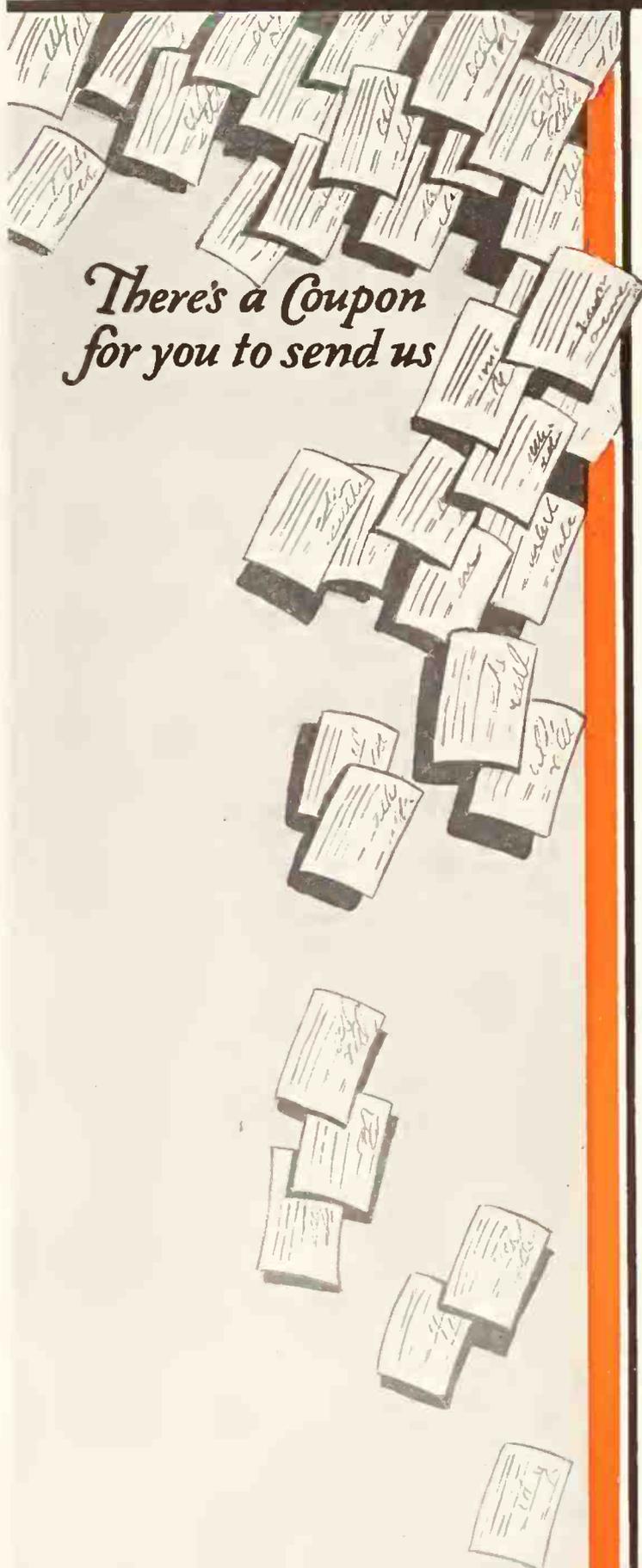
Progressive dealers everywhere have accepted our offer of a personal demonstration as outlined on the next pages. These wise dealers are giving their customers the results of their comparisons. The opinion is unanimous—Kolster Radio and Brandes Speakers prove their outstanding superiority.

Read
the next three
pages



Dealers everywhere

Asking to hear Kolster Radio



*There's a Coupon
for you to send us*

OUR OFFER

WE don't ask you to read a lot of specifications. We don't make a lot of boisterous claims. For neither you nor we are selling specifications or claims. But we do say, "Have a demonstration on us." Our jobbers are cooperating with us.

All we ask is for you to be open-minded and willing to let a Kolster Radio and Brandes Speaker prove their supremacy. It doesn't cost you a cent. It doesn't obligate you. Your Kolster-Brandes jobber will lend you our instruments for a demonstration in your own store or home. Listen. Operate. Put yourself in the frame of mind of a customer of yours. Compare.

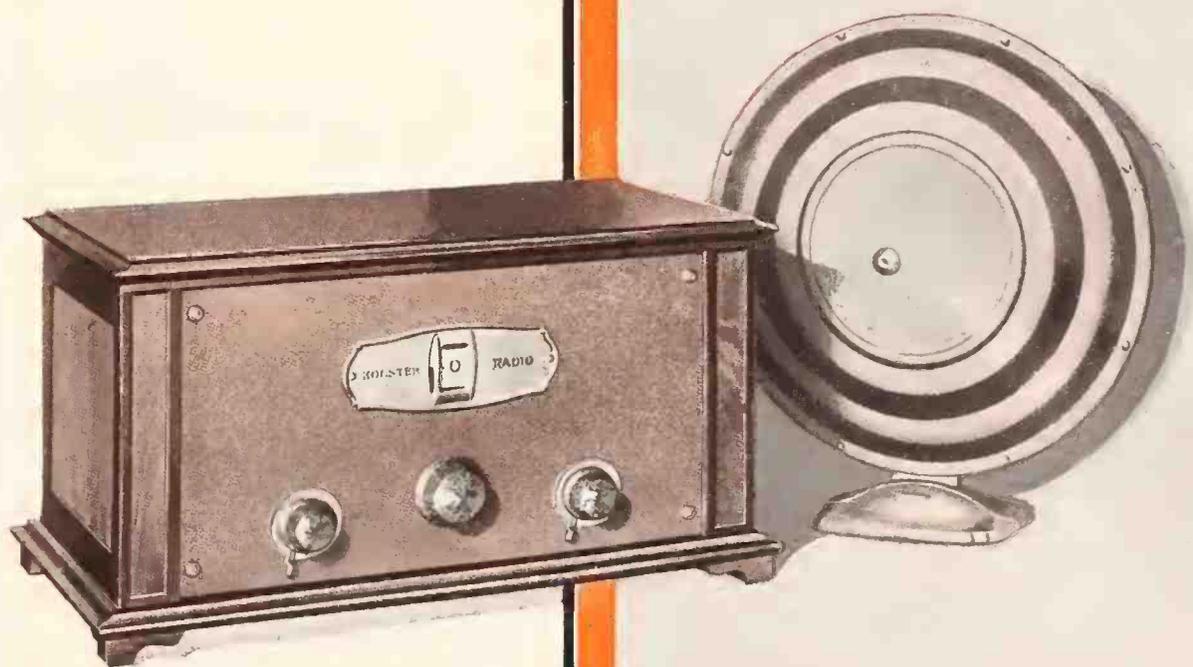
Then you'll see why our confidence is so great. But in case you shouldn't, there's no harm done—you've not committed yourself in the slightest. Our "show me" plan is for careful dealers. We know you've listened to every possible claim. Our job is to show you and we welcome the opportunity.

send in the Coupons *and Brandes Speakers* * * *

Almost everyone who hears a Kolster Radio and a Brandes Speaker is instantly enthusiastic.

Tone!—well, hear for yourself. Simplicity!—well, operate a Kolster. Beauty!—have a look. Workmanship!—lift the lid. Sensitivity and selectivity!—we leave them to you.

Price!—lowest, you'll agree, for such superfine instruments—which will attract trade, make quick profit for you and enthusiastic customers.



Here's a picture of the set (6-D) and Cone you may have for demonstration. They're bound to be nation-wide favorites.

HOW TO SATISFY YOURSELF FIRST

YOUR Kolster-Brandes jobber will be glad to lend you a Kolster Set and a Brandes Reproducer. Give yourself a comparative demonstration, in your own store or home.

Make our products prove their superiority. Let them prove that they are easy selling — that they present outstanding values for your customers.

All you have to do is to mail us the coupon below. We'll notify your Kolster-Brandes jobber that you'd like to hear a Kolster Set and a Brandes Reproducer. In the meantime we'll send you descriptions and pictures of our entire line. To mail the coupon does not obligate you in the least.

Kolster- Brandes

Woolworth Building
New York, N. Y.

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

15

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

NAME.....

STREET.....

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

Landay Bros. Stores Add Complete Brunswick Line

Panatrope, Phonographs and Combination Units Explained to Landay Sales Staff, at Dinner, by C. T. McKelvey, Promotion Mgr.

One of the most important trade announcements during the past month was that the entire chain of Landay Bros. music stores, numbering in the neighborhood of a dozen, had taken on the complete line of Brunswick products, including Brunswick phonographs, Brunswick Panatrope and Panatrope-Radiola combinations. The fact that Landay Bros. stores are located in practically every important shopping center in New York and nearby cities and towns assures the Brunswick products of additional high-class metropolitan representation. The Brunswick line was introduced, demonstrated and the selling points explained at a dinner given to the executives and sales staffs of the Landay Bros. organization at the Hotel McAlpin, on Sunday, September 26. C. T. McKelvey, sales promotion manager of the Brunswick Co., made an interesting address and explained the full line in detail. E. A. Strauss and Edward Wallerstein, of the New York headquarters of the Brunswick Co., were also present. Max Landay, president of Landay Bros., and Julian Shields, general sales manager of the same organization, also spoke.

Vitaphone Corp. Secures Services of Victor Artists

Operatic and Concert Stars to Be Seen and Heard Simultaneously

Assurance that some of the world's greatest operatic and concert stars will be seen and heard by audiences in many cities and towns simultaneously is contained in the announcement of an agreement between the Vitaphone Corp. and the Victor Talking Machine Co., under which the Vitaphone Corp. obtains the right to use the services of artists under contract to the Victor Co. At the same time the Vitaphone Corp. obtains the benefit of the technical knowledge of the Victor Co.

This announcement, which has been made by the Vitaphone Corp. and Walter W. Clark, representing the Victor Co., is considered as forecasting immediate future development of musical motion pictures in which leading singers and musicians will appear. It is further taken as indication that the first Vitaphone production, "Don Juan," has met with the generous public favor which its New York premiere promised.

Harbour-Longmire Co. Opens

OKLAHOMA CITY, OKLA., October 4.—The Harbour-Longmire Co., of this city, held its formal opening the latter part of last month with a furniture fashion show, the outstanding feature of which was the first exhibition of the "Spanish home" with twelve beautifully furnished rooms harmoniously perfect and historically correct. A complete music department with leading makes of talking machines and pianos is a feature of the store. Special musical programs were given during the opening week.

Floor Type Speaker Appeals

The floor type speaker has made an immediate appeal to the radio public, according to officials of F. A. D. Andrea, Inc., New York, manufacturer of Fada radio. This statement is based on both investigations and orders actually in hand for this type of speaker. It was pointed out that the floor type meets radio conditions in two main respects, being generally decorative as well as flexible. It is comparable to the floor lamp, the decorative effect of which even when unlighted is well recognized by interior artists.

Andrea, Inc., Estimates Radio Trade-in Values

F. A. D. Andrea, Inc., Manufacturer of Fada Sets, Put Value of 20 to 25 Per Cent of Original Price of Trade-marked Set

The attention now being given by leading radio manufacturers to the "trade-in" element in radio is revealed in a study of the subject recently made by F. A. D. Andrea, Inc., New York. The manufacturers of Fada radio place the average "trade-in" value of an old set at 20 to 25 per cent of the current list price of the particular set, but they indicate that this refers to "standard trade-marked merchandise," and also point out that complete data are not available in a manner to render possible any specific scheduling of suggested allowances to be made for old receivers. Fada radio dealers are cautioned to figure the transaction so that normal profit will be made both on the new set sold and on the trade-in.

Construction Improvement Features New Radio Sets

D. S. Spector, of Federal-Brandes, Inc., Points Out That Durability Is Being Sought—Kolster Sets Are Put to Severe Tests

Durability in the construction of a radio receiving set, as well as improved tone quality, is being sought by the radio buying public this season, according to D. S. Spector, general manager of Federal-Brandes, Inc., of San Francisco and New York. As a result, Mr. Spector points out that manufacturers, this year, are trying to build their sets like a steel-framed building, and a noticeable improvement in construction has taken place in the industry.

For instance, it is stated that engineers test the strength of the Kolster chassis, with the condensers in place, by standing on it. It is claimed that the weight of two men cannot injure it. The tubes and sub-panel in Kolster sets are cushioned in rubber to prevent jarring, and all mountings except tube sockets are being made by riveting so there will be no screws to shake loose.

"These advances in radio construction," said Mr. Spector, "are the result of more cautious buying by the public. They are buying for the future as well as for the present and a set must now be more than just good looking."

L. J. Chatten Returns From Middle Western Trip

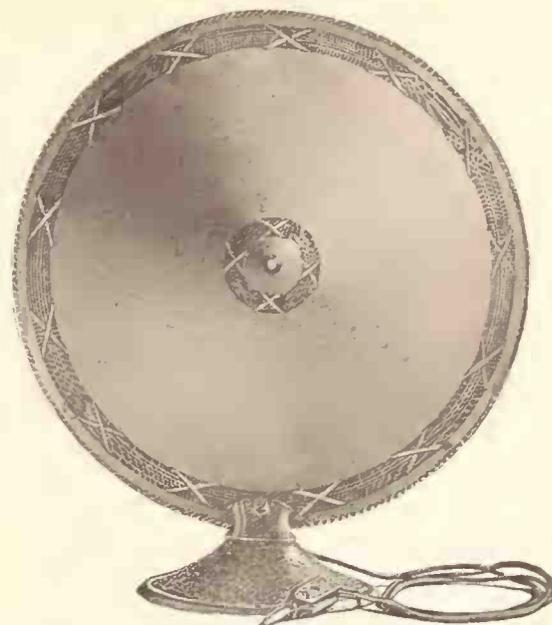
Fada Sales Manager States That Dealers Are Restricting Efforts to a Single Line and Are Taking Franchise Contracts Seriously

In the Middle West dealers are restricting their efforts to a single line and consider seriously the contracts through which they become franchised, according to Louis J. Chatten, sales manager of F. A. D. Andrea, Inc., who returned to New York recently from a Western trip.

"Even in the larger cities," said Mr. Chatten, "dealers are sold on the idea of handling two or three lines of radio, instead of five or six. This, in my judgment, is a very healthy sign. The leaders in the radio industry to-day are offering complete lines and there is no necessity for any dealer to scatter his efforts."

Reports 5,500,000 Radios in Use in the United States

More than 5,500,000 radio receiving sets are in use in the United States, or approximately one set to every twenty persons, the Electrical Equipment Division of the Department of Commerce estimated in a recent announcement.



Licensed under Lektophone patents

An Immediate Success

WITH its superior tone quality and remarkable realism the Pacent Cone has met with immediate success—a sure, quick-selling product, licensed under the basic cone patents, and rightly priced.

The Pacent Cone

Type A, table type (as illustrated) 17 inches in diameter, with handsome bronze base, suitable length 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 on request.

Write us for information and special dealer proposition on this newest Pacent product, and for "advertising helps."

PACENT

Radio Corporation

156 West 16th St., New York City

E. N. Hurley, Jr., President of Walbert Manufacturing Co.

Well-known Executive Has Had Wide Experience in Sales and Production—Discusses Radio Prospects for Coming Season

CHICAGO, ILL., October 6.—E. N. Hurley, Jr., well known in the electrical trades through his previous long connection with the Thor Washing Machine Co. and as an organizer and executive of young industries, was elected to the presidency of the Walbert Mfg. Co., of this city, maker of Isofarad radio sets, the Pentrola and other radio products. About six months ago Mr. Hurley became interested in this company and has since been engaged in extending channels of distribution, securing a new plant and in reorganization of the various departments of the organization.

Mr. Hurley, still in his thirties, may be counted on as an important personal factor in

the radio field because of his wide experience in both sales and production for nationally known manufacturers. He has already made arrangements for the Walbert Co. of Canada and Walbert of Australia. The company was represented by a complete display of Isofarad sets at the Radio World's Fair, New York, and is exhibiting at the Chicago show in the Coliseum this week.

Discussing the Fall situation in a recent interview, Mr. Hurley said: "Probably many people who have radio sets have been disappointed in them. A good deal of the glamour has worn off. In the future sets will be sold on known performance. With the present conditions of uncontrolled broadcasting, the most important factor in a set is selectivity. In our opinion the Isofarad circuit gives the very utmost in selectivity.

"Our small cabinets are designed to look like radio sets, nothing else, as simple and unobtrusive as we can make them. We have gone to the other extreme in the de luxe models, designing a drawing-room cabinet or chest that will be a permanent addition to a man's home. To meet varying requirements we will have two, three and four-control sets. The two-control will probably be our most popular model. We are continuing with our four-control unit particularly for the Far West, where maximum distance is required."

Argus Corp. Perfects Its Distribution Organization

Distributors Appointed in Strategic Points Throughout the Country, Who Are Already Servicing the Retail Trade

The Argus Radio Corp., New York City, manufacturer of the Argus electric radio receiving set, has perfected its distributing organization in time for the Fall season. Distributors have been appointed in strategic points throughout the country and are already engaged in supplying dealers in their various localities. Announcement has been made that the following distributors of the Argus set have been appointed: North American Radio Co., New York City; North Ward Radio Co., Newark, N. J.; Anchor Lite Appliance Co., Pittsburgh, Pa.; Motor Car Supply Co., Chicago, Ill.; C. & D. Auto Supply Co., Cincinnati, O.; Central States General Electric Co., Chicago, Ill.; Plymouth Electric Co., New Haven, Conn.; M. Steinert & Sons, Boston, Mass.; Dyke Motor Supply Co., Pittsburgh, Pa.; E. R. Keene & Co., Philadelphia, Pa.; Eugene I. Rosenfeld & Co., Baltimore, Md., and Hub Cycle & Auto Supply Co., Boston, Mass.

Ira Greene, president of the company, reports that the display at the New York Radio Show resulted in considerable business and the appointment of a number of new dealers. Orders in hand for this electric radio set are keeping the new factory of the company working at full capacity.

Orchestra Concert Given at Kern's Music Shop

In order that the public would be attracted to the store and see for themselves the new types of instruments which are being presented this year, Kern's Music Shop, 292 Flatbush avenue, Brooklyn, N. Y., entertained the neighborhood residents and passers-by by arranging for the Westminster Ramblers, a popular broadcasting orchestra, to give a concert at the store on Wednesday, September 22. There was a large attendance during the concert and much good will was engendered in addition to the securing of likely prospects. Kern's establishment carries the full line of Brunswick phonographs, Panatropes, and the Panatrope-Radiola combinations. The concern has built up a prosperous business through its aggressive merchandising policy.

Sonatron Tube Co. Prepares Effective Dealer Sales Aids

In Addition to the Use of National Magazines and Metropolitan Newspapers, the Sonatron Co. Offers Other Valuable Aids

CHICAGO, ILL., October 5.—Radio merchandising experts have expressed themselves with much enthusiasm on the highly effective manner in which the Sonatron Tube Co. has co-operated with its dealers in the present campaign. This firm, one of the most prominent in the field, in addition to its regular line manufactures also the Sonatron Amplifier with three red, white and blue matched power tubes, an amplifying unit which is astounding dealers by its rapid sales. From each of its offices in Chicago, New York, Detroit, Newark, and Windsor, Ont., Canada, the Sonatron organization is according its dealers a full measure of hearty co-operation in boosting Sonatron sales.

Naturally, consumer advertising assumes first place in such a program, and the Sonatron Tube Co. has taken care of this important phase of merchandising by using space in the most influential consumer magazines. Supplementing this activity, Sonatron has been using large advertisements frequently inserted in the metropolitan dailies of the country, thus reaching a huge market in a local as well as a national way. Dealers have reported excellent results from Sonatron consumer advertising.

In the matter of literature the Sonatron people have produced an ingenious, interesting folder in colors showing the entire tube line, with complete specifications and interesting data. Another folder has been prepared on the Amplifier, containing technical data and relevant information on this unit. Both of these folders are in colors and are offered free to dealers, with their imprints.

At the point of purchase, in the dealer's store, Sonatron has produced a remarkable sales tie-up in the form of attractive display cards. The most recent innovation in this line has just been distributed to the dealers, a large display sign in red, blue, orange and white, with a cut-out shelf on which an actual amplifier is placed. This type of advertising has long since proved to be a remarkable sales elincher, and Sonatron has given its dealers full benefit of this type of sales help.

Harry Chirelstein, president of the Sonatron organization, reports a gratifying response from dealers, a response which had its beginnings in the consumer demand which Sonatron advertising has produced. It is a noteworthy fact that the Sonatron organization, although only four years old, has achieved remarkable success and is already known as a producer of a widely accepted tube line. Plans for the future are going ahead at full speed, spurred on by the gratifying reception which has been accorded to Sonatron products.

Premier Mussolini Thanks Edison for His Photograph

Italian Duce Sends Cablegram to Great Inventor Expressing Appreciation of His Gift

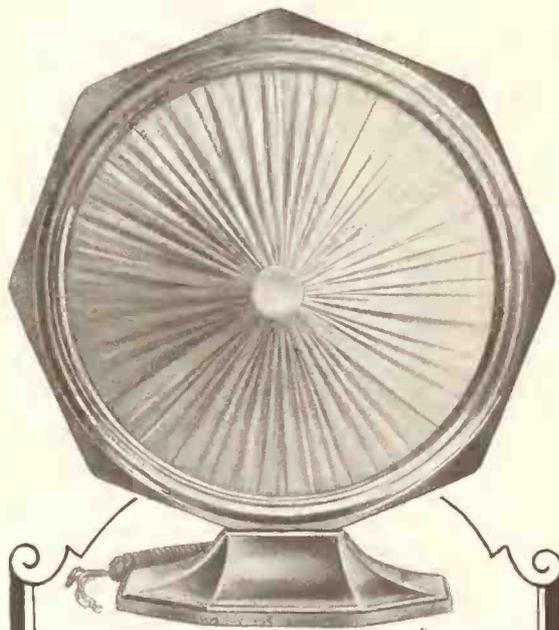
A signed photograph of Thomas A. Edison was presented to Premier Mussolini in Rome recently by John W. Lieb, vice-president of the New York Edison Co., according to a cablegram received in New York last night. The cablegram was signed by G. G. Ponti, a member of the Italian Parliament, who arranged the interview with the Dictator for Mr. Lieb.

It was learned later that the Italian Dictator had personally sent a cablegram of thanks to Mr. Edison at his home in East Orange.

The cablegram read:

"Mr. Lieb gave me your picture. I thank you very much. I am very touched by your kindness.
MUSSOLINI."

The new SONOCHORDE CONE



\$25.00

Repeat Orders Tell the Story

Sonochorde is going big! Sales prove it! If you don't know the features that are winning new friends everywhere for this remarkable cone, it is time you investigated.

There are three Sonochorde Models. Get the Facts.

BOUDETTE MFG. CO.
CHELSEA - - - MASS.

HASTINGS ELECTRIC SALES CO.
Factory Sales Agents
42 Binford St. S. Boston, Mass.

BACK VIEW



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

FLOOR STANDARD MODEL

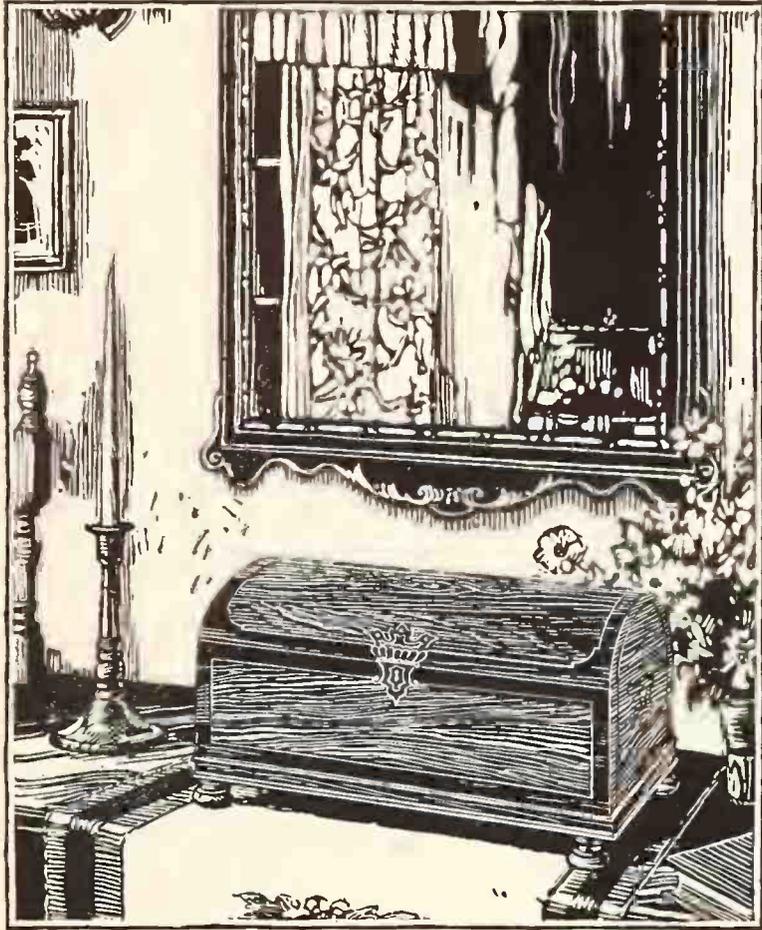


A design of unusual distinction. Price with cord \$35

WALL MODEL



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



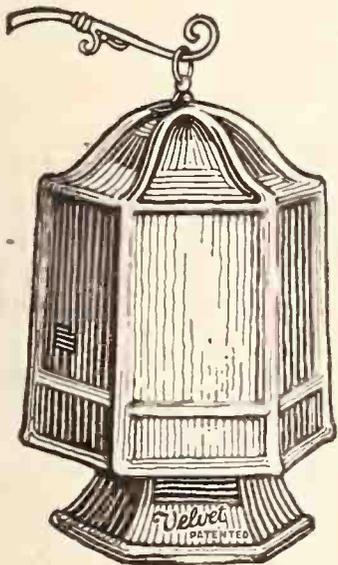
No. 21
 "The
 Jewel
 Case"
 \$45

Velvet Radio Speakers



No. 18--\$27.50
 "The Chinese Cone-Flex"

"Just as if you were there!"



No. 9
 "The Lantern"
 \$12.50

Such quaint charm to please the eye
 —and rare power to please the ear!
 Full and faithful tone recreations of
 beauty. Priced low.

The Ultimate in Radio Recreation!

THE trappings of the laboratory are gone. In its rich, quiet beauty, the Velvet "Jewel Case" Speaker is at peace in company with your richest furnishings—a rarely precious possession for any home.

For it is not merely beautiful. It is living Radio Recreation itself when it brings in the full round tones of the whole orchestration. Tonal beauty that matches its outward delightful dignity. You must hear it—see it—to fully appreciate the long step ahead which Velvet brings to Radio.

Dealer-Jobber Franchise sales plan unusual—write or wire for details. It will bring you new satisfaction in selling Radio.



No. 12—\$16.00
 No. 15—\$23.50
 Borkmanite Horn—
 Velvet Double
 Stylus Unit.

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

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

With Rare Beauty, Volume, Power!



Los Angeles Radio Show Proves Distinct Success

Manufacturers and Wholesalers Make Representative Display of the Latest in Radio Receivers and Various Accessories

LOS ANGELES, CAL., October 4.—The fourth annual national radio exposition, held at the Ambassador Auditorium under the auspices of the Radio Trades Association of Southern California, has been a success from all points of view. On Saturday, September 11, the last day of the exposition, the crowd of radio fans had increased to a greater degree than ever and



Radiola Hall at Radio Show

will swell the aggregate of total admissions to a figure which the most sanguine had never anticipated. The exhibition spaces and booths in the show were sold out some time before the exposition opened and the overflow was accommodated as far as possible in odd corners and even outside the building; while a number were necessarily barred altogether.

It is difficult to determine why the attendance at this exposition should have been so good; perhaps the publicity used was unusually attractive; perhaps radio is possessing the minds of the public more than ever. It is probably a combination of conditions, good management and advertising which has set this high mark of excellence and satisfaction.

A number of special features were used to attract the public; advertising was wisely, but not lavishly, used; floats with emblematic figures paraded the streets; airplanes flew over the exposition grounds and distributed literature announcing the giving away of valuable prizes in radio sets.

The airplanes were not used this year as in previous years to broadcast to and from the

Auditorium; it was considered that this operation, although extremely interesting and novel, had been made too commonplace by constant use at other times.

The arrangement of the booths as a whole was very artistic and pleasing and brought forth constant expressions of admiration, while many of the booths were specially noteworthy in their decorations. The Atwater Kent booth, represented by Ray Thomas, Inc., was thronged all day with visitors admiring the miniature cave with its treasure chest and the three pretty pirate girls in attendance charmed all comers. Freed-Eisemann, represented by the Pacific Wholesale Radio, Inc., occupied a number of booths and featured a dummy loud speaker man. The Electric Corp. had decorated its Fada booths in the well-known black and orange colors. The Western Auto Supply Co. attracted much attention by means of a gigantic radio set measuring six feet in height and ten feet at the base. The Radio Corp. of America occupied the entire western annex and named it the Radiola Hall; four miniature stages represented picnicking, yachting, living-room and club scenes.

The association and exposition manager, Waldo T. Tupper, is to be congratulated upon staging one of the most successful shows ever held in any part of the country.

Ben Marti Opens Branch

NEW ULM, MINN., October 6.—Ben Marti, proprietor of a local music store bearing his name, has opened a branch store in Redwood Falls, which will be the first store of a chain to be known as Ben's Music Stores. H. H. Allen, of that city, has been made manager of the new branch, which will handle Baldwin pianos, Edison, Victor and Columbia phonographs.

LoBoves' New Establishment

RIDGEFIELD PARK, N. J., October 5.—M. C. LoBoves, prominent local music dealer, has opened a new music store at Ridgefield avenue and College place in a fine, new brick building, which he has had constructed for this purpose. An interesting fact in connection with the formal opening was that it fell on the fifth anniversary date of Mr. LoBoves' first local venture as a music merchant, although he has been in the trade more than a quarter of a century.

Canada Best Market for American Radio

Department of Commerce Reports Asiatic Countries Are Holding Second Place

The leading market for American radio apparatus in 1925 was Canada, according to the Electrical Equipment Division of the Department of Commerce. Asiatic countries together ranked second, Europe third and Latin America fourth, the division's statistics just prepared reveal.

Canada purchased equipment valued at \$3,682,928, or more than 37 per cent of our total radio exports in 1925. South America bought \$999,123 worth, or over 10 per cent of total exports. The periods of maximum sales of radio equipment in Canada and South America are directly opposite.

Sales during September to February in Canada are large, while the South American market is dull, and, conversely, South America is an active purchaser from May through August, when the seasonal decline is in effect in Canada. Because of this variation sales promotion activities may be regulated by the American exporter so as to divide his efforts between the two markets according to the seasonal changes.

Radio development in South American countries has progressed, but less rapidly than it has in Canada. The general economic and social conditions, lack of broadcasting stations, and the static interference of reception in many South American districts have limited sales.

The marked gains in purchasing made by Argentina, Brazil, Uruguay and Peru in 1925 show the public interest in radio. Other countries are promoting its use and, although advancement is gradual, further increases in sales should be made in this area.

Mexico, Central America and the West Indies are, in general, handicapped in radio development by the low purchasing power of the population and the almost constant static, which makes reception nearly impossible in some regions. Broadcasting in the English language is of little value to most of the people in this area, and adequate service in Spanish has not been established. Indeed, as pointed out by the United States Daily, some of the countries have overstocked markets, others have a tendency to make small purchases in order to prevent the accumulation of unsold stocks, and sales have decreased.

Canadian imports of American radio apparatus during 1925 showed a gain of \$1,269,241, or more than 52 per cent over those of 1924, while South American imports increased \$283,286, or a little less than 40 per cent. Sales to Mexico decreased \$21,382, or about 30 per cent, and shipments to Central America declined \$133,061, or a little less than 40 per cent. Despite the decreases shown for Mexico and Central America the total of United States radio exports to Latin American countries increased \$28,843 for 1925.

Sells Stock to Employees

Adoption by the Stewart-Warner Speedometer Corp., Chicago, of a stock purchase plan for employees has been announced by C. B. Smith, president. A feature of the plan is that the corporation has not limited the subscription each employe may make, and it is donating \$5 a share toward the purchase price of the stock. The employees will also derive the benefit of all dividends paid during the time they are paying for their stocks.

Purchase Twenty Brunswicks

The Board of Education of Dallas, Tex., has purchased from the Will A. Watkin Co., Brunswick dealer in that city, twenty of the New Seville Brunswick phonographs for use in the public schools.

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.

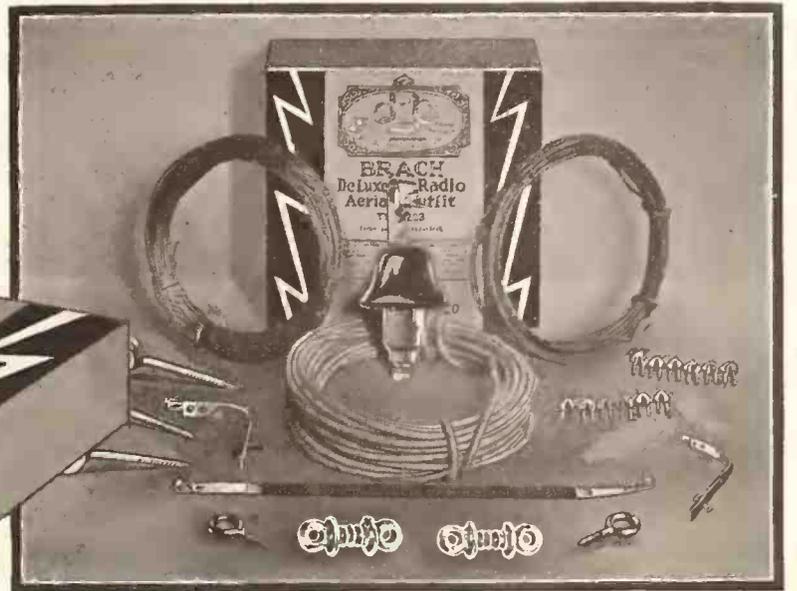


Sales Distributor

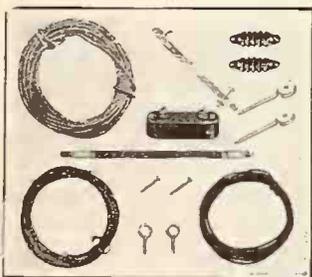
Wondertone Phonograph Co.

216 No. Michigan Ave., Chicago, Ill.
Cable Address—"Wondertone Chicago."
Cable Codes—Western Union—A.B.C. (5th Edition).

Sell an Aerial



Complete-in one package



Master Radio Aerial Outfit

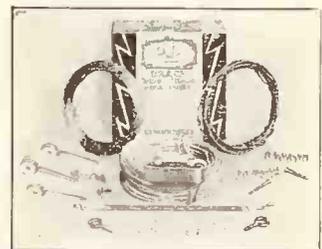
A very high quality outfit at a low price—meeting a popular demand — including Brach Storm King Non-air-gap Lightning Arrester. Retail at \$3.50

Since the introduction of Brach Complete Aerial Outfits the selling of antennas has been greatly simplified for dealers in Radio products. All parts of the aerial in one package—one motion—one transaction—one sale over the counter; and with the assurance that every part of the outfit, from the wire to the Brach Lightning Arrester, is of the highest class and has the official approval of the National Board of Fire Underwriters.

Brach Complete Aerials make novel Christmas Gifts —most acceptable especially to anyone about to erect an antenna or to improve an old outfit.

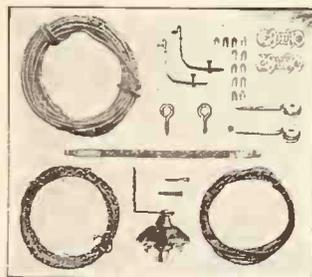
Dealers will be wise who will include Brach Aerials in their holiday displays.

Illustrated above is the Brach DeLuxe Senior Radio Aerial Outfit—Type 223—retailing at \$5.50.



Brach DeLuxe, Jr. Aerial Outfit

This outfit is similar to DeLuxe, Sr. with the exception of the Arrester which is type 210—for indoor installation—and the price is less. \$5

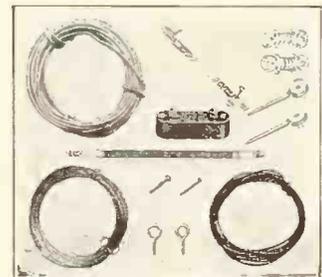


Storm Guard Aerial Outfit

One of the most popular of these essential outfits, including the highly efficient outdoor Brach Lightning Arrester, the Storm Guard. Retail at \$4.50

Storm King Aerial Outfit

Notwithstanding its lower price this outfit contains every part of an antenna—and it includes the famous Storm King Lightning Arrester. Retail at \$4



Brach Radio Products

20
years
in the
lead

L. S. BRACH MFG. CO., Newark, N. J.
L. S. BRACH OF CANADA, Ltd., Toronto, Can.
Makers of Famous Brach Lightning Arresters



The Luxurious New Amplion Patrician
AA 18 List \$45

This is the latest development of the world-famous Amplion air-column type of speaker— assembling a remarkable 48" column, with standard Amplion unit, in a luxurious, richly carved mahogany cabinet, 18" x 12" x 9". Acoustically, the Patrician is non-directional; to the notable Amplion sensitivity and clarity, it adds a new softly diffused mellowness of tone that makes this instrument the choice of the connoisseur, wherever heard.

National distribution for 1927 is now established

National Magazine Advertising, with a circulation of over 4,400,000 commenced in October.

Newspaper Advertising, covering all strategic local territorial points, is now under way.

If not already in line for Amplion, write us at *once* for name of Jobber in your territory. Profit by this powerful Sales and Advertising Campaign, *from the start!*

Amplion Prices, \$12 to \$45, cover the most comprehensive range of radio reproducers on the market.

—backed by the absolute guarantee and prestige of the world's oldest makers of sound reproducing instruments.

—freely recognized as unquestionably the greatest sales and profit making line ever offered to the Trade.

THE AMPLION CORPORATION OF AMERICA
Suite C, 280 Madison Avenue, New York City
THE AMPLION CORPORATION OF CANADA LTD., Toronto



Amplion Cone
AC 12 List \$30

The new Amplion Cone is the result of over two years' intensive experimenting—subjected to the most rigid tests and comparisons—by The House of Graham scientists. It is time-perfected—totally different in principle, construction and results from other cone-type speakers. In artistic two-tone mahogany cabinet, 14"x14"x9". A new season sales leader!



Amplion Dragon
AR 19 List \$42.50

This celebrated Amplion is used as standard by leading radio manufacturers, wherever broadcasting exists. Famous for unequalled sensitivity to even the faintest speech and musical signals—for clarity, naturalness, and amazing volume. Height, 20½"; mahogany-finished paneled flare, 14½" diameter. Hinged base.

DRAGON MODELS

- | | | | |
|---------------------------------------|--------------|-----------------------------------|--------------|
| AR19 Amplion Dragon | List \$42.50 | AR111 Amplion Junior | List \$24.00 |
| AR114 Amplion Junior de Luxe. | List \$27.50 | AR102 Amplion Dragonfly | List \$12.00 |

Phonograph Attachments

- | | |
|--------------------------------------|--------------|
| AR35 Amplion Concert Grand | List \$20.00 |
| AR67 Amplion Standard Unit | List \$12.00 |



International Broadcasting Plans Told by David Sarnoff

Executive of Radio Corp. on Return From European Trip States That Exchange of Programs Across Sea Will Be Increased

David Sarnoff, vice-president and general manager of the Radio Corp. of America, who recently returned from a trip to European countries, gave out an interview on International broadcasting plans. In part Mr. Sarnoff said: "One of the purposes of my recent trip to Europe was to discuss with the broadcasting interests abroad the possibility of expediting the exchange of programs between the United States and the principal centers of Europe. I am pleased to report a sympathetic attitude on the part of those with whom I consulted, and in particular with the British and the Germans.

"I am hopeful that the exchange of international programs, which must be still regarded as in their experimental stage, will be increased during the remaining months of the present year. In this connection, I have brought with me the following message to the American listeners from J. C. W. Reith, managing director of the British Broadcasting Co., an abstract of which follows:

"I am glad of another opportunity of sending through you the greetings of the British Broadcasting Service to the broadcasters of the United States of America, for we are engaged in a common enterprise of absorbing fascination and we are charged with the same great responsibility to civilization.

"Since your last visit to Europe the progress of broadcasting has been steady and workman-like rather than spectacular and revolutionary. On our side of the Atlantic we are glad to be able to report considerably improved transmission, better reception, and, above all, a much higher average standard of program.

"There is continued speculation on the prospects of trans-Atlantic broadcasting. It is neither lack of enthusiasm nor of imagination that impels us to be cautious in prophesying the date of regular exchange of programs across the Atlantic. We yield to no one in our desire to see this objective attained, but we realize that a good deal technically still remains to be done. Occasional satisfactory or even amazing results should not be construed into demonstrations of normal possibilities. We shall continue to conduct experiments in co-operation with the broadcasters of America in the hope that ultimately the problem of spanning the Atlantic with music and speech will be solved."

Euclid Music Co.'s Windows Are Sales Stimulators

CLEVELAND, O., October 6.—One of the factors largely responsible for the success of the Euclid Music Co. is the policy of utilizing to the fullest extent the window display space in its stores. Displays that carry a definite message are part of this progressive music company's program and it is a usual sight to see crowds standing in front of the stores on East Ninth street, Superior avenue, St. Clair avenue and Detroit avenue, glimpsing the latest presentation of merchandise always shown in an attractive setting. The keynote of a recent display which was most effective in stimulating sales was the "death of static, triumphed over by the Atwater Kent radio receiver."

Starr Co. Opens Branch

EAST LIVERPOOL, O., October 6.—A factory branch of the Starr Piano Co. has been opened here at 114 West Fifth street, and will be continued indefinitely, it has been announced. A larger wareroom has been leased to facilitate service to dealers.



Get this sign in your window

Line up for Federal Profits at once

You can sell the greater Federal Ortho-sonic line with confidence and build on for the future as well as the present. Designed by Federal engineers—built to Federal's high standards of quality, in Federal factories by Federal craftsmen. You know what that means—*quality—in sets that won't be orphaned.*

In addition to the exclusive, nationally known, and nationally accepted Ortho-sonic principle, the greatest recent development in realistic, lifelike reproduction—we now offer Ortho-sonic radio in variety and price range that eclipses all precedent.

Many popular priced models from \$75 to \$400—among them the splendid new D, E and F series—and four custom-built models at \$600 to \$1000. Altogether a model for every purse and a design for every setting.

Write at once. Get the Federal proposition. Get the sign in your window. Our big national advertising campaign in magazines and newspapers is reaching millions. Everywhere the thrilling Ortho-sonic tone-test is being demanded. Be prepared to give these tests. Be ready to close these sales.

Read the liberal provisions of the Federal proposition. Profit-making discounts! Adequate protection! National advertising! Powerful resale helps! Red-tape freedom! And, back of it all, the name *Federal*, which is a guaranty of clean-cut business methods.

Get lined up for the big fall and winter trade. Write your wholesaler at once for the Federal proposition. If you don't know the Federal wholesaler serving your section of the country, write us. Let us tell you. NOW!

FEDERAL RADIO CORPORATION
Buffalo, N. Y.

*(Division of Federal Telephone and Telegraph Company)
Operating Broadcast Station WGR at Buffalo*

Federal
ORTHO-SONIC*
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.

Select Name and Slogan for New Gulbransen Piano

New Small Upright Model to Be Known as the "Minuet"—More Than 18,000 People Competed for Prize of a Piano—Wide Publicity

From the suggestions of more than 18,000 people, a name and slogan have been picked for the new small model upright piano produced by the Gulbransen Co.

The winning name is "Minuet" and the win-

varied names which flooded in from all parts of the country.

The Gulbransen name contest opened May 20 and closed August 20. Anyone was eligible to submit a name and slogan and Gulbransen dealers, salesmen, tuners and the general public took a keen interest. Hundreds of dealers announced the contest in their local newspapers and through the mails, and "Christening parties" and other features of that character were included in the activities of many stores, at county fair displays, etc.

The Minuet model has attracted great inter-

The instrument awarded to Miss Adler has been autographed by A. G. Gulbransen, president of the Gulbransen Co., as follows:

This piano is presented to
Harriet May Adler
in recognition of her ingenuity in supplying the name and slogan which have been adopted for this particular instrument:

Minuet

"With All the Grace and Beauty of Its Name"
The name was chosen for its originality, euphony, simplicity and appropriateness.

Gulbransen Company,
A. G. Gulbransen, President.

September 5, 1926.

Akron-Canton Retailers Launch Fall Campaigns

Entire Trade Is Optimistic As Business Gains in a Satisfactory Manner—Look Forward to Canton Radio Show—The News

AKRON-CANTON, O., October 6.—With cooler weather prevalent in this section, music stores are concentrating on early Fall business and dealers and distributors alike almost uniformly agree that prospects for Fall and Winter business in talking machines, records, radios and accessories have not been so good in several years. September started off well and October looms as being one of the biggest months in point of radio sales.

Canton dealers are looking forward with great zest to the opening of the four-day radio show here, and following it expect to reap a harvest in radio sales. Akron dealers are in the midst of the best radio business in history, following a very successful radio show held in that city.

The latest Brunswick, Victor and Sonora machines are now on display and, according to dealers, the most active early Fall season in years is being experienced. There has been a better tone in record buying, due possibly to the many recording bands which recently have played the ballrooms in Akron and Canton.

The William R. Zollinger Co. and the George C. Wille Music Co. were represented at the annual Stark County Fair this year by attractive exhibits. Talking machines vied with radio for popularity.

The Alford & Fryar Piano Co., Canton, announced the opening of a radio department, to feature the Zenith line of radio and accessories. The company also is distributor of King sets.

George S. Dales, head of the George S. Dales Co., well-known Akron music house, is back at his desk after a short stay in the West.

The Davis, Burkham & Tyler Music Co., store, at East Fifth street, East Liverpool, has discontinued business after almost seven years in the same location. The company has closed several of its stores and will concentrate its business out of the Wheeling, West Virginia, headquarters.

The MacMahon Music Co. store, at Alliance, will move soon to a larger store, it is announced.

Fifteen music and radio dealers of Alliance will hold a radio show October 7 and 8. Each dealer will make his own display in his own store for the show. Window displays will play a prominent part in the exhibit. Special programs of entertainment are planned.

The Quality Music Co., East State street, Columbus, has enlarged its record department by taking the space which was used by the small goods department. Miss Katherine Albert is now in charge of the record department.

Ray Miller and His Brunswick Record Orchestra played a two nights' engagement recently in Canton, at Moonlight Ballroom. Brunswick dealers tied up with the appearance of the artists and report their newest records were in great demand.

Seven retail music stores of Canton participated in the annual Fall Style Exposition held recently in Canton. Besides entering in the window display competition, the stores also offered informal programs in their studios and kept radio departments open during the three nights of the exposition.



The Minuet Model Gulbransen
Small Upright Piano



Harriet May Adler
who supplied the winning name
and slogan:
Minuet Model
"With all the grace and beauty of its name"

The New Gulbransen "Minuet" and the Prize Winner
ning slogan, "With all the Grace and Beauty of its Name." The winner of the piano offered in the contest is Harriet May Adler, of 2633 Shaker road, Cleveland Heights, O.

The judges of the contest were Frank Justin, of Justin Bros., dealers of Cicero, Ill.; James D. Woolf, of J. Walter Thompson Co., advertising agency, and H. A. Stewart, sales manager of the Gulbransen Co. It was the task of these men to take into consideration the many and

est on account of its musical qualities. The instrument is three feet eight and one-half inches high, made in mahogany and walnut and especially adapted for small apartments, bungalows, small homes, studios, schools, churches, music conservatories, clubs, hotels, extra piano for den, for children's room in large homes, recreation centers, etc. In addition to the polished finish, the Minuet model is available in DuPont Duco.

for sale



**10,000 brass
amplifier tone
arms for cabinet
speakers. Wire**

HENRY W. GERARD
Saginaw, W. S. Michigan



“Every Man Owes Something to the Industry of Which He is a Part”

Theodore Roosevelt

IN EVERY industry, however young, there is always a latent leader that time and progress eventually brings to the fore.

In almost every case the man or men who guide the destiny of that particular leader are men who have contributed to the good of their industry.

In a comparatively short space of time, the Caswell Manufacturing Company has assumed a position of unquestioned leadership in the portable phonograph industry.

This has been due entirely to the directive genius of the men behind this young and aggressive business institution.

Coming into the field at a time when conditions were almost chaotic—when discounts were unstable, when wholesalers and retailers were at the mercy of merchandising vultures, and a “golden rule” policy was an unknown and unfamiliar thing—this company launched a policy of fair and equitable dealing which has since become the rule rather than the exception.

The “something,” which every man owes to his industry, has been given without stint by the men behind the Caswell Manufacturing Company.





Caswell Portables Were ALWAYS Covered with Genuine Dupont Fabrikoid

CASWELL pioneered the idea of a scuff-proof, wear-proof, water-proof covering for portable phonographs. Caswell Portables have *always* been covered with genuine DuPont Fabrikoid.

Right from the beginning, Caswell realized that no "Leatherette"—which may be any material from paper to cloth—could possibly "stand the gaff" which the covering of a portable should be able to stand in order to render the service which should be expected from a portable.

Consequently, genuine DuPont Fabrikoid was adapted and has always been used.

And, as a further protection for jobbers, dealers and the buying public, Caswell originated the seal illustrated above, which guarantees the use of DuPont Fabrikoid and Fabrikoid only.

All Caswell models—except those covered with genuine leather—are covered with the stainless and wear-resisting material. Moisture, dust and dirt cannot injure this covering and when soiled can be easily cleaned with a damp cloth.

Without question, the DuPont covering on Caswell Portables is just one of the features which make this line more salable.

Caswell Manufacturing Co.

PORTABLE PHONOGRAPHS & DISTINCTION

MILWAUKEE, WIS.
U.S.A.



ST. PAUL AVE.
AT 10TH STREET





Caswell Portables—

*Two Years Old—The Recognized
Leaders in the Industry*

BUILDING as only Caswell knows how; utilizing the best units the market affords; matched and coordinated for a perfection of tone and volume surpassed only by the highest priced standard machines, Caswell Portables, in two short years, have become the recognized leaders in the industry.

This is due to one thing only—THE SHEER VALUE THEY REPRESENT.

This in-built, full-dollar value is exceeded only by the real sales advantages of the Caswell fair-and-square jobber and dealer policy.

Because of this excellent combination, good jobbers and dealers have accepted the Caswell standards, convinced after trials with hit-or-miss quality and vacillating policies, that there is only one line to tie to and that is the Caswell line.

Caswell Portables are available in a full range of prices and color combinations.

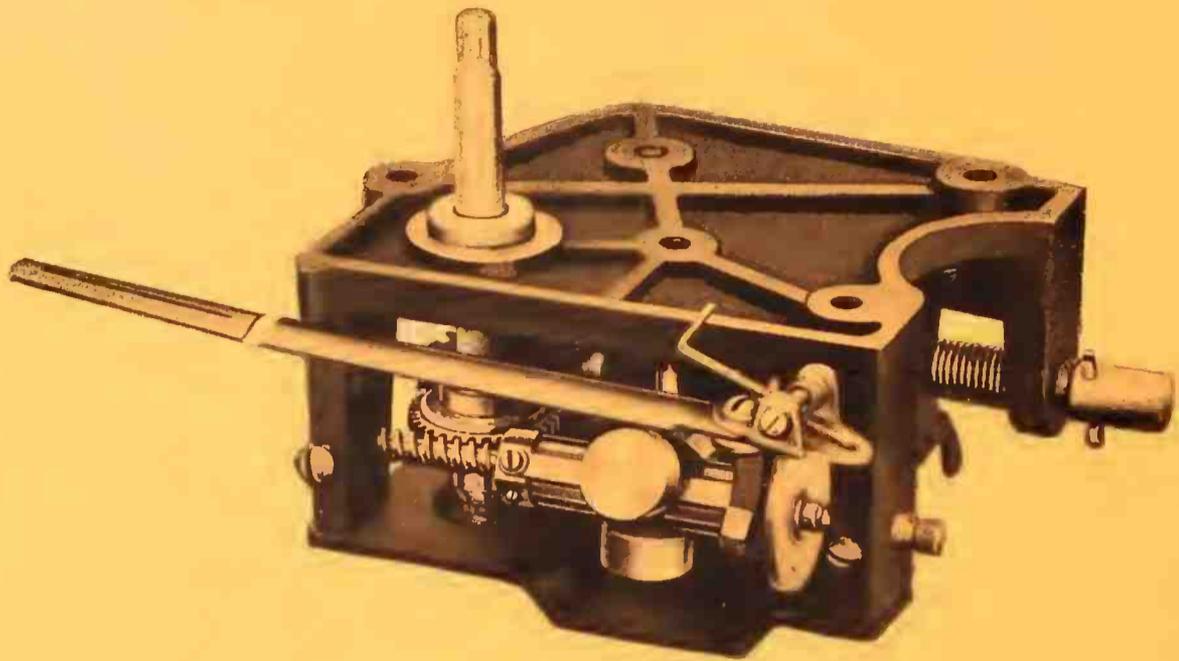
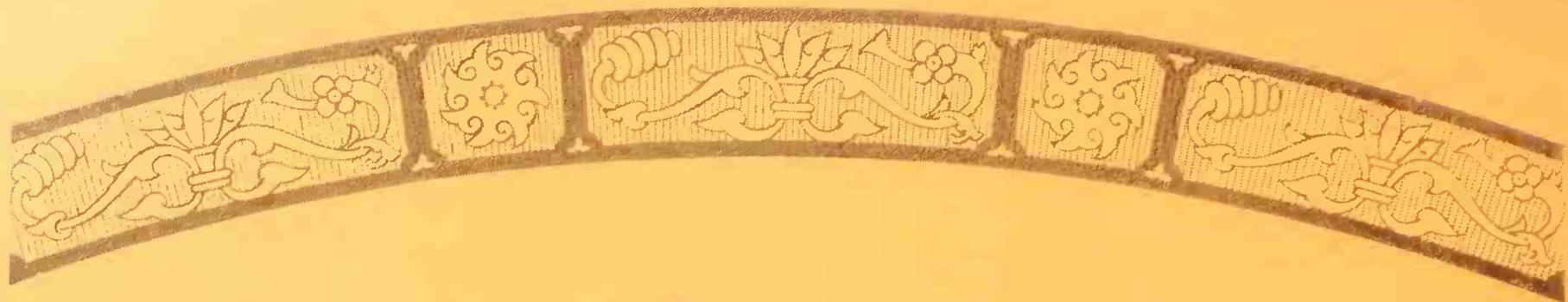
Caswell Manufacturing Co.

PORTABLE PHONOGRAPHS OF DISTINCTION

MILWAUKEE, WIS.
U.S.A.



ST. PAUL AVE.
AT 10TH STREET



Caswell Portables are Powered with Smooth, Quiet, Long-Service Flyer Motors

IT IS only fitting and proper that Caswell Portables be powered with the finest phonograph motors it is possible to build.

The smooth-running, noiseless, long service Flyer Motor is used by Caswell exclusively—there can be no compromise on this important unit.

This fine motor is as carefully built as a fine watch. There is no looseness, no grinding and wearing of poorly matched parts to distort the tone. Every moving part is held to the half-thousandth of an inch. Every detail of this precision motor is checked and re-checked, inspected and re-inspected. It is flawless to the nth degree.

No portable is better than its motor and Caswell Portables can be equipped with no better motor.

In this respect as in all other the Caswell is supreme.

Caswell Manufacturing Co.

PORTABLE PHONOGRAPHS OF DISTINCTION

MILWAUKEE, WIS.
U.S.A.



ST. PAUL AVE.
AT 10TH STREET



LIST OF EXHIBITORS

**The Fifth Annual Chicago Radio Show
COLISEUM**

October 11th to 17th, 1926

Endorsed by the Radio Manufacturers' Association

- | | | |
|--|---|--|
| Aalco Radio Laboratories Chicago, Ill. | Dictograph Products Corp. New York City | Penn, Geo. W., Manufacturing Co.,
New York City |
| Able Tool & Engineering Co. Chicago, Ill. | Dubilier Condenser & Radio Corp.,
New York City | Perlesz Radio Corp. Chicago, Ill. |
| A. C. Electrical Mfg. Co. Dayton, O. | Dudlo Mfg. Corp. Ft. Wayne, Ind. | Perryman Electric Co. New York City |
| Acme Apparatus Co. Cambridge, Mass. | Duro Metal Products Co. Chicago, Ill. | Pfanstiehl Radio Co. Chicago, Ill. |
| Acme Wire Co. New Haven, Conn. | Ekko Co. Chicago, Ill. | Pooley Co. Philadelphia, Pa. |
| Aero Products Co. Chicago, Ill. | Electrical Research Labs. Chicago, Ill. | Potter Manufacturing Co. North Chicago, Ill. |
| Ala Manufacturing Co. Chicago, Ill. | Electric Storage Battery Co. Philadelphia, Pa. | Pratt Radio Products Chicago, Ill. |
| Aladdin Radio Mfg. Co. Chicago, Ill. | English-Whitman Co. New York City | Precision Products Co. Ann Arbor, Mich. |
| Alden Manufacturing Co. Springfield, Mass. | Etching Co. of America Chicago, Ill. | Pressed Metal Co. Waukesha, Wis. |
| All-American Radio Corp. Chicago, Ill. | Empire Electrical Mfg. Co. Chicago, Ill. | Prest-O-Lite Co., Inc. Indianapolis, Ind. |
| Allen-Bradley Co. Milwaukee, Wis. | Fansteel Products Co., Inc. North Chicago, Ill. | Priess Radio Corp. New York City |
| Alpine Products Co. Chicago, Ill. | Farrand Mfg. Co. Long Island City, N. Y. | Q R S Music Co. Chicago, Ill. |
| Aluminum Co. of America Edgewater, N. J. | Federal Radio Corp. Buffalo, N. Y. | Radio Appliance Corp. Chicago, Ill. |
| American Bosch Magneto Corp.,
Springfield, Mass. | Federal Brandes, Inc. New York City | Radio Corp. of America New York City |
| Ambassador Sales Co. Chicago, Ill. | Ferbend Electric Co. Chicago, Ill. | Radio Master Corp. Bay City, Mich. |
| American Electric Co. Chicago, Ill. | Florentine Art Productions Corp. Chicago, Ill. | Raytheon Mfg. Co. Cambridge, Mass. |
| American Radio Relay League Chicago, Ill. | J. B. Ferguson, Inc. New York City | Reichmann Co. Chicago, Ill. |
| Amplion Corp. of America New York City | Forest Electric Co. Newark, N. J. | Robertson-Davis Co. Chicago, Ill. |
| Amrad Corp. Cincinnati, O. | Formica Insulation Co. Cincinnati, O. | Runzel-Lenz Electric Co. Chicago, Ill. |
| Amsco Products Co. New York City | Freed-Eisemann Radio Corp. Brooklyn, N. Y. | Saal, H. G., Co. Chicago, Ill. |
| Anylite Electric Co. Chicago, Ill. | French Battery Co. Madison, Wis. | Samson Electric Co. Canton, Mass. |
| Apco Mfg. Co. Providence, R. I. | Chas. Freshman Co., Inc. Chicago, Ill. | Shamrock Mfg. Co. Newark, N. J. |
| Apex Electric Mfg. Co. Chicago, Ill. | Gardiner Metal Company Chicago, Ill. | Showers Bros. Co. Bloomington, Ind. |
| Argus Radio Corp. New York City | Garod Corp. Belleville, N. J. | Sid Radio Storage B Battery Co. Chicago, Ill. |
| Armstrong Co. Chicago, Ill. | General Instrument Corp. New York City | Silver-Marshall, Inc. Chicago, Ill. |
| Atwater Kent Mfg. Co. Philadelphia, Pa. | General Radio Company Cambridge, Mass. | Simplex Radio Devices Newark, N. J. |
| Auburn Button Works Auburn, N. Y. | Globe Phone Mfg. Co. Reading, Mass. | Slagle Radio Co. Fort Wayne, Ind. |
| Audola Radio Co. Chicago, Ill. | Gould Storage Battery Co. New York City | Sleeper Radio Corp. Long Island City, N. Y. |
| Bakelite Corp. New York City | Graynie Corporation Chicago, Ill. | Sonatron Tube Company Chicago, Ill. |
| Baldwin, Nathaniel, Inc. Salt Lake City, Utah | Grebe, A. H., & Co. New York City | Sonora Phonograph Co. New York City |
| Baritone Manufacturing Co. Chicago, Ill. | Grigsby-Grunow-Hinds Co. Chicago, Ill. | Sparks-Withington Co. Jackson, Mich. |
| Beacon Radio Mfg. Co., Inc., Brooklyn, N. Y. | Hammarlund Mfg. Co. New York City | Splitdorf Electrical Co. Newark, N. J. |
| Becker Brothers Chicago, Ill. | Hartman Electrical Mfg. Co. Mansfield, O. | Steinite Laboratories Atchison, Kan. |
| Belden Mfg. Co. Chicago, Ill. | High Frequency Laboratories Chicago, Ill. | Sterling Mfg. Co. Cleveland, O. |
| Benjamin Electric Co. Chicago, Ill. | Howard Radio Co. Chicago, Ill. | Stevens & Co. New York City |
| Best Mfg. Co. Irvington, N. J. | Henninger Corp, A. F. Chicago, Ill. | Stewart Battery Co. Chicago, Ill. |
| Blandin Phonograph Co. Racine, Wis. | Indiana Mfg. & Electric Co. Marion, Ind. | Stewart-Warner Speedometer Corp.,
Chicago, Ill. |
| Bong Battery Corp. Chicago, Ill. | Jefferson Electric Mfg. Co. Chicago, Ill. | Stromberg-Carlson Tel. Mfg. Co.,
Rochester, N. Y. |
| Borkman Radio Corp. Chicago, Ill. | Jewell Electrical Instrument Co. Chicago, Ill. | Stuart Products Corp. Chicago, Ill. |
| Bosworth Electric Mfg. Co.,
Norwood, Cincinnati, O. | Howard B. Jones Chicago, Ill. | Sturdy Engineering Co. Chicago, Ill. |
| Brach, L. S., Mfg. Co. Newark, N. J. | Jenkins & Adair Chicago, Ill. | THE TALKING MACHINE WORLD,
New York City |
| Bremer-Tully Mfg. Co. Chicago, Ill. | Karas Electric Co. Chicago, Ill. | Tectron Radio Corp. New York City |
| Briggs & Stratton Corp. Milwaukee, Wis. | Kellogg Switchboard & Supply Co.,
Chicago, Ill. | Thordarson Elec. Mfg. Co. Chicago, Ill. |
| Buckingham Radio Corp. Chicago, Ill. | King-Buffalo, Inc. Buffalo, N. Y. | Timbre-tone Mfg. Co. Hoosick Falls, N. Y. |
| Buell Mfg. Co. Chicago, Ill. | Kodel Radio Corp. Cincinnati, O. | Timmons Radio Products Co. Philadelphia, Pa. |
| Burgess Battery Co. Chicago, Ill. | Kurz-Kasch Co. Dayton, O. | Tower Mfg. Co. Boston, Mass. |
| Canotex Co. Auburn, N. Y. | Kokomo Electric Co. Kokomo, Ind. | Trimm Radio Mfg. Co. Chicago, Ill. |
| Cardwell Mfg. Co. Brooklyn, N. Y. | Lane Manufacturing Co. Chicago, Ill. | United Cabinet Mfrs. Corp. Chicago, Ill. |
| Carter Radio Co. Chicago, Ill. | Lectrodio Corporation Lynn, Mass. | Universal Battery Co. Chicago, Ill. |
| Central Radio Lab. Milwaukee, Wis. | Lignole Corporation Chicago, Ill. | Utah Radio Products Co. Chicago, Ill. |
| Chelsea Radio Co. Chelsea, Mass. | Liberty Transformer Co. Chicago, Ill. | Valley Electric Co. St. Louis, Mo. |
| Chicago Solder Co. Chicago, Ill. | Lakeside Supply Co. Chicago, Ill. | Vesta Battery Corp. Chicago, Ill. |
| Chicago Nipple Mfg. Co. Chicago, Ill. | Music Master Corp. Betzwood, Pa. | Volton Battery Co. Brooklyn, N. Y. |
| Chicago Telephone Supply Co. Elkhart, Ind. | Mid-West Radio Specialty Co. Chicago, Ill. | Walbert Mfg. Co. Chicago, Ill. |
| Citizens Radio Service Bureau Chicago, Ill. | Magnavox Co. Oakland, Cal. | Walker, George W., Co. Cleveland, O. |
| Continental Fibre Co. Newark, Del. | Martin-Copeland Co. Providence, R. I. | Welty, Wm., & Co. Chicago, Ill. |
| Cornell Electric Mfg. Co.,
Long Island City, N. Y. | Minerva Radio Co. Chicago, Ill. | Webster Company Chicago, Ill. |
| C. E. Manufacturing Co. Providence, R. I. | Mohawk Corp. of Illinois Chicago, Ill. | Wells Radio Mfg. Co. Chicago, Ill. |
| Cornish Wire Co. New York City | Montrose-Hast Radio Lab. New York City | Western Coil & Electrical Co. Racine, Wis. |
| Coyne Electrical School Chicago, Ill. | Morrison Radio Lab. Michigan City, Ind. | Westinghouse Elec. & Mfg. Co.,
East Pittsburgh, Pa. |
| Crosley Radio Corp. Cincinnati, O. | Musselman, A. J., Inc. Chicago, Ill. | Weston Electrical Instrument Co. Newark, N. J. |
| Crowe Name Plate Co. Chicago, Ill. | Muter, Leslie F., Co. Chicago, Ill. | White, J. Andrew New York City |
| Cunningham, E. T., Inc. New York City | National Carbon Co. New York City | Willard Storage Battery Co. Cleveland, O. |
| Davis, Richard T., Inc. Chicago, Ill. | National Co., Inc. Boston, Mass. | Windsor Furniture Company Chicago, Ill. |
| Day-Fan Electric Co. Dayton, O. | National Lead Battery Co. St. Paul, Minn. | W. K. Electric Co. Kenosha, Wis. |
| De Forest Radio Co. Jersey City, N. J. | Newcombe-Hawley, Inc. St. Charles, Ill. | Yaxley Mfg. Co. Chicago, Ill. |
| Diamond State Fibre Co. Bridgeport, Pa. | Niles Mfg. Co. Ypsilanti, Mich. | Zenith Radio Corp. Chicago, Ill. |
| Diamond T. Radio Mfrs. South Bend, Ind. | Northern Manufacturing Co. Newark, N. J. | Zetka Laboratories, Inc. Newark, N. J. |
| | Operadio Corp. Chicago, Ill. | |
| | Pacent Electric Co. New York City | |
| | Pathe Phono. & Radio Corp. Chicago, Ill. | |

Here are the Facts!

There has been gossip—some malicious—some merely wordy.

So here are the facts.

About a year ago when practically everybody was ready to administer the last rites to the talking machine business—the outstanding figure of the industry put new life into it—brought it back with a new machine, backed by millions of dollars of educational publicity. As a result, “phonic” became a household word.

We came into the field, of course, on the tide of the tremendous publicity of this pioneer. But shortly after we introduced the ULTRA-phonic reproducer, it occurred to us that there was apt to be confusion in the mind of the buying public because of the similarity of names.

In view of the millions being spent by this talking machine manufacturer, we felt it was, to say the least, decidedly unfair. So out of self-respect and common decency, we decided to name our product so that no confusion is possible.

That is why we have dropped the word “phonic.”



Quality and genuine merit are responsible for the tremendous success of ULTRA reproducers. The great popularity and demand for ULTRA reproducers would have been the same under any other name, because our claims are backed by performance—by performance.

Only the ULTRA reproducer is made of the scientifically proportioned aluminum alloy—the thickness of a human hair. Nothing else will meet the exacting requirements of the new electrically cut records.

AND REMEMBER—the better these records are reproduced the more of them you will sell—just remember this.

The AUDAK COMPANY, Inc.

565 Fifth Avenue, New York

Stepping Stones

to Greater Record and Machine Sales

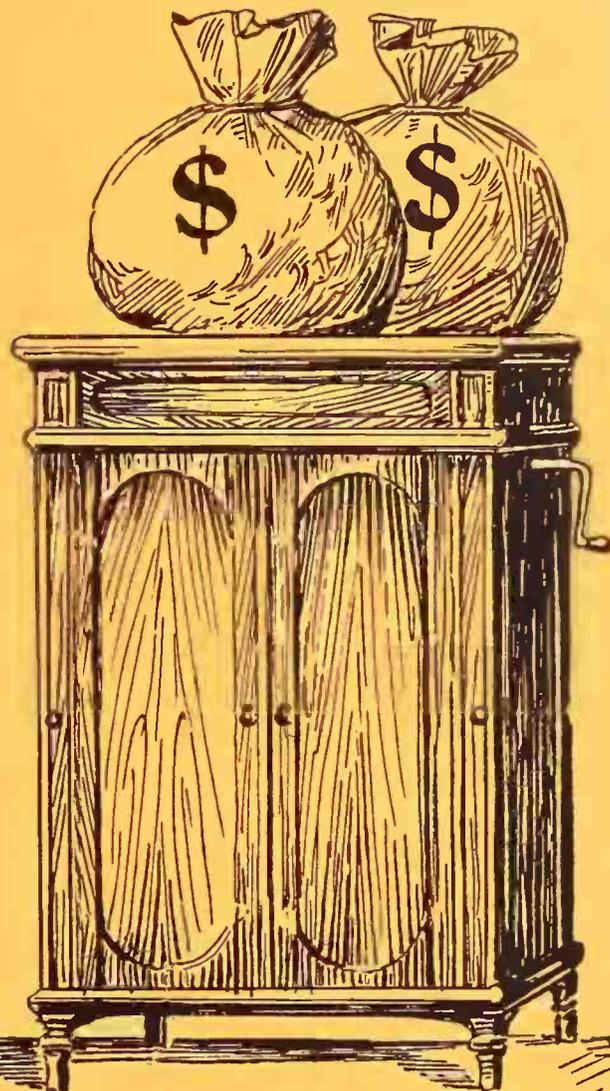
—THE **ULTRA** REPRODUCER—

Greatest stimulus TODAY for
MORE record sales and greater
new machine sales—GET BOTH!



\$850
Retail

The Standard by
which all repro-
ducers are judged
and valued!



Be sure to read "The Facts"
on opposite page.

The purchaser of an ULTRA Reproducer will be-
come a more frequent visitor at your store—FOR
MORE RECORDS. You will have greater oppor-
tunity of eventually selling him a new machine—for only the
new machine with its co-ordination of reproducer and tone
chamber can give the ultimate in music.

Let the customer who owns an old machine hear the new records played
with an ULTRA. You will sell him not only the ULTRA but more records,
and in addition—CREATE THE DESIRE FOR THE ULTIMATE IN
MUSIC—THE NEW MACHINE.

Insist on ULTRA Reproducers—accept no substitutes.

Nothing else (excepting the new talking machines) will meet the exacting
requirements of the new electrically cut records.

AUDAK CO., 565 Fifth Ave., N. Y.



The
Euphonic
*— an instrument
of distinction*

*Here, We Know, is Your Idea of
a Good Phonograph Proposition*

Merchandise is good merchandise for you only in ratio to the salability and profit it possesses.

We believe the *Euphonic* embodies these desirable factors to a very high degree.

It is a beautiful instrument, rich in its lines and cabinet work and very finely finished.

Its mechanical and tonal features are clearly demonstrated by the playing of the first record.

These features are a reproducer

and tone arm of the most advanced design — and a tone chamber which we believe to be vastly superior to that found in any similar instrument.

And, furthering all this is a range of discounts and a merchandising policy that will not only protect, but enhance the selling value of this product as time goes on.

The entire story is most interesting. We invite correspondence from the trade.

Wasmuth-Goodrich Company

Manufacturers of Phonographs and Radio Cabinets

Peru, Indiana

Features Talking Machines in Unusual Advertising

Foster & Waldo, Minneapolis, Minn., Music Concern, Bring Their Line to the Attention of Public Through High Class Advertising

A full-page advertisement which for attractiveness, effectiveness and a high standard of quality could scarcely be improved upon recently graced the rotogravure section of the Minneapolis Tribune, being inserted by the music house of Foster & Waldo. The advertisement, while naturally a commercial one; presenting a full line of talking machines to the public, was blended harmoniously with the art movements of the city, and gave the readers desirable information as to the musical season of the city and maintained the plane that the instruments offered for sale were strictly art products.

The upper center of the advertisement contained photographs of five of the world's greatest concert and operatic stars, with a brief description of each together with the date of their appearance in Minneapolis. To the side the following announcement appeared: "In order that you may hear these and other great artists again and again—Foster & Waldo offer"—and then followed illustrations with a complete description of six models of the talking machine line carried by the music establishment.

A striking feature of the advertisement was the manner in which the readers of the advertisements were informed of the fact that the instruments illustrated and described could be purchased on the instalment basis. Because of the fact that in addition to the advertisement presenting a line of talking machines, it was, also, an advance bulletin of coming musical events, a high standard had to be maintained and the usual mention of terms, so much down and a few dollars a week would destroy the entire tone of the announcement. To escape this, Foster & Waldo inserted in a small box in the lower right-hand corner the following message: "Buy Out of Income. You need not disturb your investments to own one of these magnificent instruments. Don't disturb your principal. Pay from your income." The dignity of this announcement was in keeping with the character of the rest of the advertisement.

Another point is that there are many people to whom the buying of merchandise on the instalment plan does not appeal. They prefer to pay cash, yet the outlay of \$900 or \$1,000 for the instrument which they prefer would be a serious drawback to their buying the instrument. When the terms of payment are explained as they are in this advertisement of Foster & Waldo, the entire transaction takes on a dignity and a businesslike formality which seems to remove it from the usual instalment sale.

John McCormack Back From Concert Tour in Orient

John McCormack, the famous tenor, who recently arrived in New York after a two months' concert tour in China and Japan, tells of the rapid development and appreciation of Western music in the Orient, especially in Japan, where he gave a series of sixteen concerts in the larger cities, singing before audiences 90 per cent of whom were natives. He said the classic airs of Mozart, Handel and Bach as well as Irish songs were everywhere received with every expression of pleasure.

Asked if the phonograph was popular in Japan, Mr. McCormack said that it was, although some of the people have the habit of playing discs at an extremely rapid tempo, thus achieving some of the effect of the native music. "I was astounded and pained at hearing the sound of my own voice thus ground out at a highly shrill pitch that caused me a moment of acute humiliation."

By the way, Mr. McCormack is seeking the

public's reaction to a proposal that he remake all his old records by the new electrical process. He says, "It will entail an enormous amount of time and work, and I am wondering whether the public would be interested in obtaining the old songs reproduced with the greater volume and clarity of the new system of recording."

J. P. Johnston Now Sales Manager of Mu-Rad Corp.

Executive Formerly With Dubilier Condenser and Radio Corp. in Charge of Sales—Plans Trip Throughout New England Territory

A. S. Blatterman, president of the Mu-Rad Radio Corp., of Asbury Park, N. J., announces the affiliation with that company of J. P. Johnston, who will be in charge of all sales of the new "Mu-Rad Super Six" receivers. Mr. Johnston was formerly associated with the Dubilier Condenser & Radio Corp. as district sales manager for New York, New England and New Jersey. He assumes his new activities at once and plans a trip through New England as the first of a series covering the Eastern territory and the Middle Western sections of the country.

Kolster Radio Compass for New Radio Beacon Stations

Eleven new radio beacon stations, to protect shipping along both coasts of the United States, the Gulf and the Great Lakes will be equipped with the Kolster radio compass, invented by Dr. Frederick A. Kolster, chief engineer of Federal-Brandes, Inc., New York and San Francisco. Dr. Kolster is the father of Kolster radio, manufactured by Federal-Brandes. The new beacon stations will be ready for service by June 30, 1927. The Kolster compass is used on vessels in conjunction with the radio beacon stations to give accurate bearings without depending upon visibility.

The United States Government already is operating twenty-seven radio Beacon stations, according to the Department of Commerce, and plans for more are awaiting appropriation of funds. It is stated that about 300 American passenger and naval ships are equipped with the Kolster radio compass and foreign vessels are rapidly adopting it.

Mu-Rad Corp. Completes Plans to Exploit Receiver

Newspaper Publicity, Jobber and Dealer Helps Included in Big Campaign to Acquaint Public With Mu-Rad Super Six

The Mu-Rad Radio Corp., of Asbury Park, N. J., manufacturer of the new "Mu-Rad Super Six" receiver, has completed its plans for a Fall advertising campaign exploiting this product.



Mu-Rad Super Six

This includes newspaper publicity, distributor and dealer helps and a most intensive sales campaign.

The "Mu-Rad Super Six" is a one-dial control receiver of unusual simplicity. Each receiver is individually calibrated and has a wave length range from 190 to 555 meters. It takes 135 volt "B" battery, nine volt "C" battery and six volt storage battery or trickle charger; ample space being allowed in the cabinet for such installations. The interior is self-enclosed in polished Bakelite with no wiring visible and with flexible tube sockets. It is unusually sensitive and highly selective.

Every Mu-Rad receiver undergoes an intense individual series of inspections.

This season the Mu-Rad Corp. inaugurated what is known as the "Mu-Rad Golden Rule Policy." This includes protected territory, small commitments, territorial sales quotas and bonuses in proportion to sales.

The Corlaer Radio Corp., Schenectady, N. Y., was recently incorporated at Albany with a capital stock of \$50,000. The incorporators are G. W. Featherstonhagh and E. Clark.

DEALERS ARE BUYING AND SELLING

Okeh and Truetone
Needles

For Their Extra Help in
PROFITS

A simple statement but it should mean a lot to you. Our needles are an absolute guarantee of the CUSTOMER'S SATISFACTION. He may not realize how important a needle is to the playing of a record; but you do—and we do. That is why we make ours of the very best steel. We should like to tell you more about Okeh and Truetone needles.

A Product of the

GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, President

25 WEST 45th STREET

NEW YORK CITY

The facts

which every radio distributor and dealer should know

PROBABLY no word in the entire radio vocabulary has greater commercial importance than the word "Neutrodyne." So let's get started right with a definition.

The word "Neutrodyne" is a registered trade-mark, owned by the Hazeltine Corporation and applied to a radio receiving set embodying certain patented inventions of Professor L. A. Hazeltine, and manufactured by fourteen licensed manufacturers.

Every genuine Neutrodyne set carries the Neutrodyne trade-mark. Unless it bears this trade-mark, and unless made by one of the fourteen Hazeltine licensees, a receiving set is not a Neutrodyne.

The birth of the Neutrodyne

Back in 1921, when music and speech began to float through the ether in really appreciable quantities, the receiving sets, so-called, were merely crude adaptations of existing radio telegraph apparatus. Without exception they were cumbersome, complicated and unsatisfactory.

Their chief characteristic was their tendency to become transmitters. Upon the slightest provocation, they filled the surrounding air with squeals, howls and hideous sound until the absolute destruction of broadcasting itself was threatened.

This was the situation in 1921 and early in 1922. And then came the change—the change that marked the first real advance—the first radio receiver designed and constructed to receive broadcast.

Professor L. A. Hazeltine, of Stevens Institute of Technology, an electrical genius who has applied his unusual talents particularly to radio, designed and perfected the Neutrodyne receiver which embodies his radio circuit.

This type of amplifier eliminates regeneration by neutralizing the inherent feed back due to undesirable capacity coupling, thereby giving high selectivity, good tone quality and simple adjustment and preventing squeals, whistles and radiation.

This radio receiver when properly constructed and adjusted could not under any circumstances become a transmitter. It could not howl or squeal. It could not radiate.

In addition, this new receiver was found to possess a higher degree of selectivity than had ever before been obtained. It was extremely sensitive and the quality of its reproduction of sound unusually fine.

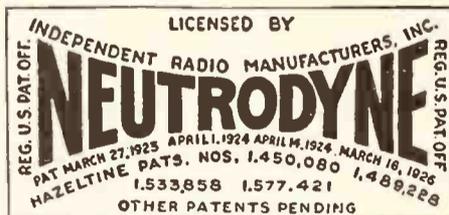
Small wonder that the Neutrodyne swept the country. Small wonder that it was widely imitated. Small wonder that all kinds of sets were sold as "neutrodynes."

Organization of the Hazeltine interests

Following the granting of patents to Professor Hazeltine—patents which have successfully stood the test of litigation—the Hazeltine Corporation was formed. This company now owns and controls these patents and inventions, and the Neutrodyne trade-mark.

It manufactures no receiving sets, but has granted an exclusive license to the Independent Radio Manu-

Look for this trade-mark



It is your protection against patent infringement liability

HAZELTINE CORPORATION

(Sole owner of "Neutrodyne" patents and trade-marks)

INDEPENDENT RADIO MANUFACTURERS, Incorporated

(Exclusive licensee of Hazeltine Corporation)

The next advertisement in this series will explain the service rendered the radio business by the Hazeltine Corporation

about Neutrodyne

facturers, Incorporated, which in turn has licensed its fourteen member companies to manufacture Neutrodyne receivers.

The Independent Radio Manufacturers, Incorporated

The fourteen companies, who alone are permitted to use the Hazeltine inventions and to label their receiving sets with the Neutrodyne trade-mark, are these:

THE AMRAD CORPORATION, Medford Hillside, Mass.
 F. A. D. ANDREA, Inc., New York City
 CARLOYD ELECTRIC & RADIO COMPANY, Newark, N. J.
 FREED-EISEMANN RADIO CORPORATION, Brooklyn, N. Y.
 EAGLE RADIO COMPANY, Newark, N. J.
 GAROD CORPORATION, Belleville, N. J.
 GILFILLAN RADIO CORPORATION, Los Angeles, Cal.
 HOWARD RADIO COMPANY, Inc., Chicago, Ill.
 KING-HINNERS RADIO COMPANY, Buffalo, N. Y.
 WM. J. MURDOCK COMPANY, Chelsea, Mass.
 STROMBERG-CARLSON TELEPHONE MFG. CO., Rochester, N. Y.
 R. E. THOMPSON MFG. CO., Jersey City, N. J.
 WARE RADIO CORPORATION, New York City
 THE WORK-RITE MFG. CO., Cleveland, Ohio

How the companies operate

These fourteen manufacturers pay royalties to the Independent Radio Manufacturers, Incorporated, which company turns over this income to the Hazeltine Corporation, less a fixed charge which is set aside to accumulate into a fund. This fund provides the means for prosecuting infringements of "Neutrodyne" patents and trade-marks, whether by manufacturers, wholesalers, retailers or even by the ultimate purchasers of radio receivers. This fund also provides for the defense of distributors and dealers authorized to handle and sell licensed Neutrodyne radio receivers against patent infringement prosecution as far as those receivers are concerned.

Complete protection for Neutrodyne distributors

The value of this arrangement for the protection of the manufacturers, distributors, retailers and users of

Neutrodyne apparatus has already been demonstrated.

"Neutrodyne" distributors when sued have been successfully defended in the courts by the Independent Radio Manufacturers, Incorporated. And the validity of "Neutrodyne" patents and inventions has been upheld by the courts against infringers.

So that today no radio receiving sets or radio apparatus offers the distributor and the dealer a greater degree of safety than Neutrodyne.

It has won its battles in the law courts, just as it has won the hearts of the radio listeners. And it is financially able and more than willing to protect itself and its distributors. Neutrodyne will not only defend itself when attacked—it will lead the attack if its rights are invaded.

Play safe with Neutrodyne

Remembering that distributors, wholesalers, retailers and even consumers are liable under the law, in selling or having in their possession infringing radio apparatus, read the following paragraphs carefully:

The courts have recently ruled that Tuned Radio Frequency Receivers equipped with adjustable means to usefully control regeneration and prevent oscillation, infringe the Armstrong patents.

The courts have also held that receivers employing certain neutralizing schemes infringe the "Neutrodyne" patents.

Ask yourself whether the sets you handle are clear of liability; whether the manufacturers of such sets would be likely to protect you if you were sued. If you are in doubt about your liability, consult competent legal authority.

Thoughtful, careful, conscientious distributors are today playing safe by handling licensed Neutrodyne apparatus. They have not only found such a policy safe and sound, but highly profitable.

Look for this trade-mark



It is your protection against patent infringement liability

HAZELTINE CORPORATION

(Sole owner of "Neutrodyne" patents and trade-marks)

INDEPENDENT RADIO MANUFACTURERS, Incorporated

(Exclusive licensee of Hazeltine Corporation)

Keep this important statement and file it for your future reference and guidance

The AMRAD Battery Type

5 TUBE

NEUTRODYNE

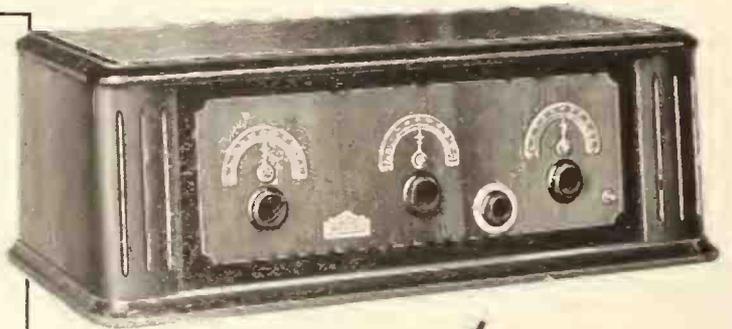
Powel Crosley Jr. has so definitely applied his successful methods of mass production to Amrad developments that thousands of radio buyers will be able this season to purchase the superlative Amrad Neutrodyne at prices most unexpectedly low.

From an engineering point of view Amrad has few equals, in experience, equipment and in skill.

This beautifully two-tone finished Battery Type set performs uncannily. Selectivity, tone and volume are all that can be desired. Crosley production has eliminated nonessentials. Vital parts are the finest. It has already proven a great success.



\$92 for set and Conetable (which matches set and holds all batteries) — with built-in Cone speaker. Conetable price \$32



Model S-522

at \$60.

LAMP SOCKET

The AMRAD AC

with ELECTRIC POWER UNIT

NEUTRODYNE



Model AC-5

at \$150.



Combined with matching Conetable in which is built Cone speaker the entire outfit sells for \$182. Conetable price \$32

This is one of radio's GREAT achievements. All power for this set is taken from an electric lamp socket. Do not confuse with battery eliminators. Exclusive patented developments enable Amrad to present a batteryless radio at least one hundred dollars or more under the prices of sets in which the replacement of batteries has been eliminated. This set operates from a special power unit which gives unprecedented tone reproduction.

The Amrad Power Unit operates only as the set is being used. Voltages are always correct values. Exclusive Mershon condensers of 90 mfd capacity produce smooth, clear, lucid tones.

The set uses four UX-199 tubes and one UX-112 power tube. Operates on 60 cycle 100-120 volt alternating current. Power unit uses two UX-216-B Rectron rectifier tubes to supply plate current at maximum B voltage of 135 as well as filament current for tubes.

With powerful, constant, never failing energy, this apparatus exceeds the expectations of even the most exacting critics. The set delivers the utmost in radio enjoyment at an almost unbelievable price.

Dealers: Full details of Amrad proposition upon application to us or direct to your jobber. Please mention Talking Machine World when writing.

AMRAD

NEUTRODYNES

AMRAD CORPORATION, Medford Hillside, Mass

You have

2



Customers for Radio

THERE are *two* kinds of people in the market for radio today. Fada Harmonated Reception will turn them both into *customers*:

1 There is the man who already owns a set and isn't entirely satisfied. He is in the market for something better, but is rather doubtful about finding it. He trusts to his own ears.

Fada Harmonated Reception is outstandingly superior to ordinary radio. One has but to hear it to recognize this instantly. It makes radio reception a new sensation! It is radio without alibis!

2 There is the fellow who has been waiting for radio to find its feet—he has listened in on other people's sets and has said to himself, "I'll wait until radio is *right!*"

Fada Harmonated Reception is by far "righter" than any radio ever before offered. Its performance is astoundingly better than anything you have ever heard. It is the radio of tomorrow—here today!

Here's how to get them both



Fada Harmonated Reception, a brand new development in radio engineering, is being demonstrated by the distributors in your territory. Write to us for our Dealer's Proposition.

F. A. D. ANDREA, INC.
1581 Jerome Avenue New York

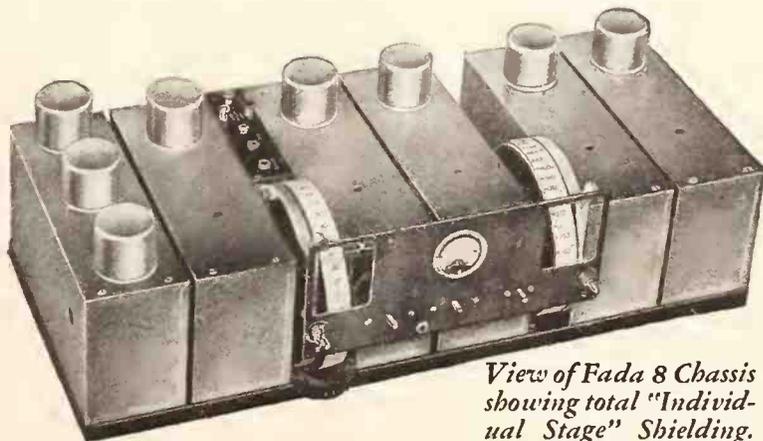
Manufacturers of TUNED RADIO FREQUENCY Receivers using the highly efficient NEUTRODYNE principle

Fada Cone Speaker Table Type

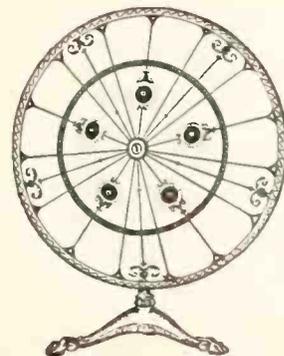
\$35



Fada Neutrodyne Receivers—table and furniture models—8, 6, and 5 tubes from \$85 to \$400. Illustrated is the Fada 8 Console. . . \$400



View of Fada 8 Chassis showing total "Individual Stage" Shielding.



Now—2 New Electric Power Garods!

Both marvellously richer in tone, sounding new low notes

GAROD *ELECTRIC* POWER RADIO

YEARS AHEAD!

Startling New Advanced Units of Design!

GAROD--EA



Simply—
Plug into
light socket
at cost of ½c
per hour.

No Batteries! No Eliminators!
No Chargers! No Attachments!

New Power Increases Tone Range and Richness

POWER is the absolute essential for the deeper and finer tones in radio.

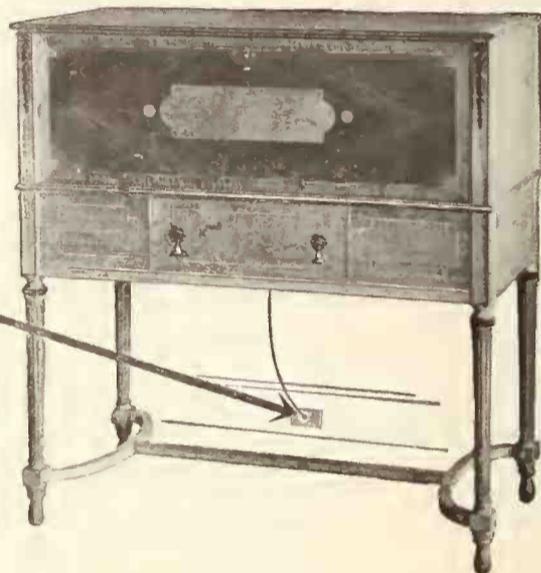
And new Garod-EA now reproduces *entirely by electric power!*

Five elements in new Garod-EA contribute to this unparalleled quality of tone. First, the House Current . . . equivalent in power to 10 "B" Batteries. Special Power Tubes . . . 100 times more powerful than standard tubes. The Power Unit . . . that steps up the house current to 450 volts. The Super Audio Transformer that, together with the power tubes which never overload, amplifies tone *without distortion*. Neutrodyne, that silences all "squeals" and guarantees world's finest selectivity.

Price \$310

Only Loud Speaker and Tubes to be added.

GAROD--EC



Simply—
Plug into
light socket
at cost of ½c
per hour.

No Outside Antennae! No Batteries!
No Loop! No Battery Substitutes!
(unless preferred)

COMPLETELY SHIELDED
ONE-DRUM-DIAL Tuning Control.

SEVEN TUBES . . . ELECTRIC POWER
INDUCTANCE-TUNED

Radio Frequency Transformer
(Replacing Variable Condensers)

INSURING—

- 1—Accurate, permanent synchronization of multiple stages.
- 2—Extreme sensitivity and selectivity due to high ratio of inductance to capacitance.

Presented in "The Robin Hood," a fine period chest, made of three rare woods from the forests of Robin Hood.

CUSTOM BUILT BY GAROD LABORATORIES
(Made to Order Only)

Price \$750

Only Loud Speaker and Tubes to be added.



DEALERS' ATTENTION!

Garod-EC illustrated above was one of the outstanding features of the Radio World's Fair at Madison Square Garden, New York, September 13th to 18th. This remarkable achievement represents the very finest receiver that can be built. It is custom-made. Complete details will be sent upon request.

Garod-EA today has put the factory into night and day production.

If your territory is not yet covered by a Garod wholesale representative write us at once for complete details of "The Garod Franchise" which protects exclusive Garod dealers in every desirable way when a territory is allotted. The big thing in radio today is *ELECTRIC POWER*. Get acquainted!

GAROD CORPORATION : : : Belleville, New Jersey

 *The NEW Models of*
GILFILLAN RADIO



The New Gilfillan Model 20 Single Dial Control and Shielded

These new Gilfillan models are most attractive in design and will demonstrate their superiority in competitive tests for TONE, CLARITY, RANGE and SELECTIVITY.

Place order through your jobbers for prompt delivery. Send for beautifully illustrated circular, giving full details, to our nearest office.

Model 10 Compact and powerful—hand-carved Walnut cabinet. Five-tube Neutrodyne including "power" tube.

Two Vernier action controls. Two Radio and two Audio Stages. Registers full scale on cone speaker. Operates with Battery Eliminators, if desired.

Size: 21½" long; 11" high; 10" deep.

Plenty of range and marvelous Tone with exceptional selectivity. Price without accessories \$90.

Model 20 In beautiful hand-carved medium size cabinet.

Six-tube Neutrodyne including "power" tube.

Single Vernier action control. Three Shielded Radio and two Audio Stages. Specially selected Cone Speaker. Space for all Batteries or Battery Eliminators.

Size: 42" high; 17" wide; 16½" deep.

Wonderful Tone, Range and Selectivity. Price without accessories \$175.

Model 25 Table cabinet with No. 20 set—\$120.

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.

Size: 51" high; 30" wide; 20" deep.

Great range, with marvelous Tone and Selectivity—a superior set in every detail. Price without accessories \$350.

Model 40 Table cabinet with No. 30 set—\$200.

GILFILLAN BROS. INC.

25 Wilbur Ave. 1815 Venice Blvd. 2525 W. Penn Way
 Long Island City, N. Y. Los Angeles, Calif. Kansas City, Mo.

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.

GENERAL PHONOGRAPH CORP.,
(New York Distributing Division)
15 W. 18th St., New York City

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

IDEAL PHONO-PARTS CO.
1231 Superior Ave., Cleveland, Ohio

L. D. HEATER
469½ Washington St., Portland, Ore.

EVERYBODY'S TALKING MACHINE
COMPANY
810 Arch St., Philadelphia, Pa.

JAMES K. POLK, INC.
1315 Young St., Dallas, Texas

JAMES K. POLK, INC.,
811 West Broad St., Richmond, Va.

Okeh
and
Odeon
Records

Apco Mfg. Co. Presents the Apcoradio Receiving Set

New Product Is Seven-Tube Set With Dual Control and Is Completely Apco-Equipped—Operates From Electric Light Socket

PROVIDENCE, R. I., October 6.—The Apco Mfg. Co., of this city, which has long enjoyed an enviable reputation in radio circles as the manufacturer of battery chargers, "B" eliminators, eliminator kits, etc., and has more recently presented a line of radio tubes, a full automatic "A" battery converter and Raytheon tube "B" eliminator, has now entered the field of receiving set manufacture. At the New York Show the first Apcoradio receiving set was presented. The Apcoradio is a seven-tube heavily copper-armored set with a dual control and an equalized tone chamber with built-in cone speaker. It is lamp-socket operated and housed in two attractive styles of floor cabinets. One of the distinguishing features of this set pointed out by the manufacturer is that it is probably the first completely equipped set, even to the tubes, that has been placed on the market. The equipment is entirely Apco and it is ready to be plugged into the lamp-socket and operated.

The Mastro-Ortholian Arouses Trade Interest

Among the Vogue radio products manufactured by Richard T. Davis, Chicago, is the Mastro-Ortholian, a movable master-control receiver connected with a power speaker, which has excited considerable attention since its introduction. The control is of such a size that it may be placed on an end table, lounge, chair or mantelpiece, and its operation has been simplified by the use of only a volume control and station selector. The control cabinet weighs only twelve pounds and contains the radio frequency and detector tubes, while the Ortholian reproducer, the speaker cabinet with which it is used, contains the audio amplifying tubes, B-eliminator, trickle charger, double-point cone and space for storage battery. The Ortholian speaker uses 110-volt, 60-cycle A. C. light circuit current, and the double point-cone is mounted back of the grille, in a specially designed resonance chamber. It is said to reproduce faithfully the largest orchestra or band without slighting instruments of the highest or lowest range. The speaker cabinet, standing forty-eight inches high, is finished in shaded walnut, with the grille and legs of carved art wood. It is tall, requiring little floor space, and is designed to blend with the furnishings of the most luxuriantly appointed home.

The Master Control is connected by cable with the electrically operated Ortholian speaker and is covered with shark's hide Fabrikoid, while the ends are finished in bronze metal casting. The Master-Ortholian lists for \$295.

Awards Musical Scholarships

Announcement was recently made of the awarding of two musical scholarships by L. Bamberger & Co., Newark, N. J., one of the largest department stores in the country. One is for advanced piano students and offers a four-year scholarship for advanced piano students at the Institute of Music Art in New York City, the second is for junior pupils for a similar term with instruction at a New Jersey institute or by some carefully chosen private teacher.

C. T. McKelvey in New York

C. T. McKelvey, sales promotion manager of the Brunswick-Balke-Collender Co., Chicago, Ill., spent several days during the latter part of last month in the New York territory.

Pooley Co. Plants Working Overtime to Meet Demand

Entire Line Is Moving Well With the Armchair Model and Model 2200 Proving the Favorites With the Trade and Public

PHILADELPHIA, PA., October 7.—The entire Pooley line of radio cabinets equipped with Atwater Kent radio is moving well, according to B. R. Stauffer, treasurer and general manager of the Pooley Co., Inc., of this city, and he anticipates the biggest year in the history of the organization. General activity is particularly noticeable in both plants of the Pooley Co. in



Pooley Model 2200

this city. Not only has peak production been reached throughout the day, but the plants are working overtime three nights each week to take care of the heavy demands.

While all models are moving well, the particular favorites seem to be the armchair model, which has been described in the columns of The World in a previous issue, and model 2200, which is illustrated herewith. The model 2200 is a Pooley speaker with battery compartment particularly suitable for the Atwater Kent model 35, the new one-dial receiver in the Atwater Kent line.

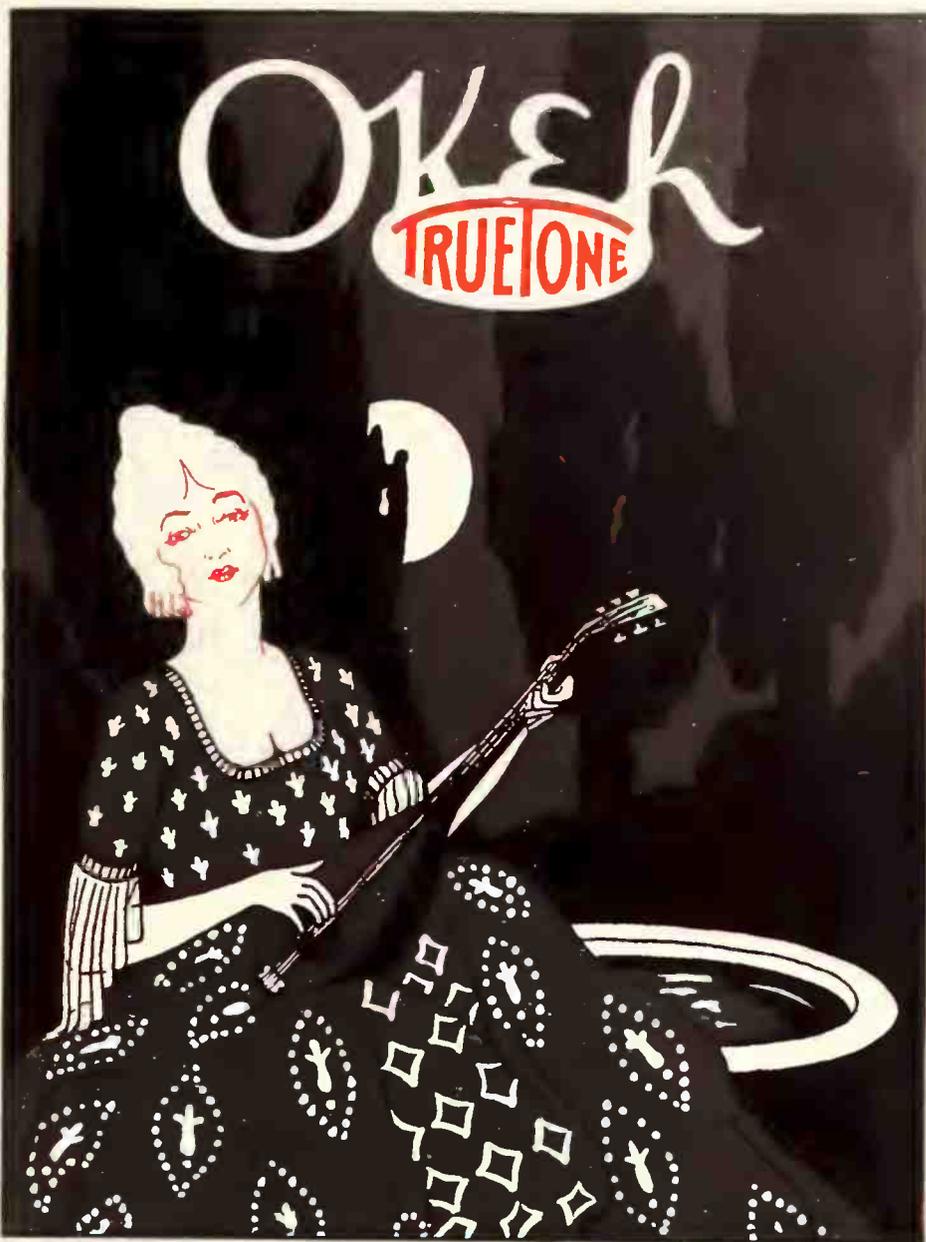
The Pooley Co. has issued an interesting four-page folder on this model describing it as "Pooley's contribution to the greatest selling proposition in radio today."

New Crosley Authorized Dealer Plan Announced

A revised dealer authorizing policy, establishing two classes of Crosley authorized dealers with distinctly different provisions for each, has recently been announced by the Crosley Radio Corp. Authorized dealers are now divided into Class A (those who have accomplished very good results and who handle Crosley exclusively), and Class B (those who have not produced good enough results to be included in the first class). No attempt will be made to establish additional dealers in communities where there are Class A dealers, while healthy competition will be encouraged in sections where there are only Class B dealers. A letter sent out by the Crosley sales department states that this action should not be construed to mean that the corporation intends to appoint new dealers promiscuously, every effort being made to back loyal Crosley dealers to the limit, especially those regarded as belonging to Class A.

Slagle Radio Co. Moves Into Large New Home

The Slagle Radio Co., Ft. Wayne, Ind., makers of Slagle receivers, moved into a large new building a short time ago. The new building has one floor with 5,400 square feet devoted to manufacturing operations. Here the parts included in Slagle receivers are manufactured and assembled.



NOVEMBER ~ 1926

“And Calls Each Fresh Link Progress”

MANY of the choicest reproductions of music are heard on Okeh Records. That explains the reason for their enormous sales . . . and the Success of Licensed Okeh Dealers.

WHEN you consider there is no investment of money needed in order to sell Okeh Records and increase your profits, you will wonder why you have not written before this for the Okeh Dealer's plan.

OF course, in justice to the growth of your business, you should write to-day. We hope you will

Let an Okeh Dealer's License be a "fresh link" in your business.

General Phonograph Corporation

OTTO HEINEMAN, *President*

25 WEST 45th STREET

NEW YORK, N. Y.

Prospects for a Busy Fall in Kansas City Were Never Better, Say Retailers

New Instruments Are Expected to Open Up a Wide New Field for Sales, According to Leading Dealers, Who Are Making Plans for Vigorous Fall Campaigns—Activities of the Month

KANSAS CITY, Mo., October 6.—Prospects for Fall activity in talking machines have not been better in this city for a number of years, according to the unanimous opinion of dealers in Kansas City, and the distributors join heartily in this belief. The new machines, which are being introduced to the public for the first time, are expected to open up the field of phonographs to a greater extent than ever before in the history of the industry. Owners of old-type machines are the easiest prospects a phonograph salesman has, in the opinion of many dealers, and all those people who own no machines are in the market to any resourceful salesman. Distributors point to the unusual crop conditions in Kansas, Oklahoma and the surrounding States as proof of their statement that the Fall of 1926 will be the biggest season they have ever had, and the heavy orders from retailers in these sections bear out the predictions of the most enthusiastic. This is, of course, due to some extent to the fact that the dealers were completely out of stock by the time the new machines came on the market.

Records have maintained a steady movement throughout the Summer, and have been an important feature of the sales during the month of September. Although there are no outstanding new hits, dance records in the new rhythm are in demand, and the new numbers by well-known orchestras can always be depended upon to create a demand.

A meeting of Brunswick dealers was held here last month, and dealers from Kansas, Oklahoma and Missouri attended the meeting. O. P. Harris, special Chicago representative, conducted the meeting, which was under the direction of T. H. Condon, manager of the phonograph de-

partment of the local branch of the company. The enthusiasm of the dealers about the prospects for new Panatrope and the new mechanical machines of the Brunswick, was enhanced by Mr. Harris' detailed explanations of the improvements in the new machines over the old, and the features of the new light-ray records.

Edison dealers from six States came to Kansas City recently at the invitation of Charles A. Edison, president of the combined Edison industries. Mr. Edison addressed the dealers at a dinner, held at the Hotel Muehlebach. He predicted that the dealers would have the biggest year they have ever had, pointing out the reasons for this belief in the economic conditions as they exist today. The dealers heard for the first time at the dinner, the new Edison

Fifth Anniversary of the Galveston Music Co.

GALVESTON, TEX., September 30.—The Galveston Piano Co., the successful music house of this city, celebrated this month the fifth anniversary of the establishment of the business which has met with notable success. The celebration was made the occasion of several pages of special comment in the Galveston Daily News, which in addition to articles regarding the company's activities also contained advertisements from the companies represented by the local store.

The Galveston Piano Co. features the Steinway piano and the Aeolian line of instruments, the new Columbia Viva-tonal phonograph and New Process records, band instruments, musical merchandise, sheet music and radio receivers and other products.

machine, which was formally introduced to them by Arthur Walsh, vice-president of the company who accompanied Mr. Edison on the trip. The Edison dealers are very optimistic about Fall prospects.

W. B. Ockenden, manager of the Columbia wholesale office here, reports that the orders for Columbia machines and New Process records are coming in almost too fast for the office. Machines are being shipped as fast as they come in, and as for records they have never had such a volume of business in this line go through this branch in its history.

Miss J. M. Poynter, of the phonograph department of the Jones Store Co., is finding September business more than satisfactory in all the lines carried by the department. Sales of machines opened up earlier than she expected, and records are moving satisfactorily. Miss Poynter says they have been receiving numerous calls every day for the new Edison phonographs, and she anticipates heavy activity in these instruments when they are put on the market.

Akron's First Radio Show Proves a Great Success

AKRON, O., September 28.—Akron's first radio show, held in the armory last week, proved one of the most successful outside of Cleveland held in Ohio this year. More than thirty dealers, representing every standard make of radio and equipment, had booths at the show, while during the four-day show many notables in the broadcasting world were on the program.

Radio and music dealers who took part and who had exhibits at the show included Hower Co., George S. Dales Music Co., Temple Radio Co., Windsor-Poling Co.; Frank Weigand, Barberton radio and music dealer; M. O'Neil, music and radio department; Sun Radio Co. and Buckeye Radio Co. So successful was the show that it was decided to stage one annually.

Indoor Weather Brings Heavier Demand

for Talking Machines that Really Reproduce Original Tones

The deep, resonant basses and the shrill piccolo, each with proper emphasis, the voice of the flute, the heart throbs of the cello, the rippling tones of the clarinet, the thundering diapason of the tubas—all in harmony, *with every tone value reproduced as in the original—SUCH ARE THE RESULTS* when the amplification is synchronized through the use of the scientific MILLER system, in which synchronized amplification is brought to the highest degree of perfection.

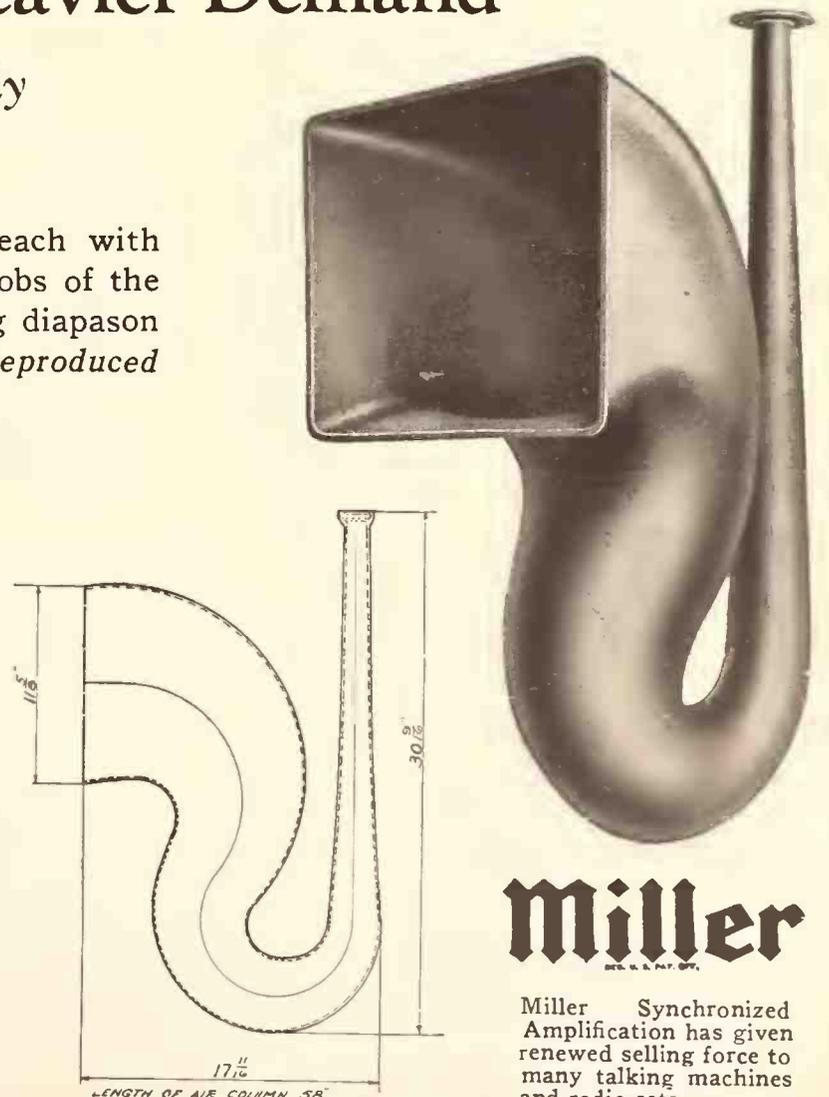
In this system, the exponential curve of the air column from reproducer to bell is a scientific achievement and not the result of guesswork.

Send us your data and our audio-engineers will suggest the correct solutions for your own particular problems.

The Miller Rubber Co.

of New York

Akron, Ohio, U. S. A.



Miller

Miller Synchronized Amplification has given renewed selling force to many talking machines and radio sets.

Increased Sales Activity Marks First Weeks of Fall Season in Toledo Field

Annual Style Show and Radio Exposition Draws Crowds—Frazelle Store Expands Talking Machine Department by Addition of New Line—Artists' Appearances Create Sales

TOLEDO, O., October 7.—The first weeks of Fall have produced much activity in phonograph and radio houses. A good share of this speeding up is no doubt due to the new lines of merchandise added, the increase in sales staffs and the widening of store policies. The Woman's Style Show and Radio Exposition at the Armory Building is daily drawing crowds to see the styles and to learn what a woman should know about radio. W. Bear, director, says it's the greatest show of its kind held here and merchants are giving it their hearty support.

The concert season opens with Sousa and his band shortly. Dealers will exploit records in connection with this artist as well as future performers. Ray Miller and His Brunswick Orchestra sold many records for dealers during their stay here.

The Frazelle Music House—one of the strongest general music stores in the city—was granted a Victor franchise recently. As a result a new department in charge of Gladys Mumma, with Esther Gotchell as assistant, has been opened in the store. Columbia and Sonora lines are also handled here. Another new item of merchandise is the Atwater Kent radio. Frank H. Frazelle, president, stated that with the addition of the lines the store will launch an aggressive sales campaign. Harry L. Gatschall is a new member of the staff.

At the Lion Store Music Rooms Brunswick and Victor records and machines are selling ahead of last year, according to Lawson S. Talbert, manager. The department has a booth at the Radio Show, where new types of phonographs are demonstrated. A feature which is selling additional records here is a daily cash prize awarded to the sales girl with the highest unit sales and a push record prize for each week. The outside salesmen are given a cash prize if two Credenzas are sold during the week. Several thousand circulars announcing the opening of the Christmas Club were mailed with statements to customers. Rolland Smenner, formerly with Wolf & Dessauer Co., Fort Wayne, Ind., and well-known to the trade, has joined forces with the house.

In the radio section trade is above last year, Doyle Wyre, manager, stated. He recently at-

tended the Radio World's Fair in New York. He believes indications are for the biggest radio season on record.

At the J. W. Greene Co. the house is attaining marked success with the Panatrope, also with the Orthophonic and Panatrope combinations. Trade has opened up so briskly that in the opinion of Manager E. A. Kopf it will be a question of getting sufficient merchandise to take care of the demand. He recently attended the Atwater Kent dealers' meeting in Cleveland, where a number of speakers, including Allen McQuish, Gordon McNamar, V. W. Collamore and R. E. Humphries gave dealers valuable sales information and tips. Mrs. Kopf attended the ladies' sessions. An elaborate banquet was served the visitors. On the return trip a truck wrecked the Kopf car. Both Mr. and Mrs. Kopf suffered cuts and bruises, but were not seriously injured.

The Toledo Radio Co. is making an important announcement to dealers. The Sparton light socket radio has been taken on. It is said to have extraordinary volume and is the only machine with one exception using the new A. C. tubes. Chas. H. Womeldorf, president, stated that although the new merchandise has been shown to only a few dealers all, without exception, have placed substantial orders. It is made by the Sparks-Withington Co., Jackson, Mich., which is making every effort to supply the demand already in sight. Twenty-five jobbers attended the factory announcement meeting recently.

At the Goosman Piano Co. Fall demand has stimulated the call for Columbia machines and records. Miss Iona Thompson reported. A drive has been launched for new business at both the Toledo and Bryan stores. C. E. Everingham is a new member of the sales staff.

The Cable Piano Co. attracted unusual interest lately through its Panatrope concerts. These were conducted every afternoon and evening as a feature of "Panatrope Week." A large number of blanks for the Brunswick \$5,000 prize slogan and title for new machines were distributed to visitors. Manager A. F. Maag stated the event stimulated interest in machines and combinations.

The Hayes Music Co. reports greater activity in Edison phonographs and DeForest radios. Nicholas Baertschi, manager, attended the Edison dealer meeting at the Hotel Hollenden, Cleveland, recently. He is much enthused over the new forty-minute record and the four new Edison models, likewise the transformer which will bring old type machines up to date. Aug. Rolle has joined forces with the house.

Flightner's Music Store made a special effort during the past month to prepare for obtaining its full share of Fall and Winter business on Columbia Viva-tonal phonographs and New Process Columbia records. All of the available Viva-tonal models are now on display in the store.

Walter Bryan & Son, London, O., have recently featured the old fiddle, guitar, banjo, accordion, ha-monica and such like tunes listed in the Columbia Old Familiar Tunes catalog, with gratifying number of sales resulting.

K. F. Mocek, Toledo Columbia dealer, is closing an increased record business with the New Process Columbia Polish discs. The new models are well received here.

Don O. Flightner, Columbia representative for Toledo and territory South, reports an awakening of trade throughout his district. The new records and machines are winning new friends every day. Mrs. Flightner is sojourning in California with relatives and friends.

Panatrope Is Installed in Kent House, Quebec

Picturesque and Famous Old Canadian Hostelry Has Special Model of Panatrope for Amusement of Guests

The Kent House, of Montmorency Falls, Quebec, Canada, is one of the most picturesque



Special Panatrope at Kent House

and famous old hostelries in the Dominion, has been at one time the original home of the Canadian Governor General and has been in constant use for one hundred and fifty years, deriving its name from its former occupant in 1791—H. R. H. The Duke of Kent, the former Queen Victoria's father. It is now used as a Summer hotel. Its natural conservative policies were completely swept aside when H. R. Braid, in charge of Brunswick activities in Eastern Canada, demonstrated a Panatrope and pointed out its advantages for use in the Kent House. The managers were completely won over by the musical quality of the instrument and immediately made preparation to have one installed for the amusement of guests. At special request the instrument was mounted on wheels to permit its ready transportation through the famous rooms where royalty once trod.

Maynard Music Co. Holds Formal Opening of Store

SALISBURY, N. C., October 4.—The formal opening of the new home of the Maynard Music Co., at 201 South Main street, was held recently and several hundred visitors were entertained. This house was conducted for a long time at 224 South Main street under the name of Maynard Bros. With the change of name, J. R. Maynard remains as head of the concern and is in active charge of the establishment.

SALESMEN WANTED

Salesmen of highest standard in past performance and good standing, and who understand the retail Radio and Music Dealer angle—and who have a trade following—communicate with us at once.

To those who CAN QUALIFY the future possibilities are unlimited.

While we'd enjoy hearing from all aspirants—you will be saving your time and ours by not applying unless your past experience has been as above specified.

Give full particulars in first letter.

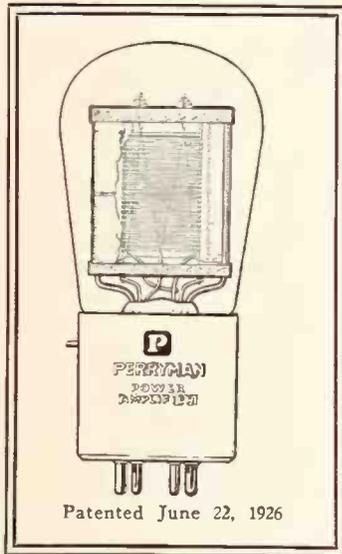
Address—General Sales Manager

BELL & HOWELL COMPANY
1805 Larchmont Avenue CHICAGO

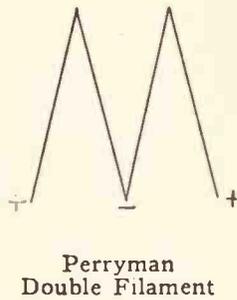
PERRYMAN P RADIO TUBES

"Distance without Distortion"

Double Filament! Extra Capacity!

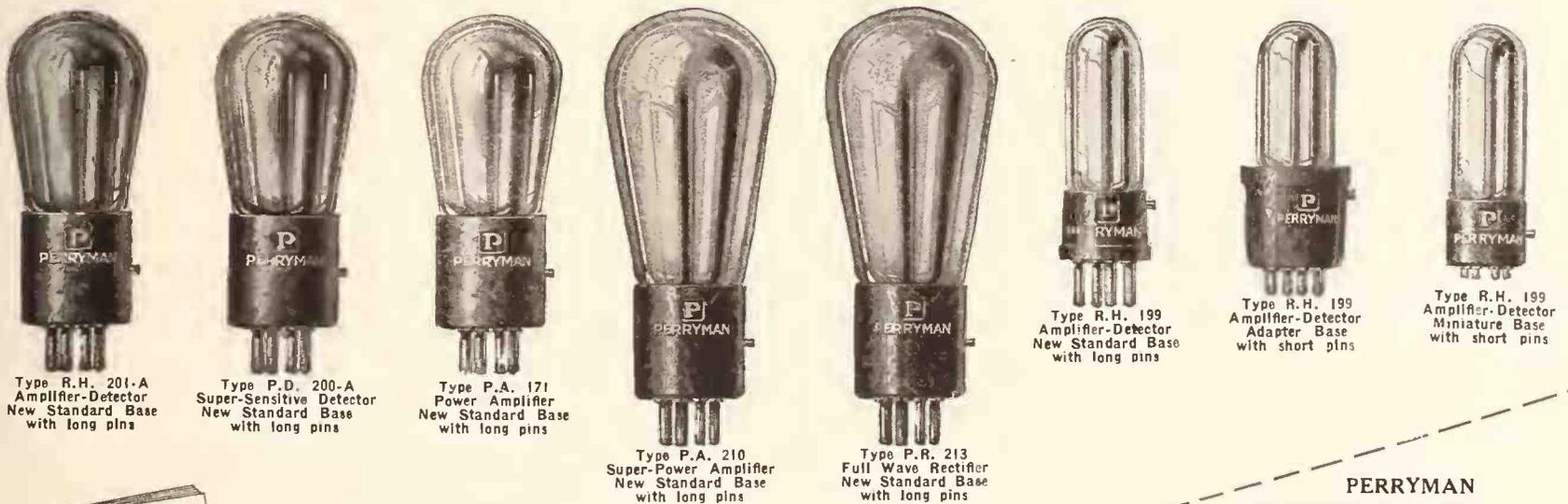


Above is the clear glass demonstrating tube showing the patented Perryman Bridge which holds the elements in place at the distance of greatest efficiency. Ordinary jars or jolts do not affect Perryman Tubes. Notice the double filament which distributes the electron emission over the full area of the plate, giving greater capacity without overloading. You get natural tone for the life of the tube and the life of the tube is exceptionally long.



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

Perryman authorized distributors carry ample stocks and can service dealers on sales helps and advertising material. The dealer who anticipates his requirements will greatly assist his distributor in making timely deliveries. This will be a big Perryman year.



This Perryman catalog "Just off the Press" lists and illustrates the complete line of Perryman Tubes, giving all characteristics, sizes, etc. Send for your copy.



PERRYMAN ELECTRIC CO., INC.
33 West 60th St., New York, N. Y.
Dept. T.
Gentlemen: Kindly send me a copy of your latest catalog.

Name

Address

My distributor is

PERRYMAN P ELECTRIC CO., INC.

LABORATORIES AND PLANT NORTH BERGEN, N. J. SALES AND EXECUTIVE OFFICES 33 W. 60th ST., N. Y. C.



"Enchanted Hours Together"

About the Girl

I am going to MARRY

GIRLS, *this is a confession* of an eligible young man who has been attracted to fair ladies ever since the campus gates closed behind him. All these young ladies fascinated him — one was brilliant and beautiful but she invited him to take her to more shows in a month than a newspaper critic razzes in a season. Much as he adored her Messrs. Ziegfeld and Belasco soon discouraged the struggling young copy writer.

Then came the quiet home girl. He could see her six times a week and still eat three meals a day, but the evenings were uninteresting and her companionship grew boresome.

Another was wonderful company—she was the cynosure of admiring eyes, but somehow they always seemed to drift into night clubs.

And Dear Lady—

*we men do not propose marriage
in night clubs.*

And then "she" came.

She was just a real girl, easy to look at, dressed nicely and moreover had that

wonderful understanding which makes a man devoted to a woman.

She understood that—

*it is in her home that
he plans his,*

so she invited him to her home often. But unlike the quiet girl, she made every evening a cheerful one. Her home was a center of all social activity. The younger set gathered there and had wonderful times, marvelous dancing. Of course other girls had old fashioned phonographs that would play jazz—but at her house they have real night club dance music at a moment's notice.

There is a New Reproducing Sonora Phonograph in her home.

And later, enchanted hours together—subdued lights music beauty youth romance! Colorful harmonies steal upon the soul while they engender thoughts which find no speech. As the record plays so, too, does their imagination and to the tune of its mystic music they build their air castles and plans for tomorrow many tomorrows together.

SONORA PHONOGRAPH COMPANY, 16 East Fortieth Street, New York, N.Y.



This story in booklet form is now available to Sonora dealers

Trade Outlook in Baltimore Bright

Activities of the Columbia Wholesalers Dominate the Local Trade—Big Tie-up With National Advertising—Dealers Add New Lines—M. J. Alvey Added to the Staff

BALTIMORE, MD., October 7.—Sales of Columbia products in this territory continue in record-breaking proportions, according to W. H. Swartz, vice-president of Columbia Wholesalers, Inc. "It was at first assumed," he said, "that September record sales would hardly surpass September 1925, as during the latter month the Columbia Co. gave certain record discounts with the result that September last year was, up to that time, the largest September for record sales. However, September for this year is far ahead of the big September 1925, the total Columbia increase being approximately 103 per cent.

Columbia Wholesalers, Inc., have completed demonstrations on some of the new model phonographs for dealers in the various territories. Dealers are enthusiastic over the reproduction quality of the new Viva-tonal.

Columbia Dealers in Ad Tie-Up

One of the big features of the present season was the two solid pages of Columbia advertising inserted in the Baltimore papers September 23. The Columbia Phonograph Co. had a full page announcement of the Columbia New Process records. Dealers not only gave special window displays to this attractive ad but fifteen of them also put in their own tie-up ads which ran well over a full page in addition. The dealer at the top of the page called special attention to the fact that this was the largest unit of advertising ever inserted in a Baltimore paper on a phonograph line at any one time. This group advertising ran for three days and caused quite a sensation in this territory.

C. P. Kearfott, aggressive Columbia dealer of Martinsville, Va., had a large booth at the county fair the week of September 21.

The Blue Ribbon Piano Co., Harrisburg, Va., also had a fine Columbia display at a county fair held in their section.

To handle the rapidly increasing Columbia business the Columbia Wholesalers, Inc., recently increased its force in the record, packing, shipping and bookkeeping departments, and to house the large quantities of machine

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 and STERLING Products
 DE FOREST TUBES

COLUMBIA WHOLESALERS, Inc.

205 West Camden Street Baltimore, Md.

goods have contracted for space in a nearby warehouse. They have just finished renovating and repairing the office and display rooms of the second floor of their four-story building.

Big Demand for Fada

Fada six and eight-tube radio sets continue to be oversold, although shipments from factories are much better. The new shielded Fada set has won great popularity for its wonderful tone qualities, and the big list of Fada dealers in this territory are very enthusiastic over the outlook. Crosley products still prove exceedingly active, large quantities of back orders being on hand at the moment.

M. J. Alvey in New Post

In order to care for the rapidly increasing demand for Columbia products in this territory Columbia Wholesalers, Inc., has added to its personnel M. J. Alvey, a well-known radio and phonograph technician of Baltimore and vicinity. He will work with L. K. Snyder, present repre-

Leading Baltimore Firms Add the Columbia Line

Isaac Benesch & Sons, Kunkel Piano Co. and Mueller's Music Co. Take on Complete Line of Phonographs and Records

One of Baltimore's biggest department stores, Isaac Benesch & Sons, 549-571 North Gay street, have just taken on the complete line of new Viva-tonal machines and a complete stock of Columbia New Process records. The store has also placed a large order for phonographs and records for shipment during October, November and December, in addition to a heavy order for immediate delivery. The firm announced its entrance into the ranks of Columbia dealers by a half-page advertisement in the daily papers.

The Kunkel Piano Co., 120 North Liberty street, is another dealer that recently secured a franchise for the new Viva-tonal line and the Columbia New Process records. Joseph Kunkel, head of the store, is assisted by Lew and George Becker and Miss Marie Kunkel, who has taken charge of the record department.

Another firm to put on the full line of Columbia products this month was Mueller's Music Shop, 506-8 South Third street. This shop, which is located in the eastern part of the city, is the largest in its section. William Mueller, the proprietor, not only announced his taking on this line with a half-page ad in the daily papers, but also distributed several thousand card announcements.

representative, covering Baltimore City, and in addition will cover the eastern shore of Maryland and western Maryland as well.

Heads Stieff Department

Edward Keefer, for many years connected with Kranz-Smith-Sanders-Stayman Co., was recently appointed manager of the new Victrola department of Charles M. Stieff, Inc.

Interest in Brunswick Grows

There is a great deal of talk in this section over the \$5,000 name contest for a new instrument being conducted by the Brunswick Co. A great many contestants have entered at the branch office here, according to Charles F. Shaw, manager of the Brunswick. "Business generally is very good and there is a decided improvement in deliveries," said Mr. Shaw. "The new

(Continued on page 82)



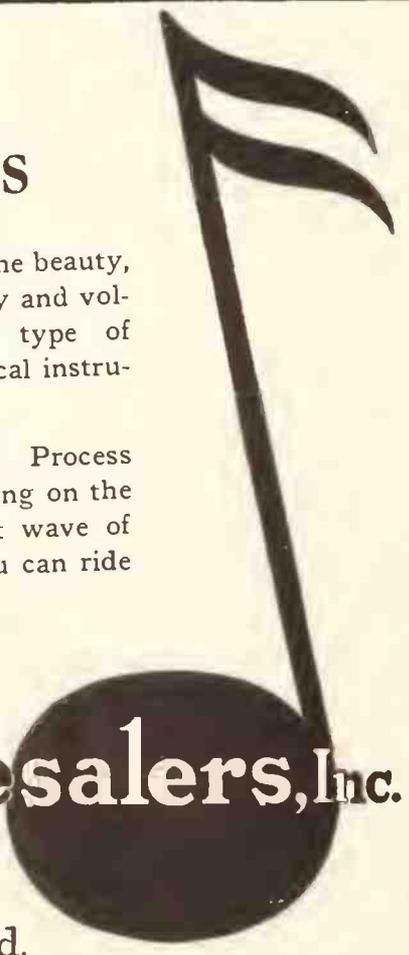
The Big News

YOU'VE heard the big news. So have your customers. Full-page newspaper advertisements told the story. *Columbia New Process Records are electrically recorded.*

Record buyers know now one big reason why Columbia New Process Rec-

ords record all the beauty, brilliance, clarity and volume of every type of music and musical instrument.

Columbia New Process Records are riding on the crest of a great wave of popularity. You can ride with them.

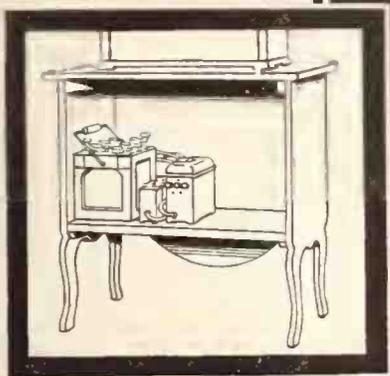


Columbia Wholesalers, Inc.

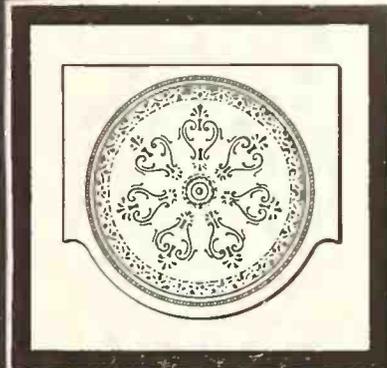
L.L. Andrews — Wm.H. Swartz
Exclusively Wholesale
 205 W. Camden St., Baltimore, Md.

\$29⁰⁰

Console with
Cone Loud-
speaker Ready
for Your Set
and Batteries
(West of the
Rockies \$35)



Rear view showing large compartment providing ample space for all batteries, battery charger or battery eliminator. These are entirely concealed from view. The back is open for ventilation of batteries.



The Cone Loudspeaker, with its Spruce sounding board, is quickly and easily removable, allowing instant access to all batteries, battery eliminator or other equipment and wiring.

MODEL 200
with 22-inch Cone



MODEL 200
with 22-inch Cone

A Revelation in Radio Reproduction

AT LAST—a cone loudspeaker that reproduces *all* the tones as they are broadcast. From the deep-voiced tuba of an orchestra to the softest note of a vocal solo—*every* tone—*every* sound is reproduced in all its beauty, just as it entered the microphone.

Loudspeaker Console is of such manifest high quality and attractive design as to be a welcome addition to any home. Finished in Mahogany or Walnut.

This 22-inch Windsor Cone Loudspeaker, with its *spruce* sounding board, will reproduce the softest crooning lullaby in a softly lighted room, or the full-throated march music of a band in an auditorium—both with perfect fidelity of sound and tone.

The Windsor Cone Loudspeaker Console is the greatest value in the world of radio. When compared with the average cost of cone-type loudspeakers of even smaller size, the cost of the complete Windsor—cone loudspeaker, spruce sounding board and console—is amazingly low.

As a piece of furniture, the Windsor Cone



Model 600

With 16-inch Cone (Pat. applied for)
This 20 by 17-inch Cone Loudspeaker Table has suspended from the underside of the top a 16-inch Windsor Cone Loudspeaker. Placed in any part of a room, it fills the room with music just as an inverted electric lamp floods the room with light. Finished in Mahog. \$19
any or Walnut. Price... \$19
West of Rockies, \$23.00

The Windsor Cone and Horn Loudspeakers, combined with attractive pieces of furniture in many models beautifully finished in either walnut or mahogany, offer recognized radio dealers a remarkable new field for largely increased sales and profits. The retail prices are unusually low for loudspeakers of such outstanding perfection and the attractive furniture with which they are combined serves to enhance the value offered.

Write or wire at once for illustrations and prices covering all models in the Windsor line, together with retail prices and the *unusually liberal trade discounts*. The extensive magazine and newspaper advertising campaign to appear this season will send many radio enthusiasts into your store to see and hear this remarkable new line of cone and horn loudspeakers combined with fine furniture.

Electrical Department

The WINDSOR FURNITURE COMPANY

World's Largest Manufacturers and Originators of Loudspeaker Consoles

1426 CARROLL AVENUE

Los Angeles Branch—917 Maple Avenue

CHICAGO, ILLINOIS

Talking Machine Dealers in Detroit Optimistic as Sales Make Steady Gains

Dealers Preparing for an Active Season—R. B. Alling Co. Adds the Atwater Kent Radio Line—
Frank Bayley Again Heads Michigan Merchants' Association—Month's News

DETROIT, MICH., October 6.—The month of September was an excellent one for the talking machine dealers of Detroit. They all seemed to enjoy splendid business, much improved over August and certainly better than a year ago. On top of good talking machine business, their radio business was also very brisk, being stimulated by the desire for baseball scores and the special concerts over WEA, New York. With Detroit at the height of its prosperity and the outlook very good for Fall, retailers are certain to be in for very big business from now until Christmas. If they don't get it, the fault will be their own. Never have retailers had so much to incite public interest—the new talking machines, the improved records, more song hits and more dance hits than ever and radio equipment. We mention radio because it has become almost a necessary part of the retailer's line. Some dealers have even gone so far as to add a line of electric refrigerators; others small lines of string instruments, particularly ukes, which are so popular with the younger element.

G. F. Morton has been appointed manager of the wholesale Victrola department of Grinnell Bros. He succeeds the late Charles H. Grinnell. Mr. Morton has been with the wholesale department for many years, covering the State as sales representative. He reports a very brisk trade in the city and State, and comments that the demand for the new Orthophonic is far exceeding his expectations.

Brunswick Panatropes and Brunswick records are enjoying record business. The Panatropes, in addition to being sold for the home, is in great demand for halls and public places, owing to the fact that the sound can be amplified, making it very adaptable for large halls, restaurants and ballrooms. Brunswick records have been stimulated by the large number of visiting Brunswick artists who have been in Detroit the past month.

The R. B. Alling Co., 1540 Woodward avenue, which handles the Edison and Brunswick lines, has recently added the Atwater Kent radio. Mr. Alling, who also handles the wholesale Edison department, reports that retail business is at least 75 per cent better than it was a year

ago at this time. The store is open evenings and is a very busy place.

E. K. Andrew, manager of the talking machine department at the J. L. Hudson Music Store, recently was elected president of the Detroit Radio Stores.

Frank Bayley, of the Bayley Music House, and re-elected president of the Michigan Music Merchants' Association, announces that the 1927 convention will again be held in Detroit owing to the success of the last convention in August. "We find that music merchants would prefer coming to Detroit than any other city because of entertainment we can give them here and the fact that the meetings draw a very large attendance from the local dealers," he declared. Mr. Bayley, who handles the Brunswick line, reports business was never as good during the month of September and the early part of October. He predicts a record Fall trade for the retailers.

Baltimore Trade Outlook Is Exceptionally Bright

(Continued from page 80)

Panatrope needles have made a hit. These new steel needles play from thirteen to fifteen electrically recorded records.

Columbia Wholesalers, Inc., Entertain

Radio dealers from Maryland, District of Columbia, Virginia and eastern West Virginia, the territory controlled by Columbia Wholesalers, Inc., as exclusive distributors of Fada radio, were entertained at a large meeting held recently at the Maryland Yacht Club by Columbia Wholesalers, Inc., of Baltimore. The new "Fada Eight," the "Fada Six" and the new "Cone Speaker" were not only displayed with the balance of the Fada line, but one of the greatest demonstrations ever witnessed in that section was given in conjunction with the introduction of the new Philco Socket Powers, also sponsored by Columbia Wholesalers. "One hundred and twenty-five dealers were present or represented and all marveled at the range

C. A. Grinnell, president of Grinnell Bros., is taking a much-needed rest and vacation at Colorado Springs, Col., and reports from out there state that he is recovering rapidly from his recent long siege of illness.

Statements from local distributors such as the S. E. Lind Co., Brunswick Co., Yahr & Lange (Sonora), Columbia Graphophone Co., Starr Phonograph Co., and the Consolidated Talking Machine Co., all indicate that they are getting more orders from the city and State than ever before and that they are anticipating a very busy Fall season.

The P. A. Starck Piano Co., which also handles phonographs, has moved to four doors south on Woodward avenue.

The W. W. Woodmansee Co., one of Detroit's pioneer talking machine stores, has discontinued business. For years the store had been on Grand River avenue, near Fourteenth street.

S. E. Lind Co., handling the Adler line, is now in new quarters at 1036 Beaubien street, which is right downtown and more convenient for retailers. It is just a stone's throw from the offices of the Columbia Co. and Yahr & Lange, who are at 439 East Fort street. A few blocks away is the wholesale department of Brunswick Co. making it very convenient for retailers who do business with more than one distributor.

of these loop-operated receivers and the naturalness of reproduction accomplished with the new Fada cone speaker," said Mr. Andrews, president of Columbia Wholesalers and in charge of the radio division.

Orders were taken for the new Fada sets and speakers from practically all dealers present and a degree of enthusiasm displayed most gratifying to both Columbia Wholesalers and F. A. D. Andrea, Inc., manufacturer of the Fada line. Mr. Sherwood, Eastern district sales manager for Fada, pointed out the strong position of the Neutrodyne for the coming season and explained Fada plans and policies, including the liberal co-operative dealer advertising plan. A buffet luncheon was served later.

Dealers Discuss Sales Plans

"A very successful dealers' assembly was held on Monday, October 4, in our offices, for the purpose of demonstrating new models and planning schedules for the remainder of the year. Virginia, North Carolina, District of Columbia and Maryland dealers attended and a splendid talk on Methods to Increase Sales was given by Howard Williams, of the Business Training Corp. of New York. A salesman's meeting was also conducted recently at which plans for a big business during the rest of the term were discussed," said Mr. Shaw.

Miss E. M. Heagerty in New Post

Miss Ellen M. Heagerty, formerly secretary to C. F. Shaw, of the Baltimore branch office of the Brunswick Co., is now in charge of the record department of Fink & Co.

The Maryland Record Co., Inc., will soon start production at its factory in Hagerstown, Md. The company, which is capitalized at \$25,000, has leased the whole of the fifth floor of the Central Building. Edwin J. Smead, Norman B. Scott and Walter E. Baker are the incorporators.

Big Musicone Production

Since the introduction of the Crosley Super Musicone in June, production of this speaker had increased until it has now reached 2,000 a day. Production of the regular Musicone is still being maintained in large quantities, while the Musiconsole, a console model of the Musicone speaker first introduced to the public early last Spring, is being produced at the rate of 500 a day.

T. A. Davies, the general director of merchandise at Wm. Taylor Son & Co., Cleveland, is the happy father of a brand new boy and girl. It is reported from St. Luke's Hospital that both Mrs. Davies and the new arrivals are doing nicely.

We are distributors
of
the famous
Farrand
Speaker

Detroit Electric Co.

101-11 E. Jefferson Ave. Detroit, Mich.

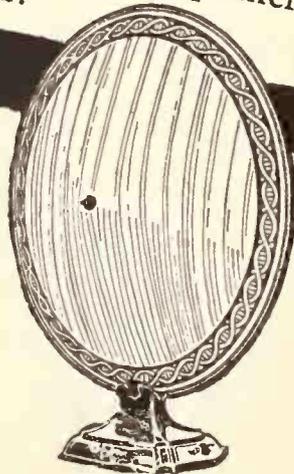
Grand Rapids, Mich., 224 Ottawa Ave., N. W.

Kalamazoo, Mich., 132 North Rose St.

Lansing, Mich., 206 South Grand Ave.

Saginaw, Mich., 212 South Washington Ave.

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



PROFITS

PROFITS are not what you make on each sale. You may buy an article for \$10.00 and sell it for \$1,000.00—and lose money. What you have left after all expense is paid—that's profit.

Suppose you have a record winter season—but your “off season” sales just break even with expense—doesn't your percentage of profit over the year melt away?

And if your “off season” sales are below expenses—aren't you “in the red”?

Radio and phonograph merchandising is a wonderful profit producing business—if off season sales can be made to hold up their end. And if actual peak sales can be produced throughout all seasons of the year—doesn't one season's success protect you against a possible loss in the other? Is this not unpurchasable insurance against lost profits?

Perhaps you have been pondering over this very problem. The question has been—“What line fits in best with your set-up”?

Turn to the next page—and read a few simple facts which analyze the average Radio and Phonograph dealer's position —You will find that *this is* the solution to a momentous question.



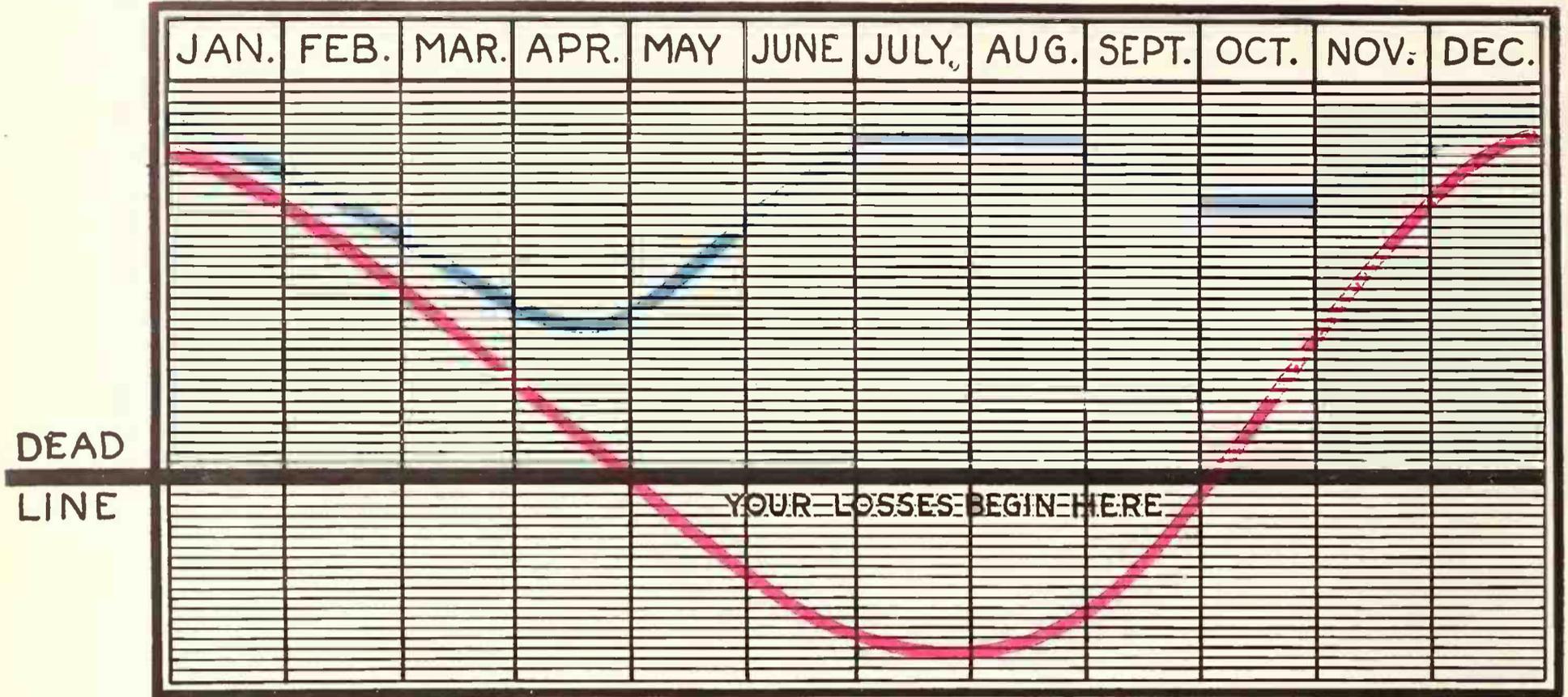
BELL & HOWELL COMPANY

1811 Larchmont Ave., Chicago, Ill.

New York, Hollywood, London

ESTABLISHED 1907

Watch Your Profit and Loss Curve



— RADIO AND PHONOGRAPH SALES
— BELL & HOWELL CINE CAMERA SALES

THE above chart carries a message well worth your study. Note the sales curve of Radio and Phonograph lines. Both are profitable lines—paying big in their peak months. Yet see how the slack months from March to October sag that hard earned high-level curve of October to March. To make real money and save those winter profits you have got to *bend that summer curve up to meet the blue line*. To do this you have got to sell a line that will follow the customer into the open—something that carries with it an urge to accompany him in his walks or

drives during the warm summer days, week ends and vacations—times when he will not stay in to hear his radio or phonograph. No man will deny the fact that the Motion Picture Camera now has the center of the “warm weather” stage—and is seeking its strongest retail outlet.

Reflect upon your own good set-up. Here are five simple truths which justly point to YOU, Mr. Radio and Phonograph Merchant, as the rightful dealer for this new line which public demand is reaching out for.

Five Points — Worth Money to You

- 1 Radio and Phonographs are instruments of entertainment—“entertainment in the home.” You have qualified in the sale thereof. The amateur motion picture camera and projector are also primarily instruments of entertainment in the home. Therefore, they are legitimately YOUR line.
- 2 Radio and Phonograph sales are best made on *demonstration*—demonstration in the home. You have qualified in this highly specialized form of selling. Motion picture machines will sell on *first* demonstration—and you control each demonstration. You are not dependent nor controlled by outside influences or conditions.
- 3 You and your salesmen are experienced in selling “in the home.” Naturally, to hold specialty salesmen of this type, and to keep them in training, they must be kept busy the year ‘round. So, an article of entertainment—that will sell strongest by demonstration and without conflicting with your other lines, is obviously a high-profit asset to you.
- 4 Your clientele is already established. You have made friends. Every radio and phonograph customer you have sold—no matter how long ago—is your immediate prospect for this new prince of entertainers—“movies” in the home.
- 5 You understand the value of a manufacturer backing you up with national advertising. The Bell & Howell Company will appear in THIRTEEN FULL PAGES in the Saturday Evening Post—EACH PAGE IN FOUR COLORS, besides many other national publications in full page space. As a retail merchant, you know what that will do to create retail sales. The page opposite is a reproduction of our October 23rd Saturday Evening Post ad. You can’t help but feel proud to represent such a line.

MAIL THIS FOR PROPOSITION

BELL & HOWELL CO.,
1811 Larchmont Ave., Chicago, Ill.

Gentlemen: Please give me complete details of your camera and equipment sales proposition.

Name

Address

YOU HAVE ALWAYS WANTED SALES PROTECTION. THE BELL & HOWELL EXCLUSIVE TERRITORIAL FRANCHISE PROTECTS THE DEALER AGAINST PROMISCUOUS APPOINTMENT OF DEALERS. DEALERSHIPS ARE LIMITED TO THE BETTER GRADE OF MERCHANTS.

There is far more to the Bell & Howell story than can be said here. It will be well worth your time and postage to mail us this coupon today.

Why this camera takes movies for you

—equalled only by
professional work



4½-pound camera developed
by world's leading makers
of professional movie equip-
ment; the BELL & HOWELL
Automatic *FILMO*

MOTION PHOTOGRAPHY has now been
made so simple, so mistake proof that a child
can take beautiful, clear, sharp pictures. This tells how:

For 19 years, Bell & Howell have made the cameras
and equipment used almost exclusively by the world's
leading movie producers.

Now this knowledge and experience have produced
FILMO, for personal use—4½ pounds of compact,
amazing movie-taking power. Its accuracy and photo-
graphic dependability are equalled only by Bell &
Howell professional cinematograph cameras which cost
up to \$5,000 each. Yet it is priced within reach of
modest incomes.

The reasons why FILMO can give you real movies,
equalled only by the feature films you see at good
theaters, are given below. They are features found only
in FILMO, among all personal movie cameras.

For instance: it sights as easily, as directly, as you'd
look through a field glass. Thus, anything you see—
you get! You can accurately follow the fastest-moving
object—and get it squarely on the film.

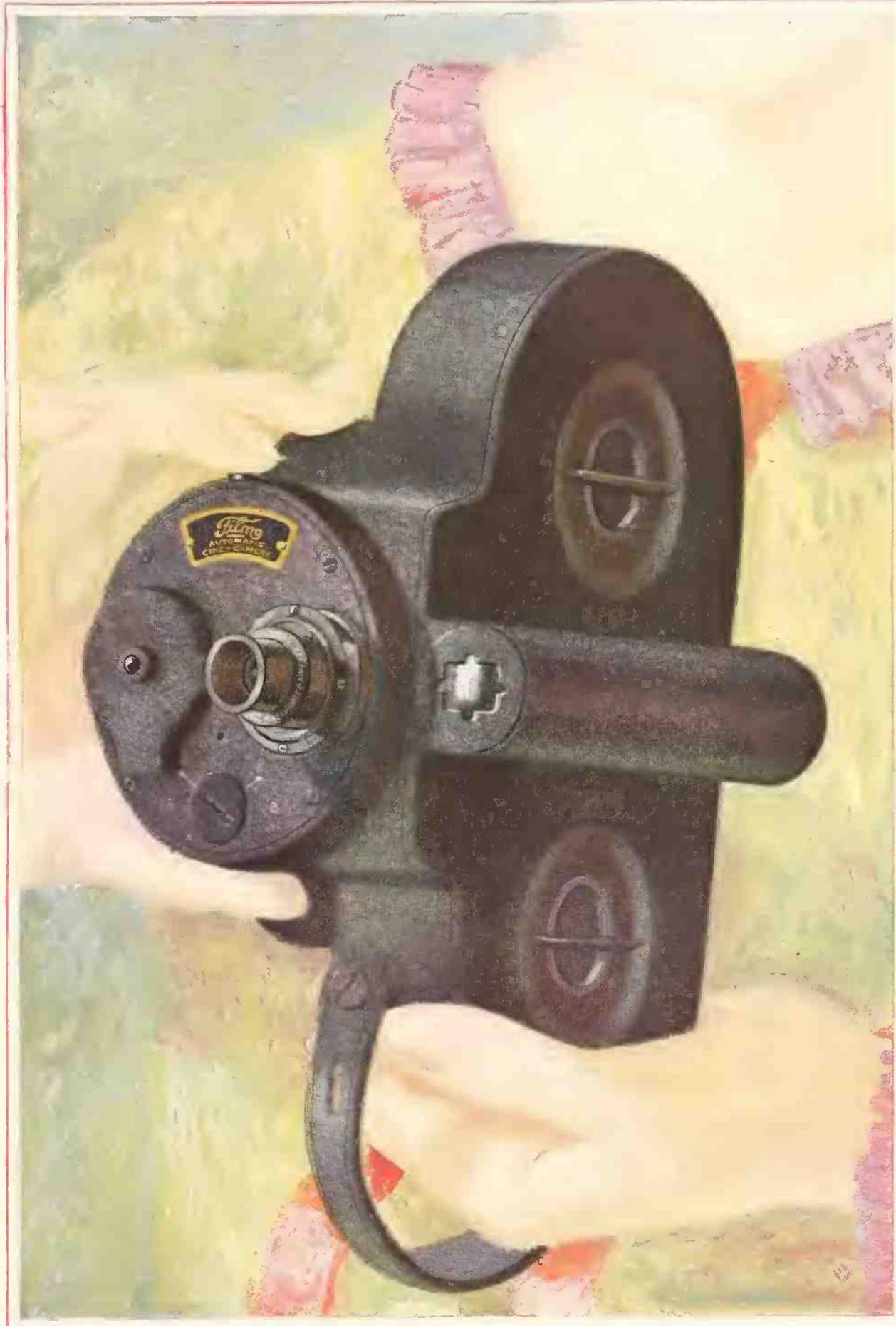
FILMO is fully automatic. You simply touch a but-
ton—and get real movies of your own. There is no
cranking, no focusing for distance. No tripod is
needed.

Your films are developed free—ready to exhibit.

See it work

A good dealer, in your own locality, will be glad to
show and demonstrate FILMO to you.

Send coupon so that we may tell you where to find
him. It also brings—free—a fascinating, new book
telling how to make your own movies.



TAKING MOTION PICTURES WITH FILMO IS AS EASY AS LOOKING THROUGH A FIELD GLASS

Why You Get Better Pictures, Better Shown

Made by world's largest maker of motion pic-
ture cameras, FILMO is the only personal movie
camera possessing these vitally important features:

- (1) Spy-glass viewfinder.
- (2) Adjustable, accurate speed control—for dif-
ferent 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 F3.5 aperture lens.
- (5) Simplest to operate of all movie cameras.
- (6) 12 lenses interchangeable for special work.
- (7) Beautifully finished, compact, efficient.
- (8) Lifetime service; no depreciation.

FILMO Automatic Projector—for showing these
movies in your own home—offers same superior-
ity; pictures as brilliant and flickerless as you see
at best theaters. Runs forward, backward, or
stops for single picture. Shows pictures from
postcard size up to 7 x 9 feet.

Bell & Howell Company
1811 Larchmont Ave.
Chicago, Illinois

Send me your new book on taking personal
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tions of FILMO.

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Address.....
City..... State.....

THE BELL & HOWELL Automatic

BELL & HOWELL CO.

1811 Larchmont Ave., Chicago
New York, Hollywood, London
Established 1907





Who and What IS ?

The BELL & HOWELL CO. ◆

THE feature motion pictures shown at the better theatres today have been made possible largely through the efforts of the Bell & Howell company. Nineteen years ago Bell & Howell made their first professional motion picture cameras for the industry. Anticipating the enormous possibilities ahead, they effected the standardizations and mechanical improvements upon which the industry took root and grew.

Today Bell & Howell professional cameras, costing up to \$5,000, are used almost exclusively to photograph the better motion picture productions the world over.

Out of this vast experience Bell & Howell developed the Filmo motion picture cameras and equipment for individual use. These small, compact instruments are as precise, and in many ways as flexible in use, as the larger, vastly more expensive equipment.

The Bell & Howell Co. has only one standard of manufacture. That is *absolute precision in every detail*—finest quality of materials, workmanship and *ultimate photographic results*.

Merchandise made to *a price* comes and goes in the market. Bell & Howell equipment survives and will continue to survive because it is founded on long, practical experience and is *right*. Which would you rather have—the fluctuating *price* business?—or the safe, steady and *sure* business that goes with acknowledged leadership? Tie up with the Bell & Howell Company.

Turn back to second
page of this insert and
MAIL THE COUPON



Trademark Registered

Radio World's Fair Drew Record Crowds

Huge New Madison Square Garden in New York City Was Scene of Third Annual Radio World's Fair—Latest in Radio Receiving Sets and Accessories Were Viewed by Unprecedented Daily Attendance

The Third Annual Radio World's Fair, which held forth at Madison Square Garden during the week of September 13 to 18, was, viewed from every possible angle, the most successful exhibition of radio products that has ever taken place in this country or, for that matter, in the world.

alternated in presenting programs and they selected the cream of their talent to represent them at the exposition. Immediately prior to the opening of the World's Fair on Monday, September 13, there was a parade of floats from City Hall to Madison Square Garden. A radio

to the fact that practically all of the newer models are encased in fine furniture which will fit the surroundings of any fine home, and that the manufacturers have striven for and achieved the utmost in simplicity of operation, was what really distinguished the 1926-27 receivers from



View of the New Madison Square Garden, New York City, Showing Some of the Exhibits and Visitors to Fair

The fact that for the first time in New York all the radio exhibitions were housed under one roof was particularly satisfactory to the trade, for with more than 200 exhibitors practically every manufacturer of radio equipment was represented and a dealer could saunter from aisle to aisle and when he had completed his rounds of the Exposition hall, the Arena and the mezzanine floor have seen all that was worth seeing of the radio merchandise that is to be offered the public during the season of 1926-27. The attendance was record-breaking with more than 225,000 having visited the New Madison Square Garden during the six days of the exposition. And from the standpoint of the exhibitors the show was most successful, for the business contracted for during the week between exhibitors and jobbers and dealers was estimated by G. Clayton Irwin, general manager of the Radio World's Fair, to be in the neighborhood of \$100,000,000.

The trade sessions each day from 11 a. m. to 1 p. m. were well attended and dealers from every section of the United States, from Canada and even from European cities were present at the World's Fair to profit from the early showing of the next season's lines. Spread before their eyes was more than \$1,500,000 worth of radio apparatus in a diversity of models and styles that satisfied every appeal and priced to fit the pocketbook of every class of radio prospect.

For the visitors whose interest in radio was that of enthusiasts the World's Fair this year was more satisfactory than ever. A practically continuous program was broadcast from the Crystal Studio erected in the Exposition Hall and the radio artists who have entertained radio set owners for the past years were present in person to entertain and meet their admirers. The leading metropolitan broadcasting stations

orchestra gave a concert on the steps of the City Hall to an immense audience. Mobile station 6XBR broadcast this program and also broadcast along the entire route of the parade. This feature drew considerable attention to the radio festivities of the week. Mayor James J. Walker, meeting the parade en route to the Madison Square Garden, unofficially received Mrs. Lotta Harrauff, Radio Queen of the United States. The Mayor was present at the World's Fair on Monday evening and gave an interesting address that was broadcast from station WAHG. Other officials prominent in public life and outstanding personages in the radio industry appeared before the microphone during the week and gave interesting addresses. Clusters of loud speakers and amplifying systems were installed throughout Madison Square Garden so that the visitors to the exposition could at all times listen to the programs that were being broadcast from the Crystal Studio.

An outstanding feature of the apparatus on exhibit was the large number of the present-day receivers that are operated by plugging in on the electric light socket, thus eliminating all batteries and eliminators. This feature, in addition

those of former years. In other words, the present-day receivers are finished products and the trade and public need fear no radical changes that will make obsolete a receiver purchased. It is true that changes have been made and will continue to be made from time to time, but these changes will in no way decrease the value of the present-day set. As, for instance, the tendency to have sets operate from an indoor antenna or loop set atop the receiver or concealed in the cabinet. Such changes are steps in the right direction toward making radio more attractive.

In summing up one cannot help but feel that the vast outpouring of enthusiasts indicates that the coming season will be a most prosperous one for radio dealers and that the predictions of jobbers and manufacturers as to the amount of business that should be done by live retailers will be realized. A word of praise and credit must be given to U. J. Herrmann and G. Clayton Irwin and their corps of assistants for the masterly manner in which the function was planned and carried out, for to them, more than to any other factor, must be attributed the fact that the Third Annual Radio World's Fair was an immense success.

Leading Exhibitors and Their Products

Radio Corp. of America

The complete line of Radiolas, RCA loud speakers, Radiotrons and Rectrons attracted considerable attention at the large exhibit staged by the Radio Corp. of America. A feature of the exhibit was a massive display stand showing all types of Radiotrons and Rectrons. A stained glass window told pictorially the story of the completeness of the RCA line of sets, speakers and accessories. A complete line of cabinets especially designed for Radiolas by New York Metropolitan district distributors was also on display, and it was pointed out that these special cabinets are available to distributors in other sections of the country.

George Clark, manager of the exhibition department, was in charge of the RCA booth. He was assisted by H. C. Edgar, J. Hendrikson, A. H. Laiken, A. H. Genet, E. S. Pearl, J. Dooley and other representatives of the sales department. C. T. Wandres, Eastern district advertising manager, lent his co-operation with W. W. Cone and R. Sherbo of the advertising department. Gen. James A. Harbord, president; David Sarnoff, vice-president and general manager, with E. E. Bucher, general sales manager, and Pierre Boucheron, advertising manager, visited the exhibit during the week.

A separate exhibit was maintained at the Marine de-
(Continued on page 84)

Radio World's Fair Draws Record Crowds—(Continued from page 83)

partment of RCA, where the sending and receiving of radiograms and photoradiograms were demonstrated to the many interested visitors.

Atwater Kent Mfg. Co.

Prominently situated at the main entrance was the exhibit of the Atwater Kent Mfg. Co., of Philadelphia. The new one-dial six and seven tube models of the Atwater Kent line attracted much attention. Model 35, with its all-metal cabinet and entirely distinctive method of construction, seemed of particular interest to the buying public.

The four models comprising the Atwater Kent line of sets were shown—models 30, 32, 35 and the model 20 compact which is now enjoying its second season of popularity.

During the course of the week Reinald Werrenrath and Mary Lewis, grand opera stars, who have appeared before the microphone during Atwater Kent broadcast hours, visited the Atwater Kent booth and were photographed. The newly chosen Miss America arrived from Atlantic City and was also present at the Atwater Kent booth.

Vernon W. Collamore, general sales manager, was in charge, assisted by various members of the sales and factory staff, including E. F. Meany, John E. Delp, Frank Miller, J. A. Prestele, George Jaud, W. E. Richards, C. S. Hebdon, J. W. Lauffer and others.

Federal-Brandes, Inc.

A great deal of interest was displayed in the new Kolster-Brandes line of sets and speakers at the booth of Federal-Brandes, Inc. The full Kolster line of table and cabinet receiving sets was on exhibition, as well as the Brandes line of cone and horn speakers, with the Brandes head-set and phonograph attachment. The New Kolster line of six and eight tube sets made an attractive display. The Kolster Radio Compass, now used extensively in Marine service, was exhibited for the first time at any radio show in the East and attracted considerable attention. It was invented by Dr. Frederick A. Kolster, chief research engineer of Federal-Brandes, Inc., when he was chief of the radio division of the U. S. Bureau of Standards in 1915. Carroll Van Ark was in charge of the Kolster-Brandes booth. H. H. Southgate, assistant sales manager, was on hand, assisted by Alex Nordholm, F. J. Kahn, H. A. Hutchins and A. W. Rhinow. Representatives of the McKenzie Radio Co. and McPhilbin-Keator Co. were also in attendance.

Stromberg-Carlson Tel. Mfg. Co.

The Stromberg-Carlson Tel. Mfg. Co., Rochester, N. Y., had a large and decidedly attractive showing of its radio products. Four models, the 502 Art Console five-tube set, the 602 Art Console six-tube set, the 601 Treasure Chest six-tube set and the 501 Treasure Chest five-tube set were featured, shown in specially built display booths which made an attractive setting for the receivers. Other products shown were the new cone speaker with the violin soundboard, the Stromberg-Carlson "B" socket power units, audio output transformers and the No. 10 audio filter. The exhibit was under the direction of Herbert Brennan and Benjamin Gross, of Gross-Brennan, Inc., New York and Boston representatives, and among the officials of Stromberg-Carlson organization in attendance were Edward Hanover, purchasing agent; James S. Gibson, head of the radio division; Ray Manson, chief engineer; Warren T. Eastwood, advertising manager; Virgil Graham, assistant engineer, and members of the sales and engineering staffs.

Federal Radio Corp.

Federal Radio Corp., Buffalo, N. Y., had the Federal Ortho-sonic line of receiving sets on display in an attractive booth. A variety of table and console models were shown together with new art cabinet models. The Ortho-sonic line caused considerable comment, particularly the group of art models. L. E. Noble, vice-president and general sales manager, came down from Buffalo for the week. C. J. Jones, assistant sales manager, was in active charge of the Ortho-sonic exhibit and was assisted by Bernard D. Colen, president of the Musical Products Distributing Co., exclusive Ortho-sonic distributor in the metropolitan New York territory.

Sonora Phonograph Co., Inc.

The Sonora Phonograph Co., Inc., had a most attractive and interesting display of its products in a booth which was fitted up in a manner that represented the furnishings and fittings of a home of the better type, so that visitors could visualize the Sonora products in their ultimate destination, the home. The new lines of Sonora receivers and phonographs were shown, as was also the Sonora loud speaker. The Sonora shielded six in table, console and de luxe console cabinets was featured. Lloyd Coulter, assistant sales manager; C. C. Henry, radio engineer, and F. W. Schnirring, advertising manager, were in charge of the display. S. O. Martin, president, and Joseph Wolff, vice-president, were frequent visitors during the week.

Stewart-Warner Speedometer Corp.

The Stewart-Warner Speedometer Corp., Chicago, Ill., was represented by an exceedingly attractive booth in which the complete new line of Stewart-Warner matched unit radio products were displayed. A scroll iron frame enclosed the Stewart-Warner section and blue and gold draperies hung from this frame. In the center a four foot square section was erected with oil paintings on each side illustrating Stewart-Warner radio in the home. Spotlights played on the display from each corner, adding to its attractiveness. The models of receivers exhibited included table models without speakers, table models with built-in speakers, console models, console table models and highboy models. Attractive literature illustrating the receivers and depicting the various uses to which the set can be put was distributed. Among those in attendance at the exhibit were: Ray H. Woodford, sales manager of the radio division; W. J. Zucker, vice-presi-

dent and general sales manager of the company; William Stensgaard, manager of the display division; L. E. Parker, chief engineer, and George Armstrong, New York representative, and members of the metropolitan sales staff.

Reichmann Co.

The Reichmann Co., Chicago, Ill., displayed the full line of Thorola radio products, including the three models of Thorola receivers, a table and two console sets, model 59 being featured. This set is designed with two tone chambers. The Thorola speaker line shown included the Model 7 table cone speaker, the Thorola cone model, and three models of horn speakers. The famous Thorola low loss Doughnut coils were also prominently shown. Among those in attendance at the exhibit were Frank Reichmann, president; E. S. Riedel, general sales manager; Carl Boyd, sales promotion manager; Ernest Reichmann, secretary; James A. Ago, Eastern sales manager; R. E. Tainer, New York representative; C. A. Jones and H. F. O'Connor.

Farrand Mfg. Co.

The Farrand booth attracted attention with a mammoth cone speaker as a background. On either side of this exhibit were animated signs, one of which gave the history and special features of the cone speaker and the other devoted to the interest of the Farrand "B" eliminator and the "B" eliminator combined with the power amplifier. The booth was the headquarters of visiting Farrand distributors and was in charge of George H. Kiley, vice-president and general sales manager of the company, assisted by Charles H. Griffith, who looks after Southern territory, and William Dermody.

Magnavox Co.

The Magnavox Co., Oakland, Cal., had an interesting and attractive display of the complete Magnavox line of radio equipment, including a wide variety of Magnavox five-tube sets with single dial control housed in a diversity of cabinets of console and other types and in table models. The fine furniture which composed the Magnavox cabinets caused many expressions of admiration from visitors to the booth and the absence of dials and other switch-board equipment on the outside of the set was characteristic of the sets. The Magnavox cone speakers were features of the display with the Cornell, Stanford and Belvedere models outstanding. These models are extremely attractive in appearance. Heckert Parker, assistant sales manager, Charles Heselton, Ross Smith and G. K. Cole were in attendance.

Zenith Radio Corp.

The Zenith Radio Corp., Chicago, Ill., had an attractive display of its receivers with the DeLuxe models and the new electrically operated receivers as the features. The new receivers which operate from the light socket eliminate all "A" and "B" batteries. Three models, Nos. 27, 28 and 29 were shown. The DeLuxe line shown included the Colonial, English, Spanish, Italian and Chinese models. These models in handsome art cabinets attracted many visitors to the booth. The Zenith "B" battery eliminator was also shown. Among those in attendance at the booth were Eugene McDonald, president; Paul Klugh, vice-president; Carl Hassell, chief engineer, and William J. Gaynor, New York representative. Salesmen from various Eastern distributors assisted in receiving visitors.

American Bosch Magneto Corp.

One of the most striking exhibits was that of the American Bosch Magneto Corp., Springfield, Mass. Two life-sized figures of knights in silver armor dominated the display of the Bosch Armored line of radio products. The complete Bosch line was on display, including the Amhorada, Cruiser and Model 16 receiving sets, cabinets, the Ambotone reproducer and the Nobattery "B" Eliminator. The armored knights carried out the central theme of all Bosch advertising this season.

Executives of the Bosch organization from Springfield, who were on hand, included A. T. Murray, president; W. E. Metcalfe, treasurer; A. H. Bartsch, general sales manager, and Roy Davey, advertising manager. George Shortmeier, New York branch manager, and Louis Gruen, local sales manager, were present with their sales staff, assisted by representatives of the Weber-Rance Corp., exclusive Bosch distributor in the metropolitan district.

Plaza Music Co.

The Plaza Music Co., of New York City, showed its line of radio receiving sets, which are produced under the trade name "Fine Arts." In addition it had on display its popular-priced cone type "Fine Arts" receivers. The Plaza receiving sets are six-tube totally shielded products and have been developed with an eye to selectivity, distance and tone. They are particularly effective when using a cone-type speaker. The company also had on display a full line of its radio cabinets. These are in several models, including console type and highboys, made for the installation of the average type receivers. The booth was in charge of Emil Schenkel, manager of the radio division of the Plaza Music Co.

Crosley Radio Corp.

The Crosley Radio Corp., Cincinnati, O., had a large and attractive showing of the full Crosley line, including the Crosley one-tube "Pup," the four-tube table model and two five-tube table models, model 5-75 a five-tube set in mahogany cabinet with Musicone built-in and model RFL-90 a five-tube cabinet set with built-in Musicone. Other products shown were the Super Musicone and the Musicone Regular and the Musicconsole. The feature model was the five-tube single drum receiver with an all-metal shielded chassis, possessing power tube adaptability and with a graphic station selector. Among those in attendance at the exhibit were Powel Crosley, Jr., president; Walter B. Fulgham, sales manager; Alvin R. Plough, in charge of the educational department; Charles Kilgour, chief engi-

neer, and the following members of the sales staff, Jack Dalton, John L. Allen, E. Pfaff, Frank Evans and James Woods.

Pooley Co., Inc.

The construction and finish of the Pooley cabinet was a novel feature of the exhibit of the Pooley Co., Inc., of Philadelphia. This was visualized through a Pooley cabinet which had been sawed through lengthwise, bringing into view its interior construction and many fine points of cabinet work. This was augmented by a large framed explanatory chart.

The entire new line of Pooley models was on display, including models 1100, 1700, 1300, 2100, 1900, 1600, 1200 and 200, making an impressive exhibit.

Various officials and members of the sales staff were present from the Pooley factory, including E. F. Pooley, president, and B. R. Stauffer, treasurer and general manager; H. P. Humphries, F. N. Eaton, J. L. Brown, R. W. Pooley and G. D. Phillips.

Freed-Eisemann Radio Corp

An artistically decorated booth, with a fountain in the center and revolving glass tables served to display the Freed-Eisemann line of receiving sets, loud speakers and accessories. All the Freed-Eisemann table and console models were on display, with two types of cone speakers, B and C power unit, A power unit and Trickle Charger, which were added to the Freed-Eisemann line of products this season. R. R. Smith, advertising manager, was in charge of the Freed-Eisemann exhibit, and officials and representatives of the Greater City Phonograph Co. and Wholesale Radio Equipment Co., New York distributor, gave active cooperation.

Priess Radio Corp.

One of the most attractive exhibits at the show was that of the Priess Radio Corp. This season the company featured the new model, "Priess Straight 9," a development of William H. Priess, the well-known radio engineer and head of the company that bears his name. The "Priess Straight 8," last season's model, which was noted particularly for its distance-getting abilities, was also on display. The "Priess Straight 9" is effective particularly in cities where, due to the great number of broadcasting stations, selectivity is important. The booth was in charge of F. Clifford Estey, sales manager of the company. Mr. Priess himself also was on hand often throughout the week.

Grigsby-Grunow-Hinds Co.

The Grigsby-Grunow-Hinds Co., Chicago, Ill., displayed its line of Majestic current supply units, consisting of the Majestic standard "B" eliminator, the Majestic Super-B current supply and the Majestic Master B power unit. The exhibit was under the direction of B. J. Grigsby, president; William Grunow, vice-president; Fred Williams, general sales manager; Herbert Young, Eastern manager, and James T. Jackman, Philadelphia representative.

Utah Radio Products Co.

The Utah Radio Products Co., Chicago, Ill., had a large and attractive display of its loud speakers, including the cone speaker, the "Book" speaker, the Superflex, the Standard and Junior horn type speaker, the Supreme cabinet and the Phonospeaker. Moving pictures on a miniature screen attracted many visitors to this booth. Henry Forster, president of the company, was in charge of the display.

Fansteel Products Co.

The Fansteel Products Co., North Chicago, Ill., had an interesting exhibit of Balkite products featuring Balkite radio power units, including three models of the Balkite "B" noiseless, tubeless light socket power supply, the Balkite trickle charger, the new Balkite charger with trickle and high charging rates, and the Balkite combination which with an "A" battery supplies automatic current from the light socket to both circuits. Ronald Webster, secretary of the company; John P. Rainbault, Eastern manager; Harold Olesen, electrical engineer, and members of the Eastern office sales staff were in attendance at the booth.

Showers Bros. Co.

Showers Bros. Co., Bloomington, Ind., displayed for the first time the new Showers console, a six-tube tuned radio frequency receiver with single dial control and built-in speaker. Three models of "Utilities" speakers were also shown, a magazine rack model, pedestal model and table model, finished in walnut, Japanese red and jade lacquer. In addition a full showing of Showers Bros. cabinets was made. H. T. Roberts, general sales director; C. A. Cault, manager of the radio division, and M. J. Polik, New York representative, were in attendance.

Stevens & Co.

The Stevens line of Conoidal speakers was exhibited in the tastefully furnished booth of Stevens & Co., New York. J. B. Price, sales manager, and Clifford E. Stevens, vice-president, were in active charge of the exhibit. A floor speaker with a solid fluted brass pedestal, a special unit, large cone, and mahogany frame was the feature of the Stevens line. The seamless Burtex diaphragm, which is exclusive in all Stevens loud speaker products, was stressed.

United Cabinet Mfrs. Corp.

The United Cabinet Mfrs. Corp., Chicago, Ill., had a large and attractive display of radio cabinets of a wide variety. The line included tables and consoles of all types and descriptions, some with built-in speakers and others designed for particular sets. W. K. Perkins was in charge of the display.

Shamrock Mfg. Co.

The Shamrock Mfg. Co., Newark, N. J., had a display of its popular-priced radio receiving sets. This company, which last year developed one of the first single-tube model receivers, has this season confined its activities exclusively to this type of product. The set is chiefly

(Continued on page 86)

SHOWERS

Radio's Best Seller—

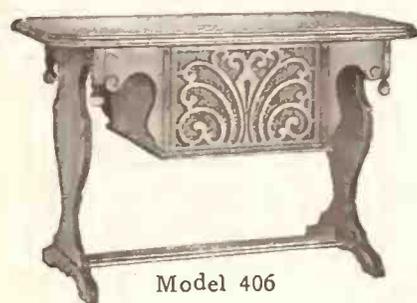


Model 556. Top 17" x 24".
Height 50".
MAHOGANY ONLY
Can be sold at \$145 complete



Model 448. Top 17" x 32".
Height 40".
WALNUT ONLY
Can be sold at \$135 complete

is a high quality line that satisfies the customer and makes money for the dealer. Showers Console Radio excels at both. The largest furniture factory in the world with 58 years of progress behind it insures stability, quality and fair dealing. Our exclusive franchise, one dealer to a city, gives you full protection. The retail prices quoted are suggested only—we set no list price. The consoles come to you with our ONE DIAL control, all metal shielded construction receiver, Foley system of amplification and Utah unit. More than enough room for all batteries and charger, yet artistically designed for compactness. Write or wire Chicago office today. See our exhibit at the Chicago Radio Show, Coliseum, October 11-17.



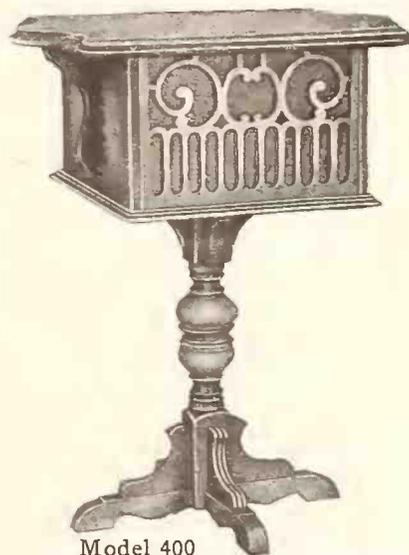
Model 406

COFFEE TABLE SPEAKER
Distinctive design speaker. Three finishes—walnut, jade green trimmed with Chinese red, or Chinese red with jade green trim. Utah unit, Foley system of amplification.



Model 404

MAGAZINE RACK
Built to usual convenient height of 30 inches. Useful and attractive. Utah unit, Foley system of amplification. Three standard finishes as above. Also, standard 25-foot cord. Can be sold at a very moderate price.



Model 400

PEDESTAL TABLE

Ideal table or base for smoking stand. Usual height of 28 inches. Utah unit, Foley system of amplification, standard finishes as above, and standard 25-foot cord.

SHOWERS BROTHERS—Radio Division

914 South Michigan Boulevard, Chicago

Factories at Bloomington, Ind., Burlington, Ia., and Bloomfield, Ind.

Radio World's Fair Draws Record Crowds—(Continued from page 84)

noted for its great simplicity. It can be operated either from house-current or with standard equipment. Due to the perfection of the single-dial control and the synchronization of its condensers both the general public and the amateur enthusiast found the exhibit inviting. The exhibit was under the direction of Herman Rose, head of the Shamrock Co.

Amplion Corp. of America

The full line of Amplion loud speaker products was attractively exhibited in the booth of the Amplion Corp. of America. The Patrician, Cone and Dragon types of speakers were featured, with the Junior de Luxe, Junior and Dragonfly rounding out the line. The Amplion phonograph attachment and concert type phonograph unit as well as the standard phonograph unit were also exhibited. Lloyd Spencer, general sales manager of the company, was in direct charge of the Amplion booth, assisted by members of the sales organization.

National Carbon Co.

An attractively decorated booth in blue and gold served as a background for the complete line of Eveready batteries displayed by the National Carbon Co., New York. Sidney J. Schutta, of the sales department, was in active charge of the Eveready booth, assisted by fifteen senior salesmen of the organization. A feature which aroused considerable interest among visiting dealers and the public was a demonstration panel, showing in detail the way to secure best results with Eveready batteries when used with various types of tubes. For instance, when power tubes are used, the panel suggested that Eveready Heavy Duty "B" batteries be hooked-up.

Perryman Electric Co.

The Perryman line of tubes, which is said by officials of the company to fill every radio purpose, were exhibited in the booth of the Perryman Electric Co., New York, finished attractively in purple and gold. H. B. Foster, general manager of the organization, was in active charge of the exhibit, assisted by members of the sales staff. The written guarantee of George H. Perryman, inventor of the tubes which bear his name, was featured, as well as the patented Perryman Bridge, a distinctive feature of the line, which includes fourteen different types of tubes.

Kellogg Switchboard & Supply Co.

The Kellogg Switchboard & Supply Co., Chicago, Ill., displayed its line of Kellogg receivers, featuring models 507 and 508. The first named is a six-tube table model, non-oscillating set totally shielded. It is tuned with a single selector tuning knob. Model 508 is a console model equipped with a long air column horn of new design that cannot vibrate. The exhibit was under the direction of the Boley-Oliver Co., Inc., New York representative, and among those in attendance were D. H. Boley, Fred Oliver, L. M. Lehr, H. W. Rustin and M. Cappell.

Chas. Freshman Co.

The Freshman Masterpiece of Masterpieces, model 6-F II, was the feature of the Chas. Freshman Co.'s exhibit. The entire Masterpiece line of receiving sets was on display in addition to speakers, "A", "B" and "C" power supply units, power amplifiers and "B" eliminators, which have been added to the Freshman products this season. Executives of the sales and advertising departments were in charge of the Freshman exhibit, including L. L. Adelman, J. M. Schwartz, Sidney Finkelstein, Louis G. Messing, Irving Shaffer and Martin Zatulove. Chas. Freshman, president, and Myron Goldsoll, vice-president and general manager, were visitors during the week.

Day-Fan Electric Co.

The full line of Day-Fan receiving sets were shown in a special exhibit. The booth was in charge of Charles T. Lawson, vice-president of the company, assisted by A. Jackson, of the New York office; L. E. Paul, of the Boston office, and D. I. Drucker, of the Richmond, Va., office. O. E. Marvel, the radio engineer of the company, was frequently in attendance, as was W. E. Baker, the work superintendent.

Sleeper Radio & Mfg. Co.

Gordon C. Sleeper, president of the Sleeper Radio & Mfg. Co., Long Island City, greeted his many friends at the company's attractively decorated booth. The Sleeper Serenader and the Sleeper Scout were on display. Members of the sales staff of Silas E. Pearsall Co., New York distributor, assisted Mr. Sleeper at the booth.

L. S. Brach Mfg. Co.

The L. S. Brach Mfg. Co., Newark, N. J., whose products such as lightning arresters, aerial outfits and shock-proof plugs are familiar to the entire country, had on display the new Brach "Controlit." This is a popular-priced attachment which with great ease modernizes old sets into a light power-operated set, without added alterations or wiring and eliminating switches of trickle chargers and "B" battery substitutes, etc. The booth was in charge of Godfrey Gort, sales manager of the company; L. S. Brach himself was a frequent visitor and the various members of the Brach sales staff assisted, including Frank Faeth, F. W. Kuhele, W. H. DeChand and F. J. Neidig.

Sparks-Withington Co.

The Sparks-Withington Co., Jackson, Mich., displayed the line of Sparton radio receivers—the Sparton console, the Sparton consolette, and two table models. The feature of the display was the Sparton model 110 A C electrically operated receiver, which was shown for the first time at the exposition. This model, which eliminates batteries and is operated by plugging-in on the light socket, was shown in a console cabinet and as a table model. Capt. William Sparks, president and general manager; Harry Sparks, sales manager; V. A. Searles, advertising manager; Ray Dade and Theodore Scofield, experimental engineers, were in attendance at the booth.

Gould Storage Battery Co.

The Gould Unipower was exhibited by the Gould Storage

Battery Co., New York City. This widely known complete "A" power unit, which may be plugged into the house wiring circuit, commanded much attention. It is described as a miniature power plant supplying "A" and controlling "B" power, operated entirely by the radio set switch. Unipowers for every type of radio set were displayed. The following models were shown, the Unipower AC-6, which supplies "A" power for any set from three to five tubes; the Unipower type AC-6HA, supplying "A" current for any set of from three to ten tubes, and especially adapted to heavily worked or power tube sets. There was also shown the Unipower Type AC-4, especially designed for the Radiola. The foregoing models are produced for both 60 cycle alternating current and 25 cycle alternating current. The Gould Storage Battery Co. is also the manufacturer of a line of storage batteries which were shown. The Unipower exhibit was manned by the sales staff of the home office of the company. During the course of the week there were present at the Gould booth, K. M. Smith, vice-president in charge of operations and sales; W. P. Gardner, in charge of publicity; Major R. A. Klock, engineer; J. A. O'Neill, J. Wilkens and others.

Garod Corp.

One of the most interesting exhibits of the show was that of the Garod Corp., of Belleville, N. J. The new Garod model, operated from light-socket without the use of any batteries, aroused unusual consumer interest. The simplicity of this new model together with its ability to render volume and tone made an impression. The booth was in charge of Harry E. Sherwin, sales manager of the company, who was assisted by Fred C. Shann, Harold B. Simmons, William H. Wray and others.

F.A.D. Andrea, Inc.

An exhibition of Fada radio, manufacture by F. D. A. Andrea, Inc., New York, was held at the Hotel Astor, during Radio World's Fair week, September 13-18. The complete range of Fada Neutrodyne receivers, utilizing three to eight tubes, and the new Fada cone type speaker, were on display and received interested attention from visiting dealers and the public. C. M. Sherwood, New York sales manager, was in charge of the exhibit, assisted by members of the Fada sales force. L. C. Lincoln, advertising manager, and Louis J. Chatten, sales manager, cooperated with Mr. Sherwood in making the Fada exhibition a distinct success.

Eagle Radio Co.

All the new Eagle neutrodyne radio receivers were shown in an attractive booth on the balcony. Many Eagle distributors who were visiting New York made the Eagle exhibit their headquarters. The booth was in charge of Albert B. Ayers, vice-president and general sales manager of the company; W. L. King, F. S. Martin and T. E. Carter.

Indiana Mfg. & Elec. Co.

The Indiana Mfg. & Elec. Co., Marion, Ind., displayed the full line of Case "60" and Case "61" radio receivers, consisting of nine models of receivers, all six-tube sets with two-dial control in a variety of models. The feature of the display was the Model 61E receiver in highboy console cabinet. Frank E. Brechtel, sales manager; George L. Holmes, Eastern representative, and William Curtis of the sales staff were in attendance.

Perlesz Radio Corp.

The Perlesz Radio Corp., Chicago, Ill., displayed its full line of all-metal, one-dial control Perlesz receivers. The Perlesz line consists of seven, eight and nine-tube receivers in three styles: plain walnut or glass cabinets, table deluxe cabinets and full console cabinets. The Perlesz concert "8" was the feature of the display. A. M. Landaker, sales manager; W. S. Scharp and G. W. Hoehn, vice-president and secretary, respectively, of Stoner & Heath, Eastern representatives, were in attendance at this attractive booth.

Western Electrical Instrument Corp.

The various voltmeters and other electrical instruments manufactured by this nationally known concern were shown. Particular interest was aroused in the new Weston "Pin-Jack" voltmeter with high range stand. It had an appeal to both the average home-owner and to the amateur radio enthusiast. The booth was in charge of C. B. Denton, of the publicity department, and L. C. Nichols, of the New York office.

Sterling Mfg. Co.

The Sterling Mfg. Co., Cleveland, O., had an interesting display of its products, pocket and panel meters including ammeters, voltmeters, charge indicators, milliammeters, the Sterling battery chargers, trickle chargers, transformers, tube testers, tube reactivators, battery eliminators, "B" power supply units and other parts and accessories. W. W. Dowdell, sales manager, and W. M. Scott, general manager, were in charge of the display, assisted by members of the sales and engineering staffs.

Pathe Phonograph & Radio Corp.

Pathe cone loud speakers provided an interesting and attractive display made by the Pathe Phonograph & Radio Corp., Brooklyn, N. Y. The Pathe cone speaker was attractively featured in a frame display with a royal purple velvet background upon which various colored lights were played.

Two models were shown, the Grecian and Cathedral models. The Pathe Co. has an established reputation in the field of sound reproduction and in addition to the technical merits of the cones which are licensed under Lektophone patents, the attractive designs and finishes made an impressive showing. Both models were shown in polychrome and gold finishes. There was also included in the Pathe display a Pathe set equipped with McCullough A-C power tubes, which draws its power from the electric light socket.

James Watters, in charge of the radio department of the Pathe organization, directed the exhibit. Officials of the executive and sales staff of the Pathe Co. were present at various times, including Eugene A. Widmann, president; William A. Dittmer, W. G. Russell, H. N. McMenimen, J. M. Collins, B. Williams and Thomas J. Murphy, New England representative, and other members of the firm's sales organization.

Miller Rubber Co.

The Miller Rubber Co. of N. Y., Akron, O., displayed its full line of radio horns including the new model upright and cabinet type. The Miller horns are made in a variety of shapes and styles and are manufactured of an inert rubber composition which has sufficient deadness to eliminate vibration and horn distortion. This company deals with manufacturers only. In attendance at the display were D. J. Arnold, New York representative; D. W. Reddin and J. F. Johnston, of the mechanical sales staff.

Beacon Radio Mfg. Co.

E. J. Totten, sales manager of the Beacon Radio Mfg. Co., was in active charge of the display of Trinity receivers at the Beacon booth. The exhibit included the Trinity 6 table model and the Trinity Bio-Phonic 6 console, as well as the Trinity 5 cabinet. A feature of Trinity receivers is the absence of soldered connections, and they may be used with either indoor or outdoor aerial.

Gold Seal Electrical Co.

The entire line of Gold Seal tubes was tastefully exhibited in the booth operated by the Gold Seal Electrical Co., New York. This included the new GSX-Hy-Mu and GSX-200 A. W. J. Bowles, sales and engineering executive of the Gold Seal organization, was in charge of the display, assisted by members of the sales staff. W. E. Duff, president, was also in attendance.

Howard B. Jones

Howard B. Jones, Chicago, Ill., displayed the various models and sizes of the Jones Multi-plug and the Jones Cabelug which eliminates binding posts. H. B. Jones, president, and J. W. Reagan, sales manager, were in attendance at the exhibit.

Borkman Radio Corp.

The Borkman Radio Corp., Salt Lake City, Utah, had a complete display of the Velvet radio speakers manufactured by the company. These included horn type speakers, the Chinese cone-flex, a combination of cone and horn, the "Lantern" speaker and the "Jewel Case." Frank E. Chase, vice-president of the Zinke Co., sales representative of the company, and Owen Webb, Eastern representative of the Zinke Co., assisted by members of the sales staff were at the booth.

Argus Power Radio Co.

The new models of the Argus electric radio receiving sets were exhibited in the display of the Argus Power Radio Co., New York City, manufacturer. The Argus set is operated from the house current and the large attendance at the booth indicated the great interest on the part of the public in this type of operation. Among the features distinguishing the new Argus line are the tonal properties to be found in the re-entering tone chamber with its 66-inch trombone horn and the artistic designs of the new models, this, in addition to many distinguishing mechanical features of set construction. Three models were shown, a table, a console and a period model and they attracted considerable attention.

The exhibit was under the direction of Ira Greene, treasurer and sales manager of the company, and associated with Mr. Greene was Dr. Marcel Wallace, inventor of the Argus radio and head of the Argus laboratories; A. H. Mayers, in charge of publicity, and others.

Jewell Electric Instrument Co.

The Jewell Electric Instrument Co., Chicago, Ill., had a complete display of its various models of voltmeters and tube checkers. A complete service set for dealers was the feature of this exhibit. John Forshay, New York representative, was in charge of the display.

Pacent Radio Corp.

The Pacent cone speaker and Pacent Powerformer were featured at the booth of the Pacent Radio Corp., New York. The complete line of Pacent radio parts and manufacturing accessories were also exhibited. B. H. Noden, general manager of the organization, was in personal charge of the exhibit, with members of the sales staff assisting him.

Forest Electric Co.

The Forest Electric Co., Newark, N. J., had a complete showing of its "Unitron" power devices. These products include "B" eliminators, trickle chargers, battery chargers, Unitron control, which enables the set owner to draw current for both the "A" charger and "B" eliminator, and other products. The booth was in charge of L. F. Woolman, sales manager of the company, and several members of the sales staff.

American Electric Co.

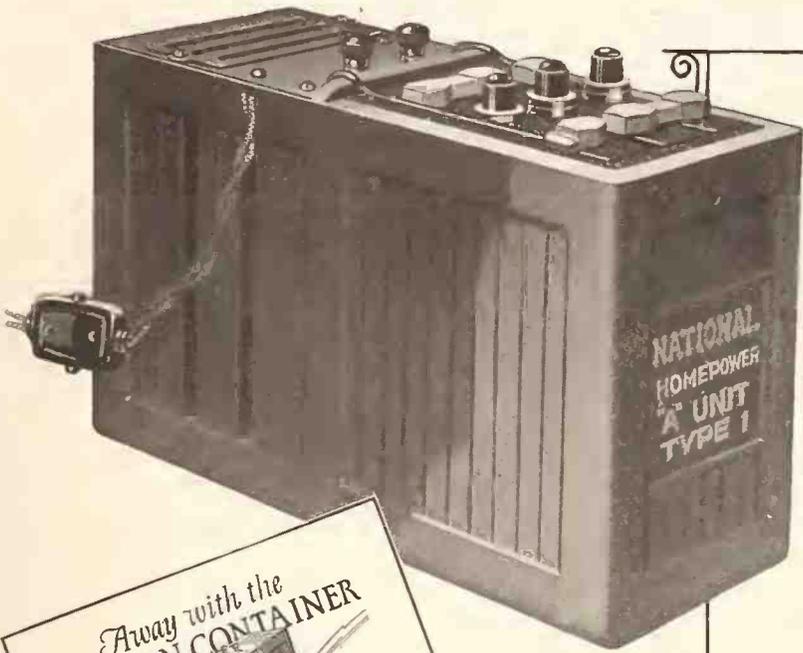
The American Electric Co., Chicago, Ill., displayed the full line of Burns horn-type reproducers, the Burns phonograph unit, "B" battery eliminator, the new Burns power speaker, an automatic relay and the Burns line of condensers. J. J. Speed, New York representative, was in charge of the display, assisted by W. Van Ben Schoten, radio engineer of the company.

Apco Manufacturing Co.

The Apco Manufacturing Co., Providence, R. I., presented upon the occasion of the New York show its first complete radio set, which has been named the Apco-radio. This new set is described as being probably the first completely equipped radio set placed on the market. As it is an electric set operating from the house current

(Continued on page 88)

NO TIN-CAN *to* CORRODE *on this New National Homepower*



A **N**OTHER victory for "National" Engineers! A combination "A" Battery and Charger fitted with a one-piece composition container which is positively impervious to the acids and gasses accumulating during the charging process. No tin cans to be eaten away as in the ordinary charger outfit. Radio users need never again grease the box which holds their charger outfit. It has cost us over \$5,000 to perfect this new non-corrosive and practically non-breakable case; but it is just what the radio world has been waiting for.

Operates via House Current Unfailing "A" Power

Destructive gassing is reduced to a minimum in the National Homepower. Proper control of the charging rate prevents excessive bubbling and the effusion of acid fumes through the radio set. Cabinet and set thus remain unimpaired.

The National Homepower operates from ordinary house current and assures full-powered "A" service every day of the year. Remarkable volume, distance, clarity. And what an economy! The National Homepower saves its first cost within a year. No more recharging expense; no more dry cell renewals!



a strong newspaper series



full page space now running in LIBERTY

9,000,000 Radio Users *are reading about the* **NATIONAL HOMEPOWER**

FOR months to come, leading National Magazines and local newspapers will carry the National Homepower advertising story into the homes of millions of radio users—the type which appreciates every radio improvement. You know what the reaction will be. Sales and more sales for every dealer who stocks National Homepower Units and allies himself with this strong campaign.

National Homepower Units are built in three types, making your sales field still more unlimited. The margin of profit on these Units is liberal even though they retail at a remarkably low cost. Write us today before demand finds you unprepared! Let us outline our dealer policies, advertising co-operation, etc., in detail! Be the first in your territory to offer something better than the "tin-can" charger outfit!

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

Radio World's Fair Draws Record Crowds—(Continued from page 86)

no batteries have to be bought, and as the Apco Mfg. Co. also manufactures tubes, the new set is even tube-equipped. It is a seven-tube, two-dial set with "A", "B" and "C" power supply and employs the Apco full automatic "A" battery converter and Apco "B" and "C" eliminators. Two models were shown, both in attractive floor cabinets.

Other Apco products displayed were the Apco full automatic "A" battery converter, Apco Raytheon Rectodyne "B" battery eliminator, "B" battery eliminator (open model), "A" battery charger, Apco Twin-tube double filament, Wet "B" battery charger, "A" battery trickle charger and Rectodyne "B" battery eliminator.

H. R. Fuller, sales manager of the company, was in charge of the exhibit, assisted by various members of the sales organization. Arthur Rocke, manager of the New York office of the Apco Co., was also present, and Thomas F. Wilson, president of the company, was frequently to be found at the exhibit.

Spartan Electric Corp.

The "howl arrester," a rubber jacket designed to fit over each tube in a radio receiver, was one of the featured products on display at the booth of the Spartan Electric Corp., New York. This accessory is claimed to eliminate all vibration. The Spartan line of speakers, including a horn, disc and junior disc, equipped with the Spartan semi-balanced armature unit, was attractively exhibited. These are available in brown, black or gold. M. Depres, general manager, was in active charge of the Spartan booth and was assisted by members of the sales and engineering staff.

W. K. Electric Co.

The W. K. Electric Co., Kenosha, Wis., displayed its full line of Oriole radio receivers, including the Oriole model 7-D table model, model 7-D console, model 7-F console, with space for batteries and chargers. All models are five-tube sets, and all employ the Oriole Trinum circuit. Owen Webb, Eastern representative of the Zinke Co., and Frank E. Chase, vice-president of the Zinke Co., were at the booth.

C. E. Manufacturing Co.

The exhibit of the C. E. Mfg. Co., Providence, R. I., consisted of tubes for practically every purpose in radio. This concern is one of the largest devoted entirely to production of radio tubes, and the entire line made a comprehensive tube display. Models A, B, C, D, E and F were shown, as well as the two new models, G and H, which were introduced during the year. Of particular interest was the new Ceco output tube type J-71 and the Mogul base, both of which are the newest products of the Ceco factory. The Mogul base is made for power tubes and fits the ordinary type socket and has binding posts providing for the attachment of extra "B" or "C" batteries, without the necessity of rewiring the set.

H. H. Steink, general sales manager of the company, was in charge, assisted by various members of the sales staff. Credit for the attractive arrangement of the display is due Ed Fiske, who lately joined the Ceco ranks. Arthur Lynch, Inc., New York, distributor of the Ceco line, was in an adjoining booth, which added materially to Ceco representation.

Tower Mfg. Co.

The Meistersinger cone, which the Tower Mfg. Co., of Boston, Mass., will shortly place on the market, was the principal feature of the Tower exhibit. This cone, with its distinctive cone diaphragm, is placed within a solid mahogany frame made by the Seth Thomas Clock Co. The base was designed by one of Boston's leading sculptors. The cone with its frame is easily demountable from the base and may be hung upon the wall if desired. The huge model of the distinctive cone diaphragm used in all Tower cone speakers attracted considerable attention.

The Tower Mfg. Co., which has specialized entirely upon sound-reproducing instruments, also displayed one other cone model, known as the Tower Scientific; three models of horn-type loud speakers, the Spitfire, the Scientific and the Meistersinger, the well-known Tower Scientific head set, with its companion the Spitfire head set and the Tower Scientific phonograph attachment. The result of a recent contest for a name for the diaphragm used in the Tower loud speakers was conspicuously announced. A \$500 prize had been awarded for the naming of this diaphragm. Over 50,000 names had been sent in and the name Dyadic had been selected.

In charge of the exhibit was Gordon C. Bennett, sales manager of the Tower Mfg. Co., and his staff.

Apex Elec. Mfg. Co.

The Apex Elec. Mfg. Co., Chicago, Ill., displayed the full line of Apex single-dial receivers in table, console and combination models. Features of the new Apex line are the dual impedance coupling, the antenna compensator for finer tuning. The one-dial control is illuminated by a concealed light which serves to show when set is in operation. M. W. Mitchell, of the sales staff of the company, and P. F. Nichols, metropolitan representatives, were in charge of the display.

Resonata Corp. of America

The Resonata, a new type of loud speaker, was displayed for the first time by the Resonata Corp. of America, New York City, in conjunction with its sole sales agents, the Tectron Radio Sales Corp., also of New York City. The fact that the Resonata is an entirely different type of loud speaker from any other on the market endowed the exhibit with great interest value. It was pointed out by those in charge of the exhibit that while the appearance of the Resonata was different, the principle of sound reproduction was entirely distinctive, due to the resonance or reflecting sound chamber.

Although production was centered upon one model and,

therefore, only one model was shown, a pyramid of this model in various finishes furnished a particularly attractive background for the display.

Charles Rosenthal, sales manager of the company, was in charge, together with S. Gordon and N. Goldman.

Eagle Charger Corp.

Continuous radio power was featured by the Eagle Charger Corp., of Philadelphia, in its comprehensive display of chargers and rectifiers. The Eagle line has been enlarged and now covers practically every development in the charger field.

The display included the Eagle Trickler, which will charge the "A" battery while the set is in operation and will also charge wet or dry "B" batteries; the Eagle Master, which when connected to batteries forms a complete power unit; 16B and 5B Automatic Gang Chargers; 16B and 5B Semi-Automatic Gang Chargers; and the Eagle Junior and Eagle Senior tube type rectifiers.

I. A. Margolies, general manager of the company, was in charge, assisted by Herman Smith, C. R. Wurster, W. H. Lamar and Robert Erlichman.

Electrical Research Laboratories

The Electrical Research Laboratories, Chicago, Ill., had a complete display of its products, featuring the Erla "Big Ten" "B" battery eliminator with Raytheon tube, and also showed Erla triple life tubes. Fred Wellman, Eastern district sales manager; L. W. Glazebrook, factory representative; M. Palmer and C. J. Devine were in attendance at the display.

H. G. Saal Co.

The H. G. Saal Co., Chicago, Ill., displayed the full line of Saal speakers, including the Saal Pedestal speaker, the Saal Soft speaker, horn type, the Saal phonograph attachment and the new Saal Ec-centric cone speaker, the feature of the display. This speaker, which has a cone diameter of twenty inches, is a highly decorative instrument with scroll work medallion and border design in gold. Leslie Gordon, president, and C. J. Sharp, vice-president in charge of sales, were in attendance at the booth.

Conneway Electric Laboratories

The Conneway Electric Laboratories, Hoboken, N. J., manufacturers of the Magnatron radio tubes, had on display their entire line. The Magnatron products are produced in all types and have special features in power-tubes. The products are packed in patented cushioned containers, handsomely dressed, and shipped in convenient display cartons. The exhibit was under the direction of J. Hohenstein, head of the Conneway Electric Laboratories, and Leo Friedman, sales manager of the company.

Amplex Instrument Labs.

Four models of the Amplex Harmo-Sonic line of receiving sets were on display in the booth of the Amplex Instrument Labs., New York. A. G. Landres, president and general manager of the organization, was in active charge, assisted by members of the sales department.

Amrad Corp.

The Amrad Corp., Medford Hillside, Boston, Mass., exhibited the new models of Amrad sets, in conjunction with the exhibit of the Crosley Co. on the main floor. The following models were shown: S-52, a five-tube Amrad neutrodyne table model; model AC-5, Amrad lamp socket neutrodyne and power drive unit; also a table model, the Amrad cone-table, which may be obtained either in cabinet form or equipped with either of the aforementioned models of Amrad, and the Amrad console, equipped with either the battery-neutrodyne model or the lamp socket set. In both the Amrad cone-table and console there is included a built-in Crosley Musicone. The lamp socket neutrodyne requiring no AC or DC batteries was the feature of the exhibit and drew much interest.

Harold J. Powers, president of the company, was present, assisted by H. J. Tyzzer, S. T. Woodhull and others.

Pfanstiehl Radio Co.

The Pfanstiehl Radio Co., Chicago, Ill., had an attractive showing of its 1926-27 models of Pfanstiehl radio receivers. These included model 20 "single-tuned" six table set; model 202, a console single-tuned six with inbuilt speaker; model 201A, highboy console with overtone speaker on top; model 201, single-tuned six, without speaker, in attractive console cabinet; the overtone wall speaker, model 18, a single-dial dual-control table set, and models 181 and 182, single-dial dual-control console sets, the first without inbuilt speaker and the other with speaker. Carl Pfanstiehl was in charge of the display, assisted by Hugh Ernest, of John Wanamaker, Inc., Eastern distributor, and members of the Wanamaker sales staff.

Operadio Corp.

The Operadio Corp., Chicago, Ill., had an attractive display featuring the Model-7 portable Operadio receiver and the same model in a Tudor cabinet. The exhibit emphasized the point that the Operadio receiver was ideal for the home and also had the advantages of being able to be taken on trips and outings. Display boards showed pictures of famous people using the Operadio in a variety of places and under different conditions. A lifelike figure of a lady was shown at ease on a couch listening to a program from the Operadio, depicting the desirability of the receiver in the home. W. B. Ricketts, secretary and sales manager, and W. B. Nevin, Eastern representative, were in attendance.

Carter Radio Co.

The Carter Radio Co., Chicago, Ill., had a full display of Carter standard radio products, including "Hold-tite" jacks, jacks for neutrodyne and other circuits, cord tip jacks, resistance units, plugs, switches, loops, adapters, rheostats, volume controls and potentiometers. Among those in attendance at the display were A. J. Carter,

president; H. P. Evert, sales manager; A. C. Lopez and E. H. Lewis, of the New York office; C. S. Palmer, Philadelphia representative, and G. K. Thompson, Boston representative.

Trimm Radio Mfg. Co.

The Trimm Radio Mfg. Co., Chicago, Ill., exhibited its line of speakers, including the Trimm cone speaker; the Trimm concert horn speaker, of the gooseneck type; the Trimm Entertainer, popular-priced gooseneck speaker; the Trimm home speaker and Trimm headsets. John Forshay, the New York representative, was in charge.

Pressed Metal Mfg. Co.

The Pressed Metal Mfg. Co., Waukesha, Wis., exhibited the "Wave-X" condensing antenna, which has a mechanism that condenses the volume drawn in through twelve air-pins or looped detectors. The overall dimensions are five feet wide mounted on a three-foot mast. Wave-X comes in three styles. Owen Webb and Frank E. Cbase, of the Zinke Co., were in attendance at the booth.

Dry Storage Battery Co.

The exhibit of Tab "B" batteries made by the Dry Storage Battery Co., of Philadelphia, Pa., attracted considerable comment from the show visitors. The novelty and at the same time the utility of a dry "B" battery that could be recharged six or seven times made a strong appeal. The new display cut-outs of the company featuring the black Tabby trade-mark made a conspicuous display, together with the pyramided batteries.

The display consisted entirely of 45-volt "B" batteries. At the present time manufacturing facilities are specialized entirely on the 45-volt batteries in order to fill demands, although it is stated that other sizes will be added in the future.

Raymond B. Rosen, president of the company, was in charge, and other members of the staff of the Dry Storage Battery Co. included Herman A. Smith, Lee Klopman, W. F. Luckendill, who has lately joined the staff, and Dr. Henry Csanyi, inventor of the Tab battery.

A. H. Grebe & Co.

The Grebe Synchronbase was attractively exhibited in a central location on the main floor of the building by A. H. Grebe & Co., Inc., New York City. Small moving pictures showing the construction of the Grebe Synchronbase materially added to the attraction of the booth and large crowds were always present. In addition to the familiar model of the Synchronbase with and without battery base, an attractive line of Grebe consoles were shown, including the Renaissance, Princess, Lancaster, Puritan and Andalusia models. Alfred H. Grebe, president; Douglas F. Rigney, treasurer; B. H. Baker and George F. Rhodes, sales manager, were present, assisted by members of the Grebe sales staff.

Richard T. Davis, Inc.

Richard T. Davis, Inc., Chicago, Ill., had a complete display of its products, including the new Ortholian cabinet speakers, the Vogue cone horn speakers, the Vogue horn loop speakers and the Vogue cone loop speakers. The feature of the exhibit, however, was the Vogue Mastro-Ortholian receiving set, a compact, attractively decorated receiver operating from the light switch and capable of being carried and used in any part of the house with accurate volume control. In attendance at the booth were Richard T. Davis, president; Charles Williams, vice-president, and Marcus Hinson, of the technical staff.

Acme Apparatus Co.

The Acme Apparatus Co., of Cambridge, Mass., in its display featured lamp socket operation for the radio set, and in accordance with this theme exhibited three of its products, the Acme "A" supply, Acme "B" supply, in three different types, and Acme "C" supply. It also showed "B" Eliminator kits and "A" and "B" supply parts. The Acme Apparatus Co. is also established in the loud speaker field and displayed the new K-1 Acme double free-edge cone, the cabinet type Acme double free-edge cone and new K-3 Acme single free-edge cone. C. F. Cairns, president of the Acme Apparatus Co., was present, assisted by members of the sales organization.

Walbert Mfg. Co.

The Walbert Mfg. Co., Chicago, Ill., had a display of the various models of the Walbert Isofaral receivers. Ten models were shown in various cabinet styles. E. N. Hurley, Jr., president; W. H. Huth, general manager; J. M. Dorbout, sales manager, and B. B. Minium, chief engineer, were in attendance at the display.

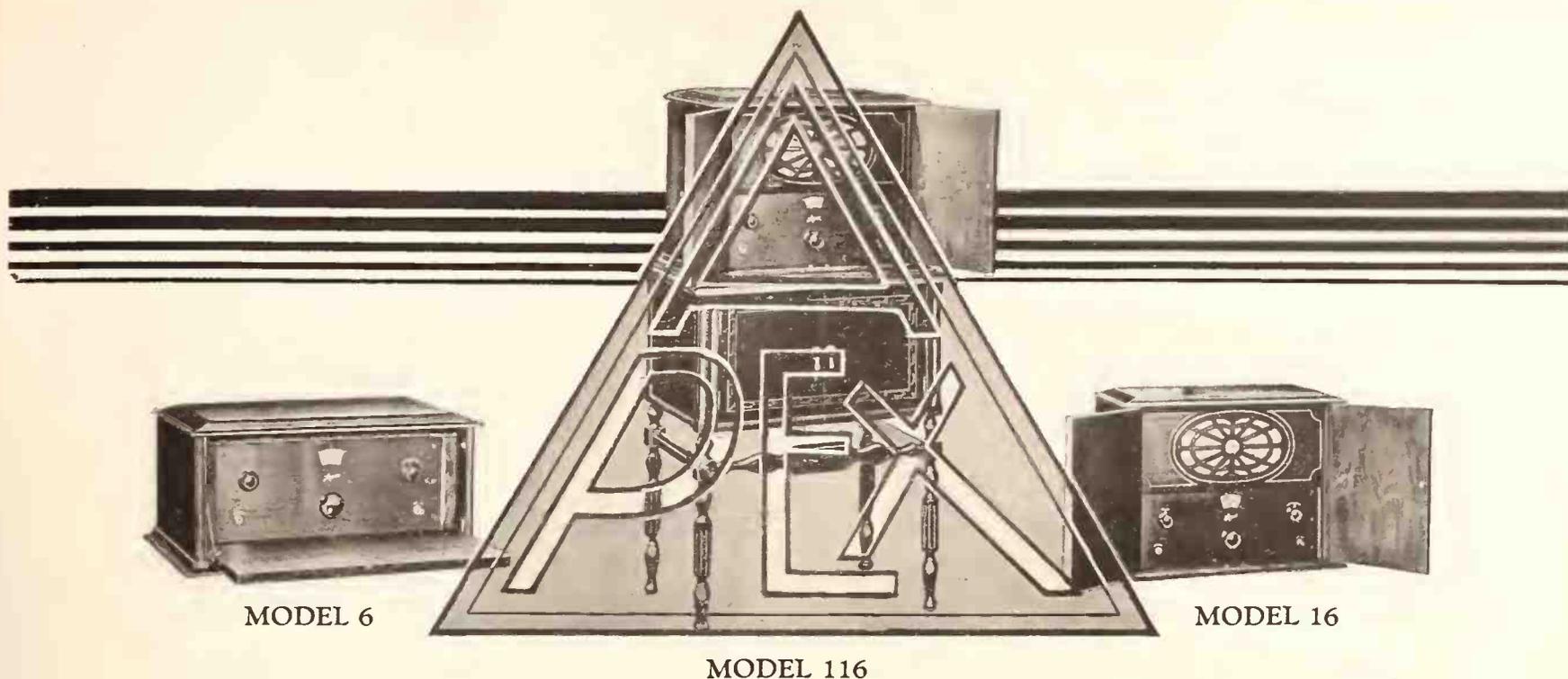
Dictograph Products Co.

The Dictogrand Tabouret, Dictogrand de Luxe and Dictogrand Standard, loud speaker products, were on display in the booth of the Dictograph Products Corp., New York. A piano unit designed for attachment to the sound board of a piano, thus making a loud speaker of the piano, and a loud-speaking attachment for phonographs were also exhibited. J. F. Stengel, assistant general manager and manager of the radio department, was in active charge of the Dictograph booth.

All-American Radio Corp.

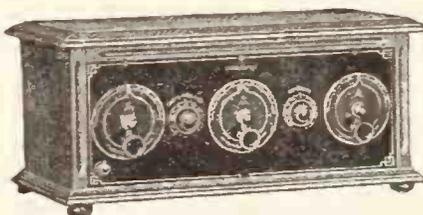
The All-American Radio Corp., Chicago, Ill., had an attractive display of its products, including three models of the Rauland seven-tube radio receiver, two models of the Rauland six-tube receiver and four models of the All-American five-tube receiver. These sets were presented in a variety of styles, table, console and high-boy models. The All-American reproducer, a cone speaker in an attractive frame, was a feature of the display. Other products shown included the All-American constant "B" battery eliminator, the All-American "Filtrola" station eliminator, All-American toroid coils, straight-line-frequency condensers, the Rauland-Lyric trio line of trans-

(Continued on page 90)



Apex today has attained both artistic and mechanical pre-eminence in the creation of the New Model "Six" — a perfected unit that offers command of the air at the turn of a single dial. Every progressive dealer in America should welcome this opportunity to present to the radio public, a set which attracts on sight and sells on performance.

There are tremendous profits to be received. Because quality products are always certain of quantity sales. May we give you the details? A letter or a card will do.



APEX SUPER FIVE

A nationally recognized set of extraordinary proven performance. A profit-maker, for past seasons, acknowledged by APEX dealers to be one of the most appealing units ever offered.

Apex Electric Manufacturing Company
1410 West 59th Street • Chicago

Radio World's Fair Draws Record Crowds—(Continued from page 88)

formers and the All-American audio transformers. D. MacGregor, vice-president, and E. K. Marshall, sales engineer, were in attendance at the exhibit.

National Co.

The National Co., Cambridge, Mass., exhibited National radio products, including National Equimeter condensers, Equicycle condensers, Transmitting condensers, Velvet vernier dials, audio choke coil, tuning units, and the National B-D transformer and coil. A large model of the Velvet vernier dial provided an attractive background and there was also exhibited a set of the Browning Drake circuit in which the National Impedaformer was used. W. A. Ready, president of the company, and staff were present.

E. T. Cunningham, Inc.,

E. T. Cunningham, Inc., New York, manufacturer of Cunningham tubes, had an attractive display of its products and distributed literature describing Cunningham tubes to the thousands of visitors. The feature of the display was a miniature ballroom with figures of dancing couples in continuous motion. A concealed talking machine with loud speaker attachment provided the music for the dancers. H. H. Frost, general sales manager; Frank Burns, New York district sales manager, and members of the metropolitan sales staff were in attendance at the display.

Burgess Battery Co.

The Burgess Battery Co., Chicago, Ill., displayed the full line of radio batteries manufactured by the company. M. M. Keith, vice-president of the company; Duncan Keith, sales manager, and W. B. Schulte, secretary, were in attendance at the display.

French Battery Co.

The French Battery Co., Madison, Wis., had an attractive display of Ray-O-Vac batteries. W. H. Calhoun, Eastern district sales manager, and members of the sales staff, including R. J. Cashman, J. Swartout, E. S. Temple, G. Scheele, Roy Nibb, S. Rogers, L. R. Shadwarad, A. Balston and J. P. Hardman were in attendance at the display.

Cornell Electric Mfg. Co.

Two types of "B" battery eliminators were on display at the booth of the Cornell Electric Mfg. Co., Long Island City. O. Blake and W. C. Erb were the executives in charge of the display. It is claimed that the Cornell voltage supply units have been tested and approved by the Raytheon Labs. and are fully guaranteed.

Sturgis-Multiple Battery Corp.

The Norman B. Sturgis line of radio batteries, in both rubber and wood cases, was exhibited at the booth of the Sturgis-Multiple Battery Corp., Jamaica, N. Y. It is claimed that the Sturgis battery models cover every radio need in both dry and wet batteries. J. H. E. Thomsen, general manager of the organization, was in charge of the display, with members of the sales force.

Howard Radio Co.

The Howard Radio Co., Chicago, Ill., had an attractive display of the Howard neutrodyne radio receivers, featuring the Howard big six, equipped to use a power tube in the last stage if desired. Other models shown included the Howard model 7, loop operated; and the Howard super-power console receiver with built-in reproducer and controlled concealed loop. M. E. Seegmiller, sales manager, was in charge of the exhibit, assisted by members of the sales staff of the Victory Electrical Supply Co., metropolitan distributor.

Webster Co.

The Webster Co., Chicago, Ill., displayed its full line of power units, including the Little Giant B-C power unit, the popular "B" power unit, the Webster "Super B", model WB-5, with the new "Duo-C Choke" and Raytheon Type "B" rectifier, and the "special DC" power unit WB-D. Henry Schafer, general sales manager, and Samuel Bialek, Eastern district sales manager, were in attendance at the booth.

Schickerling Products Corp.

The Schickerling Products Corp., Newark, N. J., exhibited the complete line of Schickerling certified radio tubes. Conrad Schickerling, president of the company, was in attendance, assisted by members of the sales and engineering staffs. A contest with \$1,000 in prizes is now being conducted to secure the best slogan for Schickerling tubes.

Westinghouse Elec. & Mfg. Co.

The Westinghouse Electric & Mfg. Co., East Pittsburgh, Pa., was located in the balcony, where it made an interesting display of Rectigon chargers for both home and commercial use. There was also displayed a line of Westinghouse meters. The Westinghouse exhibit also included micarta for radio panels.

P. H. Grunnagle was in charge and there were also present at the display H. J. Henritze, R. T. Pierce, H. Griffith and W. G. Griswold, of the Buffalo office.

Regent Radio Corp.

The Regent Radio Corp., New York City, which has specialized upon one model at a popular price, was prominently located near the crystal broadcasting booth. This model, a five-tube radio frequency receiver, was attractively displayed, with a background of changing colored lights. The construction and low price of this model attracted considerable attention. Phil Lewenberg, president of the company, was present, assisted by Harry Elkins and Martin Cohn.

Marko Storage Battery Co., Inc.

The Marko Storage Battery Co., Inc., Brooklyn, N. Y., exhibited its line of Marko storage "A" batteries. This year's model is provided with a metal tray of sufficient size to hold any of the standard trickle chargers to be used in conjunction with the Marko battery. This pro-

vides a complete unit. J. Brady, sales manager, was in charge of the exhibit.

Alden Mfg. Co.

The Tru-Phonic was a feature of the exhibit of the Alden Mfg. Co., of Springfield, Mass. This amplifying unit is produced as an adjunct to the radio set and may be attached in a few minutes to any set, and is designed to add materially to the amplification. There were also shown Na-Ald localized control tuning units, the Tru-Phonic coupler, Tru-Phonic output unit and Na-Ald connectoralids, adapters and sockets. M. Alden, president of the company, was in charge, assisted by various members of the Alden staff, from Springfield.

Bakelite Corp.

An interesting exhibit, showing the wide range of products to which Bakelite may be adapted, was conducted by the Bakelite Corp., New York. Gordon Brown was the executive in charge of the display, assisted by E. B. Doyle and B. M. Buchanan, of the sales department, and F. S. Taylor, an executive of the physical laboratory of the company at Bloomfield, N. J.

Stettner Phonograph Corp.

An attractive line of radio cabinets, manufactured by the Stettner Phonograph Corp., New York, under the trade name, Stenola, was on display in the company's booth under the direction of H. Reinhardt, sales manager. Five models in walnut and mahogany comprised the Stenola line.

Amsco Products, Inc.

The complete line of Amsco radio parts manufactured by the Amsco Products Co., New York, and a "B" and "C" battery eliminator with relay switch were on display in the company's booth. H. R. Fletcher, director of sales, and Zeh Bouck, publicity manager, were in charge of the exhibit. B. H. Price, president of the organization, was also in attendance.

Raytheon Manufacturing Co.

The exhibit of the Raytheon Manufacturing Co., Cambridge, Mass., provided an interesting display in one location of a group of prominent "B" battery eliminators using the Raytheon tubes. Each legitimate user of the Raytheon tube has had the seal of approval of the Raytheon laboratories upon the eliminator. These various eliminators were pyramided into an attractive background.

P. H. Fuller Co.

Full-a-tone loud speakers, "built like a violin," were shown by the P. H. Fuller Co., of Emporium, Pa. The violin construction of the sound chamber of these speakers attracted much attention. They were shown in both cabinet model and in console cabinets. Robert G. W. Ackerman, New York representative, was in charge.

Pequot Manufacturing Co.

The Pequot Manufacturing Co., Glendale, L. I., manufacturer of shipping containers, had an interesting display composed of the various containers which this company supplies to many of the prominent radio manufacturers. F. S. Oppenheim was in charge.

Martin Copeland Co.

The Martin Copeland Co., Providence, R. I., exhibited an attractive line of Marco vernier dials and illuminated controls under the direction of W. S. Block, Jr., sales manager, and his staff.

Hartford Battery Mfg. Co.

The Hartford Battery Mfg. Co. of Milldale, Conn., featured in its display the new Line-A-Power, a combination trickle charger and "A" battery, as well as the familiar line of Hartford storage "A" and "B" batteries. J. Perlman and other members of the staff were present.

Browning-Drake Corp.

The Browning-Drake Corp., of Brighton, Mass., exhibited the Browning-Drake receiver, as well as demonstrated the Browning-Drake circuit. L. D. Yont, head of the organization, was in charge of the display, assisted by Arthur G. Wadsworth and G. H. Browning.

Conner Crouse Corp.

The Conner Crouse Corp., New York City, displayed for the first time at the New York Show the Filtrex "B" power supply. Model 500 was shown, together with a kit for those desiring to build their own unit.

Lektrodio Corp.

The Lektrodio Corp., Lynn, Mass., displayed six numbers in the Elektron line of vacuum tubes which it manufactures. Elektron models 200-A, 201-A, 112, 199, 120 and Hi-Mu were shown. E. J. Fair, head of the organization, was in charge of the exhibit.

J. Andrew White

J. Andrew White, New York, who has a widespread reputation as premier broadcaster of sporting events and is a well-known figure in the radio industry, exhibited the Andrew White "B" super-power radio unit, and also a line of radio cabinets made by the Cheltenham Cabinet Makers, Inc., in which he is interested and which were created in accordance with his ideas.

Polymet Mfg. Co.

The extensive line of radio parts and accessories, including the Poly Claro-Plug and Polymet phone-plugs, were exhibited at the booth of the Polymet Mfg. Co., New York. Nat C. Greene, sales manager, was the executive in charge of the Polymet exhibit.

Empire Electrical Products Co.

The Empire Electrical Products Co., New York, displayed nine types of tubes, including the new Hy-Mu and Power models, as well as two types of cone speakers and two types of horns. J. M. Marks, chief executive of the company, was in charge.

University Radio Mfg. Co.

The new Henry-Lyford receiver, manufactured by the University Radio Mfg. Co., New York, was on display in an attractive booth in charge of H. F. Heins, general

manager of the company. Mr. Heins was assisted by Mr. Lyford. The Henry-Lyford receiver is also sold in kit form, with a complete line of parts for the amateur builder.

Golden-Leutz Corp.

The Golden-Leutz line of seven-tube receivers, with a "B" supply unit, were on display at the booth of the Golden-Leutz Corp., Long Island City, in charge of Otto Leutz. Two models of trans-oceanic receivers, seven and nine-tube, were also shown.

Montrose-Hast Radio Labs.

Nate Hast, general manager of the Montrose-Hast Radio Labs., New York, was in charge of the exhibit of the Naturelle receiving set manufactured by the Montrose-Hast organization. The Naturelle is merchandised in chassis form only, the purchaser being free to select the particular type of cabinet or console desired.

Mayolian Radio Corp.

R. R. Mayo, president of the Mayolian Radio Corp., New York, actively directed operations at the company's booth, where the Mayolian "B" eliminator was on display. The Mayolian line, which is known as the "B without a buzz," comprises five types of eliminators and a tone builder.

English-Whitman Products Co.

The English-Whitman Products Co., New York City, in addition to its familiar line of Tun-a-loop indoor aerials, also displayed a new hornless and coneless speaker. S. C. Whitman was in charge of the exhibit.

Bremer Tully Mfg. Co.

The Bremer Tully Mfg. Co., Chicago, Ill., in its display featured the Counterphase-Eight and the Counterphase-Six radio receivers. The "Eight" has five tuned stages, is completely shielded and is mounted on a framework of cast aluminum. The "Six" is similar to the "Eight" but smaller, with four "tuned" stages. Both use power tubes in the last stage and both sizes are made in a variety of styles. The B. T. "B" power units were also shown. G. Anderson, sales manager, and K. L. Wilson, New York representative, were in attendance.

Wiz Mfg. Co.

The Wiz Mfg. Co., of Long Island City, N. Y., made its initial display at the Radio Show. There were shown in the display the Knight cabinet, Knight unit set, the Knight five-tube set and also an electric set for AC or DC current. M. Eisenberg, president of the company, and G. A. Newrath were present.

Watson Table & Furniture Co.

Radio tables in a wide variety of design, styles and sizes were displayed by the Watson Table & Furniture Co., of Watertown, Pa. This old-established furniture manufacturing house has specialized in the radio field upon the production of tables. Eighteen models of radio tables were shown and only one model of console cabinet. H. W. Rombach, president of the company, and staff were present.

National Lead Battery Co.

The National Lead Battery Co., St. Paul, Minn., had an interesting display of its products with three types of National Homepower radio "A" units being featured. This unit is a combination "A" battery and charger fitted with a one-piece composition container which is impervious to acids accumulating during the charging process.

Radio Master Corp.

The Radio Master Corp., Bay City, Mich., had an interesting and attractive exhibit of the line of cabinets manufactured by it, showing a great variety of styles and models. H. S. Hyde, general manager, was in charge of the booth, assisted by H. P. Emerson, Eastern district representative.

Slagle Radio Co.

The Slagle Radio Co., Fort Wayne, Ind., had an interesting exhibit of the six models of radio receivers manufactured by it, ranging from Model VII, a compact five-tube set, reasonably priced, to the console and highboy models housed in cabinets of fine furniture.

Liberty Electric Corp.

The New York office of the Liberty Electric Corp. had a display of its Full-wave battery chargers. This product, which has found a successful market for the past two years, attracted unusual attention at the show. The exhibit was in charge of Charles A. Craig, directing head of the company.

Blair Radio Laboratories

The new models of the Blair Laboratories, in which this firm continues to incorporate "resistance coupled amplification," were on display. The booth was in charge of S. A. Blair, head of the firm, and Russell Cole, sales manager.

DeForest Radio Co.

Besides some of its 1926-27 models of receiving sets, the DeForest booth was devoted chiefly to the interest of displaying radio tubes, particularly those appealing to amateurs. The booth was in charge of H. H. Lloyd, territory zone manager, and a number of other members of the sales staff were also present, including A. H. Turk, L. M. Purington, J. E. Bourkle, W. K. Griffin, A. E. Murphy and William Hay, Jr. Dr. Lee DeForest personally officiated at the showings of the DeForest seven-tube shielded and loop-operated set. C. A. Rice, sales manager of the firm, and E. A. Livingston were also on hand.

David Grimes, Inc.

The Grimes organization had two products at the show that served to attract attention. One was the new low-boy compact receiving set and the other product was the Gradeon device, which makes possible the "stepping up" of talking machine records to any volume desired by the operator. This product sells at a popular price and is simple in character. The Grimes organization has adopted the

(Continued on page 91)

Why The Cleveland Talking Machine Company

Will Concentrate Its Activities on

ATWATER KENT RADIO

We have made arrangements to wholesale Atwater Kent sets exclusively because

1. Concentration by the radio wholesaler and retailer is absolutely essential to success.
2. Atwater Kent Radio is easily sold and stays sold.
3. Atwater Kent Radio provides efficient and rapid turn-over.
4. Atwater Kent Radio is merchandised on a sound, clean cut basis that offers maximum profits for the progressive, wide-awake retailer.

The Cleveland Talking Machine Co.

HOWARD J. SHARTLE, President

1125 ROCKWELL AVENUE

CLEVELAND, OHIO

*Distributors of Atwater Kent Radios, Orthophonic Victrolas,
Electrolas and Radiola Combinations*

Northern Ohio Atwater Kent Retailers at Big Sales Meeting Held in Cleveland

Cleveland Talking Machine Co. and Cleveland Ignition Co. Sponsor One of the Most Successful Radio Dealer Meetings Ever Held in the Middle Western Territory

CLEVELAND, O., September 25.—Atwater Kent dealers throughout northern Ohio were the guests on September 22 of the two Atwater Kent distributors in this city, the Cleveland Ignition Co. and the Cleveland Talking Machine Co. This was one of the most success-

ful and best attended radio dealer gatherings that have ever been held. September 22 was selected as Atwater Kent-Pooley Day, at the Cleveland Radio Show, and the program prepared for the observance of this day brought Atwater Kent activities to the front page of

the leading newspapers and to the attention of the radio trade and radio fans throughout the country.

The dealers and their wives gathered at the Hotel Cleveland, where luncheon was served in the Georgian Room and a note of welcome was extended by R. H. Bechtol, president of the Cleveland Ignition Co. and one of the most popular Atwater Kent distributors in the country. Mr. Bechtol briefly outlined the program which had been prepared by the two Cleveland Atwater Kent distributors for the dealers and

(Continued on last page of insert)



Northern Ohio Atwater Kent Dealers Present at Convention Held in Cleveland, O.

ATWATER KENT RADIO

To ATWATER KENT DEALERS

THE ADVERTISEMENT on the opposite page is reproduced from the "Saturday Evening Post." The "Post" is one of FIFTY-ONE national magazines and farm publications carrying the story of Atwater Kent Radio to *your prospects* this fall.

When you handle this line you know that

- it works and keeps on working.*
- it is factory-tested 159 times.*
- it is backed by the most comprehensive advertising in the country.*
- legitimate service-calls are practically unknown.*
- owners are satisfied.*

Atwater Kent Radio is the Radio people want
—and it *stays sold*.

Note: Watch for other advertisements in this "Saturday Evening Post" Series. Make them count for YOU.

ATWATER KENT MANUFACTURING COMPANY

A. Atwater Kent, President

4725 WISSAHICKON AVENUE PHILADELPHIA, PA.

THE SATURDAY EVENING POST

ATWATER KENT RADIO

"IT WORKS!"
SAY THOSE WHO OWN IT

"IT STAYS SOLD!"
SAY THOSE WHO SELL IT

WHEN Atwater Kent Radio leaves our factory in Philadelphia we say to ourselves:

"When this Radio has been shipped across the country and finally installed in someone's home, it's going to work—and keep on working!"

Proof that it does is coming to us from every state in the Union, from Canada and even from across the sea.

The extra months of experiment and testing behind Atwater Kent Radio have not been wasted. The

extra hours of inspection (there are 159 inspections of every Atwater Kent set) have been worth while.

There are no short-cuts in making radio. It's a difficult job, calling for first-rate engineering brains, infinite patience, plenty of resources in money and men and time.

Yet it all counts after a set or speaker gets out there where it has to prove itself.

It counts in the satisfaction of the user. Our dealers tell us that legitimate service-calls for difficulties originating in Atwater Kent Radio Receiving Sets and Speakers are practically unknown. Of course someone's battery runs down occasionally or an aerial gets crossed. People are so used to constant performance from Atwater Kent Radio

that they forget to look for obvious things—like a stalled motorist who starts to call a mechanic and then discovers that his gas tank is empty.

It counts in keeping our dealers from having their legitimate profits melt away in service on needless repairs. Many a merchant who thought he made a lot of money last year by selling a job-lot of sets has found that he actually lost money in service afterwards.

Radio has passed through its fantastic days. People are buying Radio by the reputation of the maker. They know they are buying entertainment, performance, satisfaction.

On this basis and this basis alone we have sold twice as many sets in the past year as we did the year before—and they have stayed sold.

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 |
| WJAR . . . Providence | WFI . . . Philadelphia |
| WEEI . . . Boston | WCAE . . . Pittsburgh |
| WRC . . . Washington | WGR . . . Buffalo |
| WSAI . . . Cincinnati | WOC . . . Davenport |
| WTAG . . . Worcester | WSD . . . 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
4703 WISSAHICKON AVENUE, PHILADELPHIA, PA.

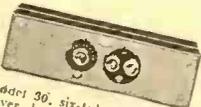
Of course you'll want a speaker as good as your set. With an Atwater Kent Radio Speaker you are sure of natural tone and all the volume you wish. Model E shown at right with its dark brown crystalline finish.



A good set deserves a good speaker—that means nothing less than an Atwater Kent Radio Speaker. It is the standard of good tone everywhere. Model H shown at left in dark brown crystalline finish, \$21.00. Model G, same design in amber buff and sage green \$23.00.



Model 34, 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.

Atwater Kent Dealers in Northern Ohio

who are now making plans for the banner season of radio history will find in the personnel of the

Cleveland Ignition Co.

a competent, thoroughly experienced sales and merchandising staff admirably equipped to offer the retailer practical suggestions in the development of Atwater Kent activities.

The enthusiasm of Atwater Kent dealers in Northern Ohio as to the sales possibilities for this renowned product the coming season is a gratifying tribute to the supremacy of the finest radio set in the world.

As a distributor of Atwater Kent sets exclusively for the past five years we have endeavored to work in close co-operation with our dealers, assisting them in their sales activities and helping them derive substantial profits from a product that gives every opportunity for a permanent success.

Cleveland Ignition Co.

R. H. BECHTOL, *President*

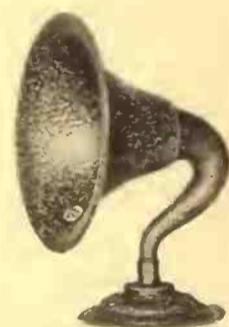
2163 Chester Ave., N. E.

Cleveland, O.

*Wholesaler of Atwater Kent Sets and Speakers
Radio Accessories - Automotive Accessories*



Model 35, six-tube receiver, shielded cabinet, less tubes and batteries, but with battery cable attached, \$70.00



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

Atwater Kent Dealers Meet in Cleveland, O.

(Continued from first page of insert)

introduced John D. Marshall, Mayor of Cleveland. Mayor Marshall, in behalf of the city, extended a hearty welcome to the visiting dealers and paid a well-deserved tribute to the world-wide fame of Atwater Kent products.

At 1:30 in the afternoon the dealers assembled in the ballroom of the hotel, where H. J. Shartle, president of the Cleveland Talking Machine Co., Atwater Kent distributor, also a distributor of Victor products, outlined briefly the practical scope of the program and indicated the careful attention which had been given to every detail of the day's activities. Mr. Shartle in his address emphasized the exceptional sales possibilities for Atwater Kent products, pointing out just why his organization had decided to concentrate on the distribution of Atwater Kent products exclusively. During the course of his excellent merchandising talk Mr. Shartle referred to the premier position occupied by Atwater Kent sets in the radio industry and discussed briefly the various factors which had contributed to Atwater Kent's success.

The first speaker on the program was Vernon Collamore, general sales manager of the Atwater Kent Mfg. Co. and a leader of radio activities generally. Mr. Collamore gave the dealers an inspiring message from A. Atwater Kent, president of the company, which presaged events of great importance for every factor of the Atwater Kent merchandising family. Among the other speakers on the program, all of whom discussed topics of practical interest to the dealers, were B. R. Stauffer, secretary of the Pooley Co.; R. E. Smiley, district sales manager, Atwater Kent Mfg. Co.; D. W. Bauer, advertising manager, Atwater Kent Mfg. Co.; John McGuigan, Jr., Cleveland district representative, Atwater Kent Mfg. Co.; H. P. Humphries, district representative, Pooley Co., and E. Morton Freligh, assistant vice-president, Bankers' Com-

mmercial Security Co. Mr. Bechtol made a brief talk during the afternoon, setting forth the details of a sales contest for dealers, which will be announced in the near future.

The outstanding feature of the afternoon program was the talk by Mr. Smiley, who has gained country-wide popularity as one of the finest business meeting speakers in the radio industry. Mr. Smiley covered every phase of merchandising in his address to the dealers, basing his talk on practical experience and not on theory. He pointed out how Atwater Kent dealers could merchandise sets and speakers bearing the company's name to the best possible advantage, giving practical instances where turnover and profits had been increased through the use of simple, logical merchandising tactics. He also referred briefly to the constructional qualities of Atwater Kent product, inviting the dealers to visit the mammoth Atwater Kent factories in Philadelphia, and called their attention to the fact that behind every Atwater Kent speaker was an institution of world-wide prominence and phenomenal success. Mr. Smiley discussed the various merchandising problems concerning the average radio dealer and showed how these problems could be handled profitably and satisfactorily.

At the close of the meeting, which, so far as the dealers were concerned, could have been continued indefinitely, arrangements were made for an informal banquet to be held in the ballroom of the hotel. Mr. Shartle was chairman of this portion of the program and prepared an entertainment which compared favorably to the best vaudeville show that could be presented. The artists on the program included several feature acts from the Keith vaudeville circuit, as well as every other form of entertainment that is found in musical comedy or vaudeville. Allan McQuahe, well-known tenor, who has

achieved nation-wide popularity through his association with Atwater Kent broadcasting activities, was one of the stars of the program, contributing several selections which were received with enthusiastic applause. Alex. F. Osborn, vice-president of Barton, Durstine & Osborn, prominent advertising agency directing Atwater Kent publicity, gave an inspiring and effective merchandising talk at the banquet that was thoroughly enjoyed by all present.

Near the close of the dinner the Atwater Kent dealers and their wives were given a real surprise through the distribution of special editions of the Cleveland News, one of the country's leading newspapers, which had prepared a special front page devoted exclusively to Atwater Kent convention activities.

An emphatic indication of the popularity and success of Atwater Kent products in Cleveland territory was the fact that a special eight-page section devoted to Atwater Kent affairs formed an integral part of the Cleveland News in every edition published on Atwater Kent Day, September 22. The first page of the special edition gave recognition to the selection of September 22 as Atwater Kent and Pooley Day at the Cleveland Radio Show and featured a bird's-eye view of the Atwater Kent plant, together with a photograph of A. Atwater Kent. Every Atwater Kent dealer in Cleveland territory, as well as the two Cleveland jobbers, carried individual advertising in this Atwater Kent section, which represented one of the finest tie-ups that have been presented in dealer advertising during the past year. The executive and sales organizations of the Cleveland Ignition Co. and the Cleveland Talking Machine Co. were featured in this section, as well as photographs of the visiting Atwater Kent executives. This remarkable newspaper campaign was commented upon by Mr. Bauer in his talk on Atwater Kent advertising at the afternoon program, and in his opinion it served as a model demonstration of the effectiveness of co-operative advertising by progressive dealers.

Radio World's Fair Draws Record Crowds—(Continued from page 90)

name "Viking," which in the future will be exploited in conjunction with the receiving set advertising. A multi-colored painting of a Norse king was used as a background to attract attention. The booth was in charge of R. Lowrie, who had as his assistants N. G. Lynch and E. T. Russell.

Cleartron Vacuum Tube Co.

The Cleartron Vacuum Tube Co., of New York City, and West New York, N. J., had an exhibit of its full line of radio tubes. These products, which are a development of the English branch factory of the company, were in charge of Fred E. Popper, sales manager of the local office.

Splitdorf Electrical Co.

The latest models of Splitdorf receivers from the popular-priced table model to elaborate consoles were on display in an attractively arranged booth. The booth was under the direction of Robert W. Porter, director of sales of the Splitdorf Co., who was assisted by A. A. Sinclair, J. Hirsch, Dudley Cohen, E. Birdshaw and E. M. Powers.

J. B. Ferguson, Inc.

J. B. Ferguson, Inc., had on display a number of its models, including a decorated art model. The Ferguson set was also shown in an antique hand-carved high-boy. The booth was in charge of T. H. Wickwire and M. C. Snyder.

Northern Mfg. Co.

The Northern Mfg. Co., of Newark, N. J., manufacturer of "Marathon" radio tubes, had a display under the direction of C. B. Blauvelt and J. Tracy.

Heath Radio & Electric Mfg. Co.

The Heath Radio & Electric Mfg. Co., Newark, N. J., had a display of its products, including condensers and Heath's "Radiant Six." The display was in charge of H. F. Thornell, well-known member of the music-radio industry, under the direction of the Radiant Sales Co.

Marti Electric Radio Co.

The Marti Electric Radio Co., West Orange, N. J., had on display the "Marti Electric Power" set. This product operates from the house-current socket and is said to be noted for its low cost. It uses the Kellogg A-C tube.

Diamond Electric Specialties Co.

This exhibit showed A, B and C batteries. The exhibit was in charge of F. M. Rosenfeld, head of the company; S. I. Reimheimer, sales manager, and George A. Thompson, superintendent of production.

Zetka Laboratories

The Zetka Laboratories, which recently took over a new factory building at 73 Winthrop street, Newark, N. J., showed their new line of radio tubes. This product incorporates some special features which attracted many visitors.

Radio Foundation, Inc.

Radio Foundation, Inc., New York City, displayed a line of cone speakers as well as various radio parts which it manufactures. Featured in the display was the RFI balanced oval cone speaker. This speaker, of distinctive design and constructed to give equal clearness to both high and low notes, drew much attention. The product was pure Renaissance and was especially designed by A. Kimball & Sons.

Electric Storage Battery Co.

The Exide radio power unit for "A" battery power for the Exide master control switch was featured in the exhibit of the Electric Storage Battery Co., of Philadelphia, Pa., providing one of the attractions on the main floor of

the Garden. There was also exhibited the familiar line of Exide radio batteries. The exhibit was manned by the New York office of the Electric Storage Battery Co., of which F. F. Sampson is in charge.

Fenway Radio & Research Laboratory

The Fenway Radio & Research Laboratory, New York City, displayed the Fenway four, and a receiving kit for those interested in building their own sets. Leo Fenway was in charge.

Globe Phone Mfg. Co.

Globe super-sensitive head-sets were displayed by the Globe Phone Manufacturing Co., Reading, Mass., in conjunction with the exhibit of the Zinke Co., which is sole selling agent for the Globe Co.

W. F. Loughman, Inc.

W. F. Loughman, Inc., Boston, Mass., displayed the Dialier line of dials for radio sets. Included in the display were a number of dials designed to bring old types of sets up to date. W. F. Loughman was in charge.

General Radio Co.

The General Radio Co., Cambridge, Mass., displayed its line of radio parts, and new to the General Radio line this year and of particular interest to the talking machine trade was the General Radio type 400 plate supply and power amplifier, and type 405 plate supply unit. H. C. Gawler and others from the main office of the company were present.

Knickerbocker T. M. Co.

The Knickerbocker line of radio cabinets, made by the

radio division of the Knickerbocker Talking Machine Co., New York, was exhibited in the Exposition Hall. The entire new line of cabinets recently shown at the Commodore Hotel was on display, with the Cardinal Woolsey model as leader. Joseph Schwetz was in charge of the exhibit, assisted by various members of the sales staff.

Other Show Exhibitors

Among other exhibitors were: Aluminum Co. of America, Pittsburgh, Pa.; Samson Electric Co., Canton, Mass.; Acme Wire Co., New Haven, Conn.; A. C. Electrical Mfg. Co., Dayton, O.; Tobe Deutschmann Co., Cambridge, Mass.; General Instrument Co., New York City; Timmons Radio Products Co., Philadelphia, Pa.; Nathaniel Baldwin, Inc., Salt Lake City, Utah; Best Manufacturing Co., Irvington, N. J.; Daven Radio Corp., Newark, N. J.; Dejur Products Co., Inc., New York City; Dubilier Condenser & Radio Co., New York City; Electrad, Inc., New York City; Kay Electric Co., Newark, N. J.; Permatron Tube Co., Union City, N. J.; Simplex Radio Devices, Newark, N. J.; R. B. Radio Co., New York City; Nassau Radio Co., Brooklyn, N. Y.; Hartman Electric Mfg. Co., Mansfield, O.; Valley Electric Co., St. Louis, Mo., and the Willard Storage Battery Co., Cleveland, O.

Radio Associations Meet to Discuss Broadcasting

Broadcasting Situation and Measures to Assure Legislation Considered at Joint Meeting of Associations Held at the Hotel Astor

At a meeting of radio manufacturers and broadcasters held in the Hotel Astor on Wednesday morning during show week a resolution confirming a committee to regulate radio broadcasting until adequate radio legislation shall have been enacted by Congress was adopted.

Based upon the assertion that there has been no so-called "chaos of the air" and will be none, the presiding officials held the session short, reducing the subjects to the two main questions facing the manufacturers and broadcasters. These two questions were: "What is the present situation in broadcasting?" and "What can be done to assure legislation governing broadcasting?"

Dr. Alfred N. Goldsmith, chief broadcast engineer of the Radio Corp. of America, seemed to answer the first question to the satisfaction of all concerned when he declared that, despite the fact that there has been no legislation,

broadcasting has been and will continue to be in a very healthy condition.

Senator C. C. Dill, called the "champion of radio," apparently answered the second question adequately when he told those assembled that there would be a series of unofficial meetings during the special session of the Senate in November, at which time an attempt would be made to agree upon acceptable legislation preparatory to the general session of Congress in December.

Paul B. Klugh, executive secretary of the National Association of Broadcasters, presided over the business session of the meeting. He outlined the problems to be met and the functions of the committee, which will be known as the "Radio Co-ordinating Committee." This committee, it is understood, will have only the power conferred upon it by the meeting under the pledges of co-operation offered by representatives of the six associations sponsoring the meeting.

These organizations were: The National Association of Broadcasting, the American Radio Relay League, the Radio Manufacturers' Association, the Federated Radio Trade Association, the American Newspaper Publishers' Association and the National Electrical Manufacturers' Association.

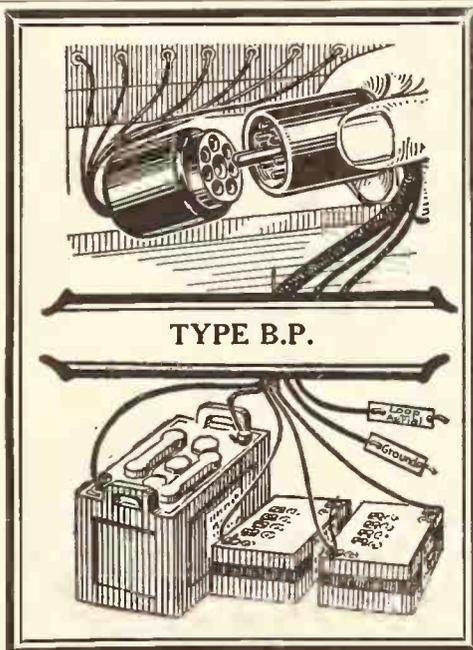
Interesting Talks Featured Radio Industries Banquet

Vice-President Charles G. Dawes Guest of Honor—Broadcasting Stars Entertain—Estimated Radio Audience of 15,000,000

Interesting addresses and an entertainment that will long be remembered featured the Third Annual Radio Industries Banquet, held on Wednesday evening during the week of the show in the Hotel Astor, New York. David Sarnoff, vice-president and general manager of the Radio Corp. of America, opened the evening's program by a few introductory remarks. Paul B. Klugh, vice-president and general manager of the Zenith Radio Corp., was toastmaster.

Vice-President of the United States Charles G. Dawes, the guest of honor and principal speaker, made an interesting address on Senate procedure in Washington. Other speakers included Senator James W. Wadsworth and Senator C. C. Dill, the latter in his address emphasizing the need for radio legislation.

The entire program of the Radio Industries Banquet was broadcast over forty radio stations to an audience of listeners-in numbering, it was estimated, in the neighborhood of 15,000,000 people. The banquet was undoubtedly the most successful in point of attendance and program yet held.



TYPE B.P.

Write today for full information regarding the Jones MULTI-PLUG proposition

Jones MULTI-PLUG
THE STANDARD SET CONNECTOR

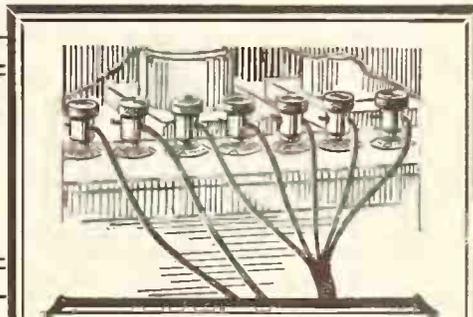
HOWARD B. JONES

618 S. Canal St.

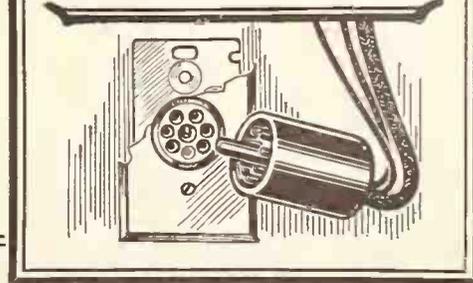
Chicago, Ill.

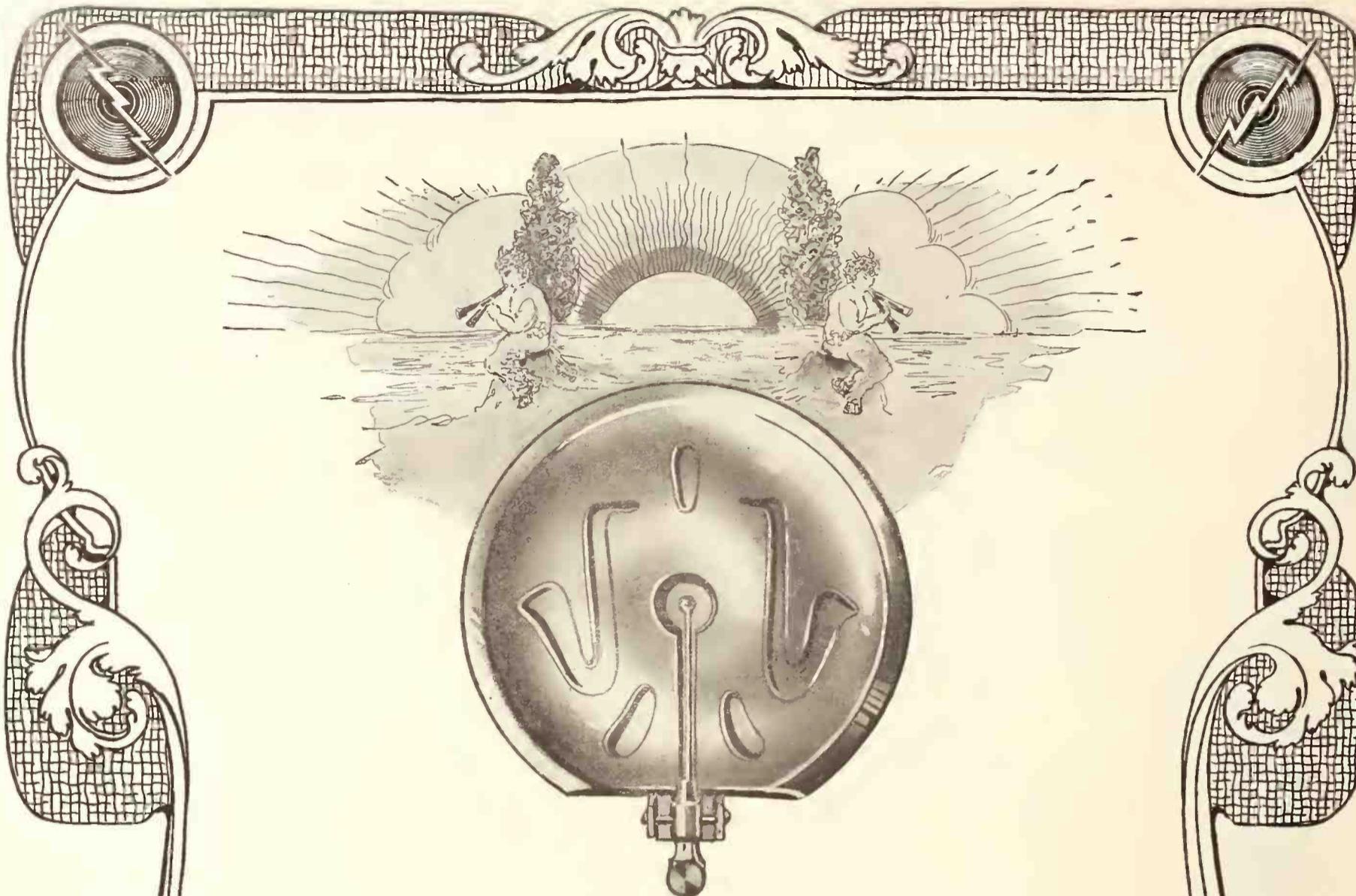
Adaptable to Any Set

Illustrated are two types of Jones MULTI-PLUGS ready for use on any radio set. The W.B. type brings to radio something brand new—the radio wall plug—which means the radio fan can connect his set through a wall plug and have the unsightly batteries either in the basement, closet or an adjoining room.



TYPE W.B.





The Improved Saxophonic

Possesses a tone exclusively its own

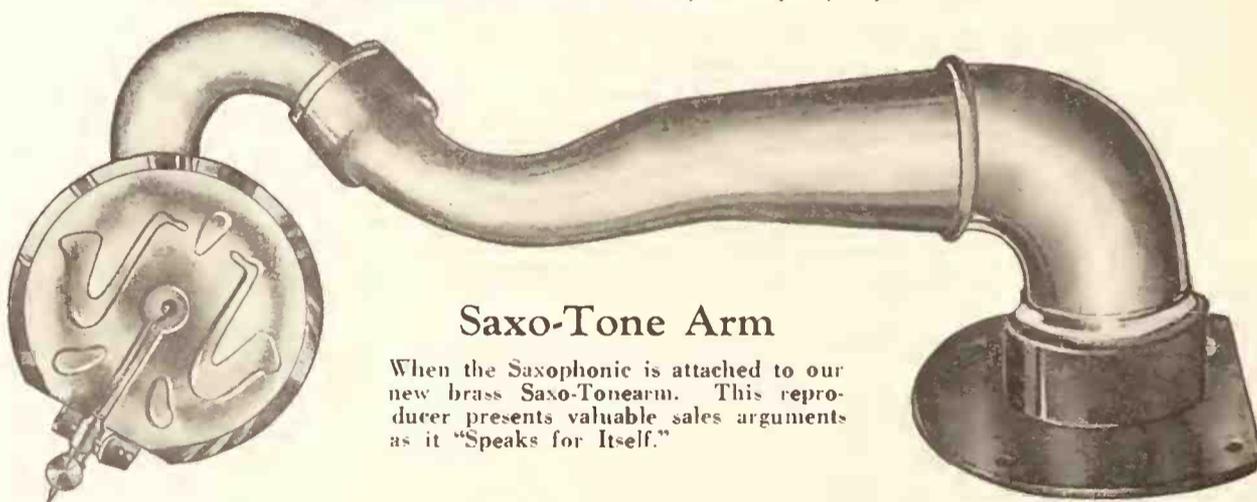
The diaphragm (the only patented diaphragm on the market) is hand-spun. This is an exclusive Saxophonic feature and is protected by the following patents:

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.

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



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."

Pat. Serial No. 118,390

Mutual Phono Parts Mfg Corp.

DISTRIBUTORS - Canadian Acme Screw & Gear, Ltd. 1209 King St., West, Toronto, Can.
 Industrias 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

Like the Discovery of the North Pole Comes the Revolutionizing of the New Phonograph With the Magic Voice

This new invention has made possible the crowning achievement of SOUND REPRODUCTION and is only accomplished in the new SAXOPHONIC INSTRUMENT.

This Supreme Master-piece will astonish and mystify you in hearing the full ringing tone of great orchestras and famous artists rendering their astonishing performance.

Equipped with the Best Silent Motor and the Marvelous Sounding Saxophonic Equipments.

COMBINED WITH ARTISTIC CABINET WORK AND EXCLUSIVE DESIGN.

Fashioned in American Walnut and Mahogany Blended.



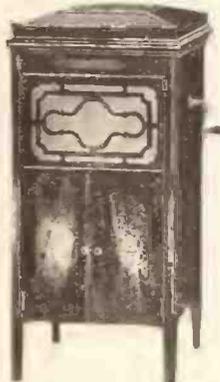
Model 75
Saxophonic Consolelette
36 in. High, 20 in. Wide, 21 in. Deep



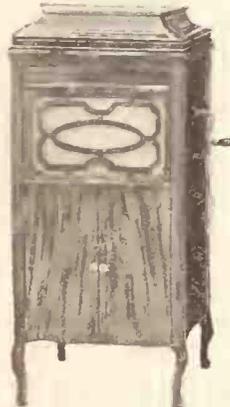
Model 85
Saxophonic Consolette
36 in. High, 21 in. Wide, 21 in. Deep



Model 90
Saxophonic Consolette
41 in. High, 21 in. Wide, 21 in. Deep



Model 100
Saxophonic
42 in. High, 20 in. Wide, 20 in. Deep



Model 75
Saxophonic
44 in. High, 20 in. Wide, 20 in. Deep



Model 150
34 in. High, 34 in. Wide, 20 in. Deep



Model 125
34 in. High, 35 in. Wide, 22 in. Deep



Model 110
34 in. High, 35 in. Wide, 22 in. Deep



Model 100
34 in. High, 34 in. Wide, 21 in. Deep



Model 14
48½ in. High, 23 in. Wide,
24 in. Deep



MODEL 175
Consolette Grand
42" HIGH 30" WIDE 21" DEEP

A Phonograph of Artistic Beauty. Jacobean Period with Burl Walnut Front and Birdseye Maple Panels with Rose Decorations.



MODEL 200
The Sonnet
43" HIGH 30" WIDE 21" DEEP

An Instrument of Distinction, featuring full length amplifying tone chamber with the improved Saxophonic Equipments, makes this the Phonograph with the Magic Voice.

Write for our Booklet and special discount and act quickly. Be the first in line in offering these new instruments to the Trade, who are ready to receive them.

Player-Tone Talking Machine Company

Office and Sales Rooms: 632 Grant Street, Pittsburgh, Pa.

Five Hundred Enthusiastic Stromberg-Carlson Dealers at New York Meeting

Gross-Brennan, Inc., Sales Representative of the Stromberg-Carlson Tel. Mfg. Co., Sponsors Meeting of Metropolitan Dealers—Outline Plans—Instructive Talks—Entertainment

Approximately five hundred Stromberg-Carlson dealers gathered at the Waldorf-Astoria Hotel, New York City, on Wednesday evening, September 28, at what was probably one of the largest and most enthusiastic dealer meet-

ings ever arranged in this city by a radio distributing organization. Gross-Brennan, Inc., sales representative for the Stromberg-Carlson Telephone Mfg. Co., manufacturer of the Stromberg-Carlson radio line, sponsored the affair, which was an outstanding success. Addresses by officials of Gross-Brennan, Inc., and the Stromberg-Carlson Co. that were both instructive and interesting were a feature of the evening. An unusual entertainment program also kept the gathering of dealers interested until well after one o'clock in the morning.



Following the banquet Benjamin Gross, who was the toastmaster of the evening, briefly outlined the purpose of the meeting and then introduced W. Roy McCanne, president of the Stromberg-Carlson Co., who welcomed the dealers and outlined the policies in back of Stromberg-Carlson success.

Another speaker was Ray H. Manson, chief engineer of the Stromberg-Carlson Co., who spoke on the vital features in radio reception and who pointed out the engineering developments in the latest Stromberg-Carlson models, emphasizing particularly the point that the number of tubes does not indicate the quality of reception of a radio receiver. Mr. Manson stated that every tube in the Stromberg-Carlson set is an aid to reception, because it is placed in the set for a definite purpose. Mr. Manson also stated that the Stromberg-Carlson Mfg. Co. has either selected the accessories for the Stromberg-Carlson set that come up to the requirements after exhaustive tests, or is making accessories to meet the high standard set and which the company has found impossible to obtain elsewhere.

Metropolitan district would absorb more than twice as many Stromberg-Carlson sets as it had during the past year, and he also declared that the advertising co-operation of the past year would be expanded with the idea of creating a greater consumer demand.

Benjamin Gross made one of the most constructive talks of the evening, during which he pointed out how the dealers can become more effective radio merchandisers. He suggested that the Stromberg-Carlson dealers make an allowance in their appropriations to operate the Stromberg-Carlson section of their radio department as a separate unit in order to get the greatest profit from the exclusive franchises which these dealers enjoy and to enable the company to plan its production schedule to meet requirements. He also outlined the advantages of this franchise, pointing to the great volume of business of the past year as proof of the fact that Stromberg-Carlson dealers are enjoying maximum prosperity. Mr. Gross declared that during the coming year the

Another speaker was Grover Whalen, general manager of the John Wanamaker Store. Mr. Gross next introduced the various officials of the Stromberg-Carlson Co. present, following which the feature entertainment event of the evening, consisting of a two-act farce, entitled "Is It Possible?" prepared by Hugh Ernst, of John Wanamaker's, and Herbert Brennan, of Gross-Brennan, Inc., was put on. The play was without question a huge success from the standpoint of humor, as well as the merchandising lesson it stressed. Mr. Ernst and Mr. Brennan took leading parts, the story being that of a behind-the-times dealer, who comes to his senses, throws out all the junk radio lines, revises his merchandising methods and takes on a standard product—in this case Stromberg-Carlson.



Cast of Play "Is It Possible?"
Left to Right: Mrs. Hugh C. Ernst, Henry Davis, Hugh C. Ernst, J. E. McDonnell, Edna Beatrice Bloom, Peter Wilkinson, Herbert A. Brennan, Dave Franklin, Ada Proctor

Hermann Thorens
Ste. Croix, Switzerland

Manufacturer of Europe's Most Celebrated Phonograph Motors

Cabinet type motors of from 3 to 10 records playing capacity. Superior quality.

At moderate prices.

L. H. JUNOD & CO.
104 Fifth Ave. New York
Sole Agents for the U. S. A.

finished in seven different colors, and the cabinet reproducers in walnut, mahogany, satinwood, English maple and rosewood. The cabinets contain ample space for the installation of batteries, chargers and supply units.

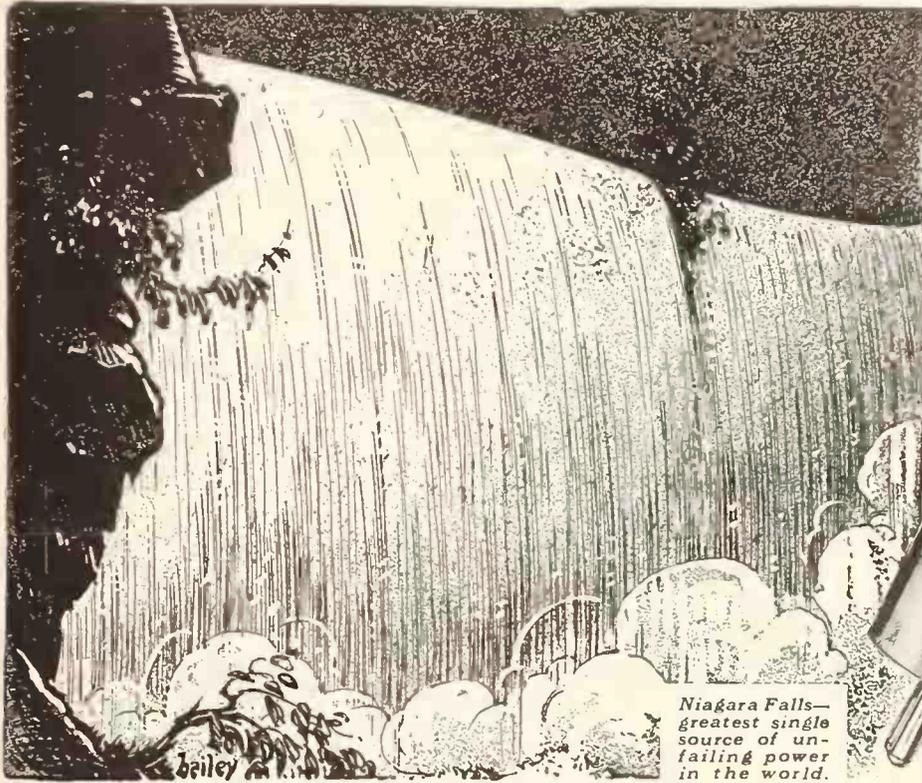
A. M. Keeley, Illinois representative, recently stated that in his territory every dealer who had placed an order had become enthusiastic over the sales possibilities of the "Orchestrion" speakers, and had placed many reorders for merchandise. He reported a good business at the National Radio Exposition, stating that he had secured a number of new dealers.

Orchestrion Loud Speaker Proves Popular With Trade

INDIANAPOLIS, IND., October 4.—The Radio Cabinet Co., loud speaker manufacturer, has attained marked success with its products, according to reports from dealers who are handling the line. The firm entered the radio manufacturing field three years ago, operating under a direct-to-the-dealer policy, and through a conservative business building plan its products have now reached the point where distribution is widespread and the speakers themselves contain eye appeal and fine reproducing qualities. The speaker line, known by the trade name "Orchestrion," was displayed at the National Radio Exposition in Chicago, and consists of horns, cabinets and pedestals. All are of wood construction, with the pedestal speakers

standpoint of humor, as well as the merchandising lesson it stressed. Mr. Ernst and Mr. Brennan took leading parts, the story being that of a behind-the-times dealer, who comes to his senses, throws out all the junk radio lines, revises his merchandising methods and takes on a standard product—in this case Stromberg-Carlson.

MICA DIAPHRAGMS
For Loud Speakers and Talking Machines
RADIO MICA
American Mica Works
47 West Street New York



Niagara Falls—
greatest single
source of un-
failing power
in the world.

POWER

*Ample, abundant power is
the newest demand in radio*

YOUR customers are clamoring for more volume—for more power to operate the newer types of speakers. Ordinary tubes can't handle so much power—they choke up like a flooded carbureter.

Gold Seal high power tubes, GSX-112, GSX-171 and GSX-Hy Mu, have been developed to meet this need. They are fast sellers and mean larger profits for you. *Are you making the most of this opportunity?*

All Gold Seal tubes are made with the exacting care which has made them famous from Coast to Coast in record time—making new friends all the time. You should be sharing in their success.

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.
INCORPORATED**

250 PARK AVE., NEW YORK



Type GSX-171
High power tubes
for use in last stage
of audio amplifica-
tion give increased
volume.
Price \$6.00
Look for the red box



Type GSX-112
High power tubes
for use in last stage
of audio amplifica-
tion give increased
volume.
Price \$6.50
Look for the red box



Type GXS-2003
For use as detector
only, giving super-
ior strength on
weak signals—es-
pecially desirable
for distance.
Price \$5.00



Types GSX-2012
and
GS-2012
The popular gen-
eral purpose type,
for amplifier or de-
tector. Long life and
high efficiency.
Price \$2.00
Look for the blue box



Types GSX-199
and
GS-199
For use with dry
cell batteries—ideal
for portable and
other compact re-
ceiving sets.
Price \$2.25
Look for the green box



Type GSX-120
For dry cell opera-
tion used in last
stage of audio am-
plification it in-
creases volume.
Price \$2.50
Look for the red box

All Standard Types

Latest Radio Products at Kansas City Radio Show

Ninety Booths Contained Exhibits of Lines Featured by Local Radio Distributors and Dealers—Fine Showing of New Products

KANSAS CITY, Mo., October 6.—Radio held the center of the stage in Kansas City the week of September 27 to October 2, when the Kansas City Electric Club staged its third annual Heart of America Radio-Electric Exposition. More than ninety booths were occupied by radio distributors and dealers, along with electric dealers. It is estimated that more than 20,000 people attended the show, which was held at Convention Hall.

With education as the main purpose of the exposition, nevertheless, the committee on arranging the show realized the importance of entertainment, and provided an extensive program of music for each afternoon and evening of the week. Wendell Hall, Brunswick artist and radio entertainer, was the featured performer, singing popular numbers, accompanied by Jack Riley's Orchestra. Other singers and dancers mingled with the crowd, staging impromptu performances in the aisles.

Booths of distributors and retailers showed remarkable beauty and artistry in their arrangement, adding much to the effect gained by the elaborate console and period models. The Western Radio Co., distributor for the Atwater Kent Co. and Radio Corp. of America, had a large display. W. H. Clarke, representative of the Atwater Kent Co., here for the show, was at the Western Radio Co.'s exhibit. The Sterling Radio Co. made a hit with the Crosley radio dummy, who talked to the crowd and made them laugh. C. H. Carey, territory man for the Crosley Co. in the Middle West, and F. L. Shepherd, factory technician from Cincinnati, assisted in the Sterling booth. Schmelzer's Sporting Goods Store, distributor for Freed-Eisemann, occupied a prominent booth. Grebe Synchronphase radios were on display in the Townley Metal & Hardware Co. booth, distributors for the Grebe in this territory.

C. C. Embry, Stewart-Warner branch manager, had a beautifully arranged exhibit. The Harbison Manufacturing Co. displayed Crosley and Federal Ortho-sonic radios, for which it is local distributor. Valleytone sets, the Valley Electric company receivers, were on display in the Kansas City branch booth, and the factory branch of the Globe Radio Co. had a display. The Jones Store radio department had one of the largest displays for the retail stores, show-

ing Radiola, Atwater Kent, Freshman Masterpiece, Freed-Eisemann and Crosley lines. Bosch radios were exhibited by the Beach-Wittman Co. and the Garod electric power radios by the Broadway Radio Electric Co. The Peerless Radio Co. showed Atwater Kent and Radio Corp. of America lines, while the Kansas City Power & Light Co. showed these two lines and in addition Stromberg-Carlson sets. The B-R Electric handles Radiolas, of which it made an attractive display. King radios and the Arborphone were in the Donaldson Radio Co. booth. The Stephens Chandelier Co. showed the Stromberg-Carlson.

George C. Anderson, of the Brunswick Shop, had a large display of Panatropes and Panatropo-Radiola combinations, as well as a complete line of the mechanical numbers. The drawing feature of this booth was the new combined eight-tube Panatropo with Radiola, with P-3 Panatropo equipment. The Kimball company booth featured the Welte-Mignon reproducing piano, with a new Kimball phonograph in the popular period cabinet. There were many other exhibits. The show, judging from the interest aroused among the public as well as the leaders in the industry, undoubtedly was a great success.

Sherman Clay to Distribute Kellogg Radio Receivers

The Kellogg Switchboard & Supply Co., Chicago, maker of Kellogg radio receivers, recently announced the appointment of Sherman, Clay & Co., San Francisco, as exclusive distributors. Sherman, Clay & Co. are one of the oldest and most prominent music trade distributors in the country and have been in business continuously for over fifty-nine years. Branch offices are maintained in Los Angeles, Portland, Seattle and Spokane, and the Sherman-Clay organization has distribution of Kellogg radio products along the entire Pacific Coast, where an intensive sales drive is in progress on the entire Kellogg line of radio receiving sets.

Special Carryola Campaign

The Carryola Co. of America, in co-operation with Yahr-Lange, Inc., Milwaukee, distributor of Carryola portable phonographs, started a special campaign several weeks ago to assist the Wisconsin and upper Michigan dealers in increasing Carryola portable sales throughout the Fall and Winter.

New Bosch Receiver Has Balanced Amplification

Synchronization of Sets Amplifying System With New Cone Speaker Results in Marked Improvement of Tone Quality

Introducing the new Bosch receiving set, engineers of the American Bosch Magneto Corp. have taken full advantage of a new development in the radio industry, which is the achievement of acoustical synchronization or balanced amplification over the entire range of audible frequencies through the perfection of matched or synchronized audio amplifier systems and loud speakers.

Amplifier systems in Bosch sets have been developed which permit acoustic synchronization with the improved Bosch cone speaker, the Ambotone. This combination results in deep and mellow tones with faithful and natural reproduction. With the Bosch seven-tube Amborada, which may be operated on a short antenna, a low ratio of signal to static is obtainable, resulting in almost total freedom from disturbances. The combination of short antenna and acoustical synchronization are especially valuable in the Summer months when electrical disturbances are likely to be heavy.

Van Veen & Co. Equips New Griffith Piano Co. Store

The Griffith Piano Co., which has opened a new store in Irvington, N. J., has installed modern equipment including a record department. This department provides for the filing of a large stock and efficient handling. The installation was made by Van Veen & Co., Inc., of New York City.

Bailey Adds to Record Stock

Spokane, Wash., October 2.—The demand for the Brunswick and Victor records carried by the Bailey Music Store has been so great and sales have increased to such an extent that the facilities of the storeroom have been arranged to stock 20,000 records.

Incorporation

The Phonograph Shop, Amarillo, Texas, was recently incorporated with a capital stock of \$7,500. The incorporators are W. L. McCausland, J. C. McCausland and W. J. Doane.



Phonographs and Radio Cabinets

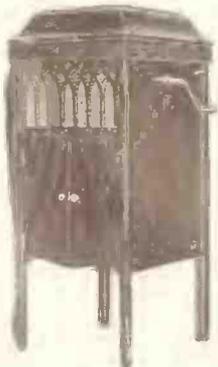
STYLE 21
Genuine Mahogany or Walnut only.



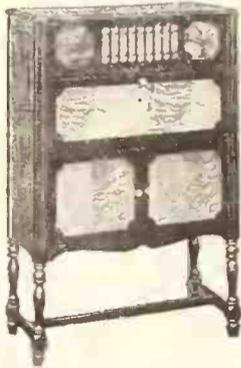
STYLE 17
Genuine Mahogany or Walnut Phonograph only



STYLE 21-B
Same with both top panels hinged to accommodate Radio Panel.



STYLE 85—RADIO CONSOLE
Accepts Panels Up to 8x26 Inches.



STYLE 2
Gum Mahogany, Golden or Fumed Oak.



These illustrations show several of the many late models of our line, which have been redesigned, right up to the minute, with especial reference to the Radio-Phonograph Combination, destined to be the standard household unit.

These instruments are produced in all the popular finishes and styles, including Uprights, Consoles and Wall Cabinets, and our facilities enable us to make prompt deliveries and most attractive trade prices. *Catalog and price list mailed on request.*

Excel Phonograph Manufacturing Company

402-414 West Erie St., Chicago, Illinois

A Supremely Fine
Instrument
No. 78—\$270



"The Mayfair"



"The Canterbury"
No. 75—\$150

This pleasing console model will grace any home. The six-tube, two dial Oriole Receiver will bring new joy to Radio for you.

Amazing Selectivity---Delightful
Tone---Exceptional Volume!

TWO new home delights! First the joy of a supremely fine bit of furniture craftsmanship---a rarely beautiful console to enhance the beauty of your home.

Second the all surpassing joy of true radio entertainment---all the programs of the air brought in with surprising fidelity and beauty of tone. Amazing selectivity that makes radio really enjoyable.

The Trinum Circuit makes Oriole Receivers genuinely satisfying in performance. Built with the precision of a fine watch they bring at last to radio that genuine dependability which you have been hoping for. Ask your dealer to show you.

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

Manufactured by
W.K. ELECTRIC CO.
Kenosha, Wis.



"The Warwick"
No. 71—\$125

A table model of exceptional grace and truly unusual power. Everything that radio can give, at a price in reach of all.

ORIOLE
SIX
TUBE
RADIO
RECEIVERS
with the Trinum
Circuit

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-Bird & 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.

General Industrial Prosperity in the Cleveland Territory Creates a Demand

Decided Improvement in Trade Noted During the Past Month—Radio Exposition a Success—
Euclid Music Co. Improving Its Store—A-K Dealers Meet—Plan Radio Association

CLEVELAND, O., October 6.—Business in this territory during the last thirty days has shown a decided improvement and there is every indication that it will continue to grow better right along. The Fall season is primarily the cause of this, but there are other factors also, such as plenty of employment in the many lines of industrial plants that abound in Cleveland. The Second Radio Exposition helped stimulate radio sales a great deal, and both phonograph and combination machine sales were also helped by the show. Record sales also increased.

Increasing Edison Demand Enjoyed

The Phonograph Co., Edison distributor, reports a busy time since the convention in the middle of September when approximately 165 dealers from Ohio and adjoining States came to Cleveland and saw the new Edison models and saw and heard samples of the long-playing records. The program for the coming year as outlined by factory officials, and the address by President Charles Edison, did much to enthuse the trade with the wonderful possibilities of the line. The Phonograph Co., which is now distributor for the Federal line of radio receivers and also Dan-Fan, is getting a nice volume of business and opening up many new accounts.

Radio Exposition a Success

Although the weather was decidedly unfavorable during most of the week, Cleveland's Second Radio Exposition was a decided success. Practically every make of radio as well as accessories were displayed at the Public Auditorium in a very attractive manner. The show was in charge of C. B. Bodenhoff, who managed it so successfully last year, and Cleveland's leading radio jobbers also assisted. A banquet in honor of Mr. Bodenhoff was held at the Hollenden Hotel at the conclusion of the show.

Euclid Co. Improving Store

The Euclid Music Co. is making extensive improvements in its East Ninth street store. The small goods department, which is now located on the second floor, will be moved down to the first floor, and the space it occupied will be used for phonographs and pianos. The company is also planning another downtown store, which will be located on Euclid avenue near East Seventeenth street and that will rank as one of the finest music stores in the city.

Atwater Kent Dealers Meet

Approximately 90 per cent of all Atwater Kent dealers in northern Ohio accepted the invitation of the distributors, the Cleveland Talking Machine Co. and the Cleveland Ignition Co., to take part in Atwater Kent Day on September 22, complete details of which appear elsewhere in this issue.

Wide Interest in Columbia Line

The Columbia branch received a number of large orders as a result of its exhibit at the Columbus convention of the Music Merchants Association, R. J. Mueller, manager, reports. Several new accounts have been opened for the complete Columbia line in cities under the jurisdiction of the Cleveland office. Full-page advertising of Columbia records greatly stimulated sales and many dealers co-operated by tie-ups.

Sterling Co. Expands

The Sterling Mfg. Co. has taken a lease on a two-story building containing 18,000 square feet at 4827 Lexington avenue. This was made necessary by its constantly growing business.

Well Represented at Convention

The Pennsylvania Phonograph Distributing Co., in co-operation with the Sterling Roll & Record Co., were well represented at the Ohio Music Merchants' annual convention at the Neil House, Columbus, O., September 13, 14 and 15. C. H. Baker, district sales manager of Sonora Phonograph Co., Inc., New York, was also present and active showing Sonora merchandise at

the Pennsylvania Phonograph Distributing Co. display. John L. DuBreuil, vice-president and general manager of the Pennsylvania Phonograph Distributing Co., was also in attendance, as well as Stanley Townsley, sales representative in the Cleveland territory. Many new accounts were opened and there is every indication of a big shortage on Sonora phonographs and Sonora radios in the Cleveland territory during the coming season.

Big Demand for Brunswick Line

The local branch of the Brunswick Co. is shipping machines out as fast as they arrive and still the number of back orders shows very little sign of decreasing.

Plan Radio Association

It is hoped that a permanent organization composed of radio dealers and jobbers in northern Ohio will be the outcome of a meeting held September 21 at the Hotel Hollenden by a number in the trade. It was presided over by Warren Cox, manager of the Radio Apparatus Co., RCA distributor, and was addressed by such well-known men as Howard Shartle, president of the Cleveland Talking Machine Co.; J. S. Newman, president of the Newman Stern Co.; Max Haas, president of the Haas Electric Co.; A. T. Haugh and others.

R. C. A. Activities Are of Wide and Varied Character

Pierre Boucheron Points Out That the Radio Corp. Maintains Largest Radio Telegraph Station and Marine Communication Station

Pointing out that the activities of the Radio Corp. of America are not entirely confined to the broadcasting art or the manufacture and sale of receiving sets and accessories, Pierre Boucheron, advertising manager of R. C. A. in a chat with a representative of The World, outlined some of the activities of the Radio Corp., which are sometimes overlooked by dealers and jobbers.

"For instance, R. C. A. owns and operates the largest broadcasting radio telegraph station, which is in constant communication with trade centers in Europe and South America," said Mr. Boucheron. "This station is housed in a plant at Rocky Point, Long Island, covering ten square miles. R. C. A. also maintains in continual operation the world's largest and most powerful marine communication station at Chatham, Mass., which is in constant touch with shipping fleets which ply the trade lanes of the Atlantic. Another important function of R. C. A. is the sale and installation of marine transmitting and receiving apparatus and safety devices.

Mr. Boucheron commented that these, among other activities, show that the Radio Corp. of America occupies a leading position in every important phase of the radio art and industry.

J. W. Laufer With Atwater Kent Chicago Headquarters

Among recent additions to the staff of the Atwater Kent Mfg. Co. is J. W. Laufer, who will assist Lyle Pratt in the Middle West territory, operating from Chicago. Mr. Laufer came East during the week of the New York show and devoted his time between the New York show and the headquarters of the Atwater Kent Mfg. Co., in Philadelphia.

The C. H. Carothers Co., Gary, Ind., has been granted a charter with a capital stock of 1,000 shares no par value. The concern will deal in musical instruments and other lines.

TRADE
Melofonic
 MARK
 Radio Speaker

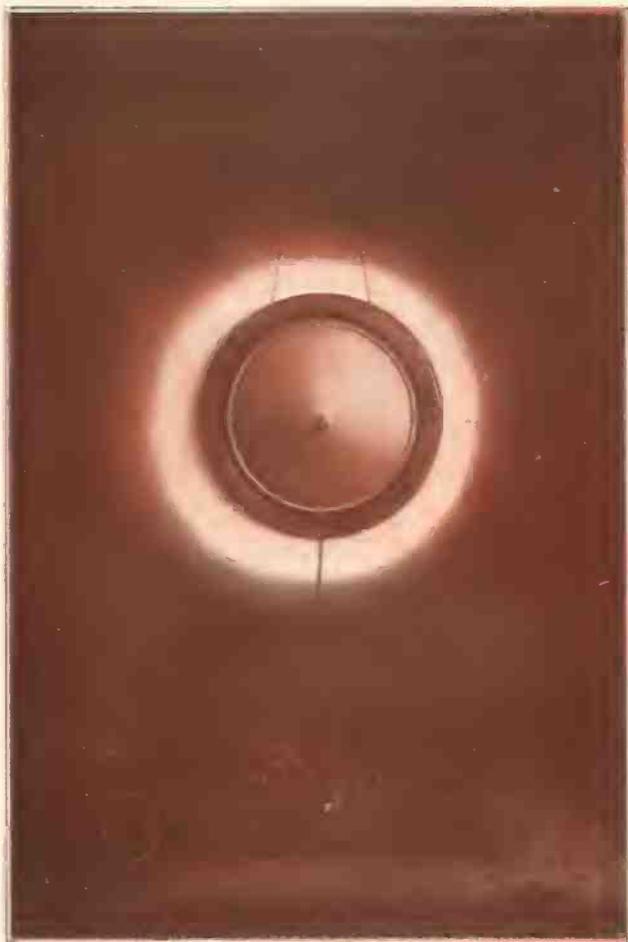
LIST
\$25
 PRICE

DEALERS
50%
 DISCOUNT

Slightly higher in the West

ONE after another the long list of Melofonic Dealers is being added to—explainable only by actual performance. Dealers who have been looking for a cone that will give natural reproduction, volume and quality without sacrificing appearance or being prohibitive in price have found it in the Melofonic.

Find out for yourself why every Melofonic owner is a booster—the secret of repeat business. The investment is very small—the profits are surely going to be large. Order just one Melofonic Speaker and you are sure to order many more.



Hangs on the Wall or Stands on an Easel!

*Melofonic Dealers Are Making Money—
 And a Good Reputation*

**PROGRESSIVE MUSICAL
 INSTRUMENT CORP.**

319 Sixth Ave., New York City



Here it is! The sensation of the phonograph trade!

A wonder value to retail for \$170.

A real leader-to feature for the holidays!

Just what the public is looking for—at the price they want to pay!

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 tones 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
45" High; 32" Wide; 22 3/4" Deep

The WOLF MANUFACTURING INDUSTRIES - Quincy Ill.

Here are 6 fast selling consoles for your holiday trade!



Every one of them an exceptional buy—and they'll move fast!



Mastercraft Model 98
\$45 List



Mastercraft Model 109
\$50 List



Mastercraft Model 111
\$60 List

HERE is an unusual opportunity to give your customers an exceptionally fine Radio Console Cabinet at an attractive price and make an unusually big profit. We have a limited number of each of these cabinets, so first come, first served. Every one of them is made to the high standards that have made Mastercraft Cabinets famous. At this price they won't last long so write or wire your orders *today*.

Mastercraft Model 98 Mahogany or Walnut top and front, Grille upper front, has built-in Loud Speaker Horn (No Unit). Center section drop hinged door, also finished wood removable mounting board 9" x 26 7/8" for radio panel. Lower compartment ample battery space. Cabinet 44" high, 31 1/2" wide, 14" deep, and has open back giving immediate access to all parts and wires.
Price f. o. b. Illinois factory, Mahogany or Walnut Finish **\$45⁰⁰**

Mastercraft Model 109 Mahogany or Walnut top and front, hinged top. Grille upper front, built-in Loud Speaker Horn (No Loud Speaker Unit). Middle compartment a drop-hinged front door and a finished wood removable mounting board 7" x 18" for radio panel. Lower compartment two hinged front doors, ample battery space. Cabinet, 44" high, 23 5/8" wide, 16 5/8" deep. Wood back.
Price f. o. b. Illinois factory, Mahogany or Walnut Finish..... **\$50⁰⁰**

Mastercraft Model 111 Mahogany or Walnut top and front, hinged top, Grille upper front, built-in Loud Speaker Horn (No Unit). Center section a drop hinged front door, also a finished removable wood mounting board, size 8 7/8" x 27 1/16" for radio panel. Lower compartment two hinged front doors and ample battery space. Cabinet 43 1/4" high, 32 1/2" wide, 14 3/4" deep.
Price f. o. b. Illinois factory, Mahogany or Walnut Finish..... **\$60⁰⁰**

Mastercraft Model 121 Mahogany or Walnut top and front, hinged top, Grille upper front, built-in Loud Speaker Horn (No Unit). Center section a drop-hinged front door and a finished removable wood mounting board, size 9 7/8" x 28 3/4" for radio panel. Lower section two hinged front doors and ample battery space. Cabinet 46" high, 35" wide, 14" deep.
Price f. o. b. Illinois factory, Mahogany or Walnut Finish..... **\$65⁰⁰**

Mastercraft Model 174 Loud Speaker Table, 29" high, 39" wide, 16 1/2" deep. Has built-in Loud Speaker Horn with Mutual Loud Speaking Unit, clear, round tone of good volume. Mahogany top, front and ends.
Price f. o. b. Illinois factory, Mahogany Finish only **\$30⁰⁰**

Mastercraft Model 99 Mahogany top and front, built-in Loud Speaker Horn (No Unit), finished wood removable mounting board, 9" x 20 1/2" for radio panel. Upper front drop hinged door. Lower compartment with two hinged front doors, ample battery space. Cabinet 42" high, 34" wide, 16" deep. Wood back.
Price f. o. b. Illinois factory, Mahogany Finish only **\$50⁰⁰**



Mastercraft Model 121
\$65 List



Mastercraft Model 174
\$30 List



Mastercraft Model 99
\$50 List

Order enough Order NOW!

The WOLF MANUFACTURING INDUSTRIES - Quincy Ill.

Your Customer Should Know that

—the Orthophonic
Victrola is not the
product of a single
genius but is the
creation of many
master minds.

“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

Columbia Co. Announces Special Record Return Plan on 1926 Cut-Out Records

W. C. Fuhri, Vice-President and General Sales Manager of the Company, Outlines Details of the Return Privilege Plan in Special Communication to Columbia Dealers

W. C. Fuhri, vice-president and general sales manager of the Columbia Phonograph Co., Inc., forwarded to Columbia dealers recently a very interesting communication giving the details of a special record return privilege covering only 1926 cut-out Columbia records. The details of this plan, which are very liberal in their scope, as outlined to the dealers by Mr. Fuhri, are as follows:

"We have decided not to list in the forthcoming Columbia domestic and foreign record catalogs a large quantity of Columbia records, which are not now in demand, and to offer a liberal return privilege which should enable you, without financial loss, to return to us all of the cut-out records listed on forms which will be supplied upon application to the Columbia branch or jobber with whom you carry your account.

"Your Columbia branch or jobber will accept at current wholesale prices Columbia records previously purchased by you from Columbia, which are now being listed as cut-outs, when

such records are returned for credit to the Columbia branch or jobber with whom you carry your account. Credit will be applied monthly at the rate of 20 per cent of your net purchases of Columbia records between October 1, 1926, and April 1, 1927.

"A Columbia cut-out record credit certificate, good until April 1, 1927, will be issued after your cut-out records have been received and accepted by the Columbia branch or jobber to whom they are shipped. This arrangement will give you, if needed, six months to use up this special credit, which will be applied against your purchases of new Columbia records.

"The regular quarterly Columbia record return privilege will be suspended to enable you to return cut-out records at one time. After a dealer has used the 20 per cent credit certificate covering Columbia cut-out records, the regular quarterly 10 per cent privilege will immediately be reinstated and will operate as heretofore."

Revival in Demand for Standard Records Feature of Industry, Says Otto Heineman

President and Founder of General Phonograph Corp., Home From Trip Abroad, Says Public Appreciates Musical Value of the New Phonograph and Better Class of Records

"A revival in the demand for standard records seems to me to be the outstanding feature of the phonograph industry to-day."



Otto Heineman

said Otto Heineman, president and founder of the General Phonograph Corp., New York, who returned recently after a six weeks' trip abroad. A keen student of manufacturing and merchandising and identified with the phonograph industry for more than twenty years, Mr. Heineman's views regarding business conditions are of general interest to the trade, and he has made various predictions regarding phonograph activities during recent years which have materialized almost invariably. "The phonograph industry in Europe, particularly in England and Germany, is excellent, with the demand for phonographs and records ahead of all expectations and giving every indication of continuing indefinitely. The early part of this year I was very optimistic, expressing the opinion that the phonograph industry would enjoy in 1926 its best year since 1919, and I see no reason for changing this opinion. This applies to conditions in this country as well as Europe, and apparently the trade, as a whole,

has recovered completely from the setback of a few years ago.

"The public generally seems to understand and appreciate the true musical value of the new type of phonograph, and it is gratifying indeed to find a growing appreciation for the better class of records. The selections made by famous symphonies under the direction of celebrated directors are winning more favor throughout the world, and with the present method of electrical recording the public is being offered a far more satisfactory product than at any time in phonograph history. The new record, as reproduced on the new type of phonograph, gives a tonal beauty that is meeting with the absolute approval of the most

discriminating music lover and in turn the public is showing a far keener appreciation of good music than ever before. I regard this as the most interesting feature of the phonograph industry today, for the revival in the demand for the better class of record will be of invaluable benefit to every factor of our business.

"While in Europe I picked up many new recordings from the Lindstrom catalog, which will be used this coming season in our Odeon repertoire. The Lindstrom library contains a greater number of beautiful recordings than at any time in the history of this famous organization, and their library today is marvelous. The symphonic and orchestra records made by the Lindstrom recording selections the past year have surpassed my highest anticipation, and I am glad to have the opportunity of presenting these records to the American public through the Odeon library. The continued sale and appreciation of standard records represents the backbone of our industry, and its importance is recognized generally today by the foremost manufacturers here and abroad."

Edison Retailers Hold Meeting in Atlanta, Ga.

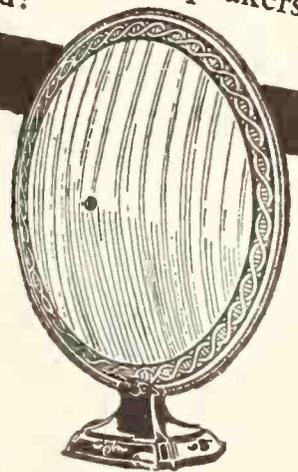
Dealers in Southeastern Territory Gather at Session at Which Charles Edison, President of Thos. A. Edison, Inc., Is Guest of Honor

ATLANTA, GA., October 5.—Some 150 Edison dealers in the Southeastern territory gathered at the Biltmore Hotel here last week to attend the meeting and banquet at which the guest of honor was Charles Edison, president of Thomas A. Edison Inc., and son of the great inventor, who was accompanied on his visit to Atlanta by Arthur L. Walsh, vice-president, in charge of the phonograph division of the Edison interests.

The meeting was arranged by Edison Phonographs, Inc., the local Edison jobbing house, of which W. L. F. Rosenblatt is manager, in cooperation with the Duffee-Freeman Furniture Co., and the Edico Piano Co., local Edison dealers. In the course of the meeting the dealers inspected the four new console models of Edison phonographs just put on the market by the company and were enthusiastic over the demonstration of the instruments. The new forty-minute record which has aroused so much interest was also demonstrated.

We are distributors
of
the famous
Farrand
Speaker

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



Also the New Farrand "B" Eliminator" and
Eliminator combined with power amplifier

Renier Music House, Inc.
545 Main Street Dubuque, Iowa

You'll Be Surprised!!
at the New Recordings—

Lincoln
Records
NOW
 Retailing **at** **35¢**
3 for \$1.00

The new method of recording Lincoln records is a step far, far in advance of all competition. You will immediately note the difference and the decided improvement when you hear these new Lincolns. No mere words will tell you of the new tone, fidelity in the reproduction of voices and instruments—the clarity—and the absence of scratch, and, Boy, “the” Rhythm.

See and hear these new Lincoln records by sending at once for samples and prices.

The Lincoln is a product of the

Cameo Record Corp.

249 West 34th St., New York, N. Y.

The "Big" Little Three

The Most Complete Line of Records for Children



The above poster in life size will be mailed free with your first order of Jackie's records

Retail
15¢

There are no other records like the Cameo Kid or the Uncle Wiggily Series. They are seven inch double faced records, put up in gayly illustrated multi-colored envelopes. Although smaller in size they have the same quality as the very best of the larger size records.

Retail
15¢

These records are fast sellers and are sure to bring hundreds of new buyers to your store.

*Make no mistake, Cameo Kid and Uncle Wiggily records are different
—In Style—In Quality—In Originality and In Their Wide Appeal.*

CAMEO KID RECORDS

- 10 JACK AND JILL (Song)
- 10 OLD KING COLE (Song)
- 11 JACK AND THE BEANSTALK (Story)
- 11 TOM THUMB (Story)
- 12 CINDERELLA (Story)
- 12 THE THREE BEARS (Story)
- 13 LONDON BRIDGE IS FALLING DOWN
- 13 THE FARMER IN THE DELL (Game)
- 14 HERE WE GO ROUND THE MULBERRY BUSH
- 14 OATS, PEAS AND BEANS (Game)
- 15 TOM, TOM, THE PIPER'S SON (Song)
- 15 SIMPLE SIMON (Song)
- 16 LITTLE BO-PEEP (Song)
- 16 MARY HAD A LITTLE LAMB (Song)
- 17 YANKEE DOODLE (Patriotic)
- 17 HAIL COLUMBIA (Patriotic)
- 19 STAR SPANGLED BANNER (Patriotic)
- 19 COLUMBIA, THE GEM OF THE OCEAN
- 20 LAZY MARY, WILL YOU GET UP (Game)
- 20 TEN LITTLE INDIANS (Game)
- 21 THE THREE LITTLE KITTENS (Song)
- 21 WHERE ARE YOU GOING, PRETTY MAID? (Song)
- 22 ROCK-A-BYE BABY (Song)
- 22 SING A SONG OF SIXPENCE (Song)
- 23 COCK-A-DOODLE DOO (Song)
- 23 OLD MOTHER HUBBARD (Song)
- 24 SWEET AND LOW (Lullaby)
- 24 DOLL SONG (Lullaby)
- 25 THE SANDMAN (Lullaby)
- 25 THE SLUMBER BOAT (Lullaby)
- 26 GO TO SLEEP MY LITTLE PICKANINNY
- 26 THE DREAM MAN (Lullaby)
- 27 LITTLE RED RIDING HOOD (Story)
- 27 THE FROG PRINCE (Story)

- 28 THUMBKIN SAYS, "I'LL DANCE" (Game)
- 28 FIVE LITTLE CHICKADEES (Game)
- 29 LADY MOON (Lullaby)
- 29 TWINKLE, TWINKLE LITTLE STAR
- 29 NURSERY-MEDLEY, Intro.: "Hey Diddle, Diddle," "Humpty-Dumpty," "Dickory, Dickory Dock" (Song)
- 30 NURSERY-MEDLEY, Intro.: "Little Jack Horner," "Little Miss Muffet" (Song)
- 31 SANTA CLAUS' TOY SHOP
- 31 SANTA CLAUS' GREETINGS
- 32 HOW THE BIRDS TALK (Story)
- 32 THE LION IS KING (Story)
- 33 JENNIE JONES (Game)
- 33 ROUND AND ROUND THE VILLAGE
- 34 I HAD A LITTLE DOGGIE (Song)
- 34 PUSSY-CAT, PUSSY-CAT (Song)
- 37 THE SNOW MAN (Song)
- 37 THE BLACKSMITH (Song)
- 38 PETER, PETER, PUMPKIN EATER (Song)
- 38 MUSICAL ALPHABET (Song)
- 39 LITTLE BOY BLUE—SEE SAW MARJORIE
- 39 DAW (Song)
- 39 LITTLE GIRL'S GOOD-NIGHT (Lullaby)
- 39 RING AROUND A ROSY—Medley Intro.: "Georgie Porgie," "Itiskit, Itaskit" (Game)
- 40 GOOSEY, GOOSEY GANDER—Medley, Intro.: "The Man in the Moon," "Little Tommy Tucker" (Songs)
- 41 WELCOME, SWEET SPRINGTIME (Song)
- 41 LULLABY (Lullaby)
- 45 THE BOOGY MAN (Song)
- 45 THE SQUIRREL (Song)
- 46 THE SUNBEAM'S JOKE (Song)
- 46 MOTHER GOOSE'S PARTY (Song)
- 47 THE ELEPHANT (Song)
- 47 A LITTLE BROWN DOG (Song)

- 48 LITTLE ONE'S GOOD-NIGHT PRAYER (Hymn)
- 48 NOW I LAY ME DOWN TO SLEEP (Hymn)
- 49 RAMBLE ROUND THE CHRISTMAS TREE
- 49 SANTA CLAUS IS A JOLLY OLD FELLOW
- 50 I'VE WRITTEN A LETTER TO SANTA CLAUS
- 50 A NICE GAME (CLAP, CLAP, CLAP) (Game)

UNCLE WIGGILY KID RECORDS

- 51 UNCLE WIGGILY'S ALPHABET (Song)
- 51 UNCLE WIGGILY AND THE DARK (Song)
- 52 UNCLE WIGGILY'S SLEEPING SONG
- 52 UNCLE WIGGILY AND OLD MOTHER HUBBARD (Song)
- 53 UNCLE WIGGILY AND THE WIND (Song)
- 53 UNCLE WIGGILY'S PINK NOSE (Song)
- 53 UNCLE WIGGILY AND THE PHOEBE BIRDS (Story)
- 54 UNCLE WIGGILY AT THE CIRCUS (Story)
- 54 UNCLE WIGGILY'S SWIMMING LESSON (Story)
- 55 UNCLE WIGGILY IN THE WOODS (Story)

JACKIE COOGAN KID RECORDS

- 110 LITTLE AH SID (Nov. Recitation with Orch.)
- 110 CIRCUS (Novelty Recitation with Orch.)
- 111 A BEAR OF A STORY (Recitation)
- 111 ADVICE TO KIDS (Nov. Recitation with Orch.)
- 111 THE MAN WITHOUT A COUNTRY (Recitation with Orch. Acc.)
- 112 THE DIRECTOR (Recitation)

Send your order today for an assortment of these records or write at once for terms and particulars.

CAMEO RECORD CORPORATION

249 WEST 34th STREET, NEW YORK, N. Y.

Radio and Blackman Dependability

When the Blackman organization determined two years ago to merchandise standard radio products, the dominating thought was the continuation of the slogan—"BLACKMAN and DEPENDABILITY"—which for twenty-five years has been the guiding thought in the Blackman organization.

Before determining upon a line of radio products which could be offered to Blackman dealers with the thought of Dependability uppermost, selling tests were applied to each and every radio product considered for presentation to our dealers. The tests were severe and exacting and the products which measured up to the accepted tests embodied quality and sound merchandising possibilities.

The manufacturers of radio products who have asked us to act as wholesale distributors have proven the dependability of their products definitely and conclusively and in turn the Blackman organization is giving these products the representation they deserve.

The growth of Blackman radio business has far outdistanced all our expectations, reflecting the training of the Blackman organization in the merchandising of standard, quality radio products.

Blackman dealers have become acquainted with the scope and value of Blackman radio service the past two years and they now regard "Blackman and Dependability" as a thought which signifies a permanent, successful foundation for their radio activities.

Our new catalog is now being distributed. If you have not received your copy notify us.



Stromberg-Carlson Inaugurates System of Registering Names of Set Purchasers

File to Be Kept at Company's Plant Will Have Complete Information Regarding the Instrument, Accessories and Date of Purchase for Reference in Case of Defect in Manufacture

ROCHESTER, N. Y., October 4.—The Stromberg-Carlson Telephone Mfg. Co., manufacturer of the Stromberg-Carlson radio receiver and other radio products, has put into effect a system whereby the purchaser of every one of the company's receivers is registered at the company's offices for record in the event that the purchaser finds that within a year repairs are necessary which are due to some defect in manufacture. Purchasers of Stromberg-Carlson radio receivers are given a guarantee for one year with the following clause contained in the guarantee form regarding repairs. The clause reads: "Should any defect develop within one year from the date of purchase, any part or parts which are defective will be repaired or replaced by us, provided our inspection shows same to be defective, upon return thereof to our factory." The guarantee form also states that the guarantee is valid only after the registry card has been received at the Stromberg-Carlson factory.

This registry card is given to the purchaser of a Stromberg-Carlson receiver by the dealer and is filled out by him and sent to the manufacturer. The card bears the following information: Date purchased, type and serial number of receiver, dealer's name and address, name of party making installation and the accessories used with the set.

Authorized Stromberg-Carlson dealers are also provided with record cards which show exactly the type and serial number of the set purchased, the accessories used and the contact which the dealer has had with the customer after purchase. This contact chart gives the dates of calls by the service man and the troubles, if any, which were cleared by him.

This move on the part of the Stromberg-

Carlson Tel. Mfg. Co. tends to clarify the situation for the authorized dealers of the company, who benefit from the fact that each customer is presented with an exact statement of the company's stand in regard to its policy when a question arises as to non-operation of a set. It should also prove beneficial to dealers in selling the Stromberg-Carlson receiver, for the giving of a year's guarantee with the registering of owners of sets has the effect of bringing home to purchasers the fact that the radio receiver has reached a position of stability.

Another instance of the manner in which the Stromberg-Carlson organization is functioning to co-operate with its dealers and assist them in merchandising on the highest possible plane is shown in the chart recently sent dealers in which the prices on fully equipped receivers are given, with a detailed statement of each accessory and its price. The reason for this chart is that the Stromberg-Carlson Co. has experimented to determine the best accessories which will assist the purchaser in securing the utmost from his Stromberg-Carlson receiver. Where it was impossible to secure an accessory which would function in a fashion worthy of the receiver, the Stromberg-Carlson Co. experimented and worked out its own product to fill the desired need. These charts should prove most helpful to dealers and their sales staffs in eliminating sales resistance.

Williams Co. Chartered

The Williams Talking Machine Co., of Birmingham, Ala., was recently incorporated with a capital stock of \$19,000.

Offer Home Study Course in Panatrope Salesmanship

Selling Information Based on Facts and Experience Now Available to Brunswick Dealers and Their Salesmen Throughout the Country

The Brunswick-Balke-Collender Co. announces that a complete home study course in Panatrope salesmanship has been prepared for Brunswick dealers. The announcement made through the "Brunswick Pace-Maker" states that it is a thorough and practical course based on facts, not on general theories, and contains information every salesman needs in his daily sales activities.

The text is presented in an interesting, convenient, well-organized and practical form with illustrations and charts. The outline of subjects covered by the course is divided into six units as follows: "Explaining the Brunswick Panatrope," "Presenting Light-Ray Records," "Demonstrating the Brunswick Panatrope," "Closing Sales," "Reaching the Broader Market," "Selling Outside the Store." These subjects include incidents from field work, understanding the Panatrope, its proper presentation, successful dealers' experiences, retail salesmen's experiences, field investigations, dealer problems, questions and answers, shopping experiences all over the country.

In commenting on the course in Panatrope salesmanship, which is open for enrollment, A. J. Kendrick, general sales manager of the phonograph division, said:

"We have never before presented to Brunswick dealers any plan in which we were more interested, or more certain of its value. We are offering something which means, we are confident, increased business and profits for Brunswick dealers, and more than that, a corps of better trained, more enthusiastic and more productive salespeople and other employes in retail stores."

A One Piece, Seamless Brass, Tapered Tone Arm for PORTABLES - -

\$ **1** ⁰⁰ _{Each}

KENTONE ARM
No. 30-SP



DESIGNED for the popular priced portable phonographs—made in one piece of seamless brass tubing, tapered. The base is of a special and unique unobstructive type, affording a smooth, easy and free movement without rattle. The arm proper is finished in the highest polish nickel plate while the base is of a crystallized black lacquer. If desired, base also may be had in the nickel plate.

}	Length - - - - -	8"
	Diameter of base - - - - -	2 7/8"
	Opening in base - - - - -	1 13/16"
	Height over all - - - - -	3"

F. C. KENT COMPANY, 67 Grace St., IRVINGTON, NEW JERSEY

Manufacturers of the Kent Attachment for the Edison Disc Phonograph

New Edison Products Introduced to St. Louis Territory at Dealer Convention

Charles Edison and Arthur Walsh Address Dealers—Longer-playing Record Introduced—Third Annual Atwater Kent Dealer Convention Held—Columbia Dealers Co-operate With Ad

St. Louis, Mo., October 6.—A most successful convention of Edison dealers from southeastern Missouri, southwestern Illinois, Arkansas, Tennessee and part of Kentucky was held the latter part of last month under the auspices of the Silverstone Music Co., Edison distributor for

sponsored by the Brown & Hall Supply Co. and a number of instructive and interesting addresses were given by manufacturers and their representatives. The Atwater Kent Mfg. Co. was represented by H. T. Stockholm and Messrs. Kester and Pigeon, who displayed and



Edison Dealers at Conclave Arranged by Silverstone Music Co.

this territory. More than 100 dealers attended and listened enthusiastically when Charles Edison, president of Thomas A. Edison, Inc., explained and demonstrated the new Edison longer playing record, a twelve-inch recording which plays forty minutes, and a ten-inch recording which plays twenty-four minutes. Mr. Edison also spoke of the future outlook for the Edison organization and spoke of the company's plans for co-operating with dealers. Arthur L. Walsh, vice-president and general manager of Thomas A. Edison, Inc., accompanied Mr. Edison on his trip to St. Louis and he also gave an interesting address. Motion pictures of operations at the Edison plant were shown and the new model instruments were displayed and demonstrated. Dealers who attended expressed themselves as being highly enthusiastic over the Fall and Winter prospects.

Atwater Kent Dealers Convene

Another interesting trade happening of the month was the third annual convention of Atwater Kent dealers, which held forth at the Chase Hotel for two days. The gathering was

demonstrated the new line of receivers and explained the outstanding selling points of each model. Officials of the Brown & Hall Supply Co. explained trade conditions in the St. Louis territory and problems were discussed with dealers joining in the discussion, citing personal experiences. Representatives of the Pooley Mfg. Co., cabinet manufacturer; the Philadelphia Storage Battery Co., manufacturer of Philco power units; the National Carbon Co., maker of Eveready batteries, and Grigsby-Grunow-Hinds Co., maker of the Majestic "B" eliminator, and the Bankers-Commercial Security Co., which finances time payments on radio sales, attended the meeting and demonstrated and explained their products, giving interesting and instructive talks to the assembled dealers. Luncheons were an important part of the convention program and a most successful banquet with many interesting features concluded the two-day gathering.

A spirit of optimism prevailed throughout the entire two days and all those participating in the convention expressed the view that all indications point toward the coming season

being the most successful from every standpoint for radio dealers and distributors.

Tie-up With Columbia Advertising

The Columbia Phonograph Co.'s national program of promoting the electrically recorded records by page advertisements was given increased effectiveness in the territory served by the St. Louis branch by thirty tie-ups in the form of local advertising. One result was an increase of 32 per cent in the record sales of the district as compared to September a year ago. The increase for the year to date is 461-3 per cent. The district comprises Missouri, Nebraska, Kansas, Oklahoma, Arkansas, southern Illinois, western Kentucky and Tennessee and northern Mississippi.

Thomas Bevine, formerly connected with the Toronto, Canada, organization, has been transferred to the Kansas City sub-branch of the Columbia Phonograph Co., and will travel out of there through the Northern States, where he has a large acquaintance with dealers.

Columbia dealers who recently visited the St. Louis branch were Mr. Walker, of the Walker Music Co., Eldorado, Ark.; Mr. Bensberg, of Camden, Ark., and George Riley, of Winfield, Kan.

Dealers Exhibited at Exposition

Most of the talking machine dealers had exhibits at the Greater St. Louis Exposition last month and gave constant demonstrations and made satisfactory sales and obtained many new prospects.

Toledo Firm Soon to Be in Fine New Quarters

TOLEDO, O., October 6.—The new home of the Whitney-Blaine-Wildermuth Co., dealer in Brunswick and Victor lines, radio, records and pianos, will be ready for occupancy about November 15, according to Henry C. Wildermuth, treasurer of the company. The structure is three stories and basement and it will be one of the most modern and completely equipped music houses in the Middle West. It is located at Adams and Erie streets, in the heart of the business district.

The basement will house the downstairs store, where used phonographs and pianos will be displayed. The main floor will have the record counters, demonstration booths for records and music rolls, also phonograph and piano display space. On the second floor will be the general offices and the private offices of Messrs. Blaine and Wildermuth. The balance of this floor will be used as showroom for grand and reproducing pianos. The third floor will be equipped with a fully arranged repair department. Facing Erie street on this floor will be five studios for teachers. A room 26 x 80 will be used as a recital hall for instructors and pupils.

The house is conducting a removal sale under the direction of C. C. Firkins. The sales force has been enlarged through the addition of John Kriest and B. J. Sharp, both formerly with the J. W. Greene Co. Officers of the company are David Blaine, president; Otis Ballard, vice-president; Henry C. Wildermuth, treasurer, and Frank Ridley, secretary.

N. Y. Jobber Increases Staff

The New York Talking Machine Co., New York, Victor jobber, in order to take care of the rapidly increasing volume of record orders, has added Frank Mack to assist in the record order department. Several men have also been added to the shipping department and to the radio service department.

Neil Bauer in New Post

Neil Bauer is a new addition to the field salesforce of the Crosley Radio Corp. He left Cincinnati a few weeks ago to represent the concern in the Southern territory. Mr. Bauer has been with the corporation for several years.

We are distributors
of
the famous
**Farrand
Speaker**

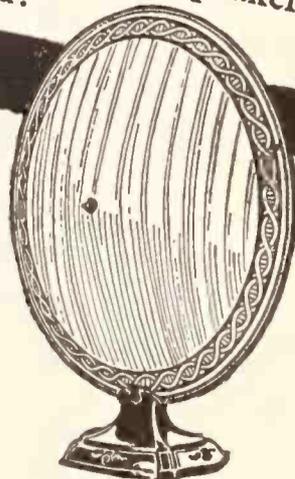
MORE Farrand Speakers
were sold last season than all
other licensed cone speakers
combined!

The McGraw Co.

MIDDLEWESTERN DISTRIBUTORS

OMAHA — SIOUX CITY — ST. LOUIS

"The Leading Radio Wholesale House in the Middle West"





65%

reduction in deadly service costs means far greater profits in set sales

IS your name on the long list of radio dealers who frankly admit they are losing money on the sale of complete sets? Are you, like so many others, merely breaking even? What is the *real* reason why so few dealers are making a decent profit?

Many dealers have found out. They tell us that the high cost of servicing is to blame for one of the most discouraging conditions radio has known. When a dealer sells a set he must service it, whether his profit is large or small. The cost of that servicing over a period of months consistently eats huge holes in the profit—often consumes it entirely.

Most of that profit-killing cost is absolutely needless. The majority of the service calls you make—65% to be exact—are caused by the failure of batteries to function properly. If you do away with the cause of "A" battery failure, you automatically eliminate a big part of your service cost. That is precisely how Unipower, radio's pioneer "A" power unit, is helping hundreds of dealers.

By selling Unipower with the complete set, the dealer forestalls "A" battery service calls and saves his profit.

The customer is glad to have Unipower. It gives him unfaltering power from the light socket and eliminates for him the bother and inconvenience of having you make monthly service calls.

Here then are three profits no dealer can afford to pass up—1: A substantial margin on Unipower itself, for Unipower is distributed only to reliable dealers through responsible jobbers. 2: A definite saving in deadly service bills. 3: A satisfied and thankful customer.

We shall be glad to send you additional information and price lists. Or booklets to help you sell your customers. Send a post card.

The Gould Storage Battery Co., Inc., 250 Park Ave., New York.

Unipower

A GOULD PRODUCT

RADIO "A" POWER THAT CANNOT FAIL

For 201-A tubes or
equivalent
AC-6HA—\$42.50

New refinements to a proven principle—the principle of trickle charge plus the indispensable rapid charge found only in Unipower—are present in this new 6-volt Unipower designed to furnish unfailing "A" power to any 201-A tube set. Four trickle rates, operated by a simple dial, enable the user of heavily-worked multi-tube sets to adjust the power to the exact rate necessary to his individual set and hours of use.

Complicated wiring is eliminated—installation is as simple as that of a storage battery. Automatic switching makes possible a power-operated set under one control—no change is necessary in "B" power supply or set wiring.



For 199 tubes or
equivalent
AC-4—\$33.00

Unipower contains a Balkite charging unit of Gould design. It operates from alternating current 110-125 volt—60 cycle. Special models, 25-50 cycle, at slightly higher prices.

Richmond Annual Radio Exposition Attracts Record-breaking Crowds

Second Annual Radio Show Successful in Every Particular—Biggs Co. Will Probably Aid Columbia Line—Improvement Noted in Agricultural Situation—Other News of the Trade

RICHMOND, VA., October 8.—Richmond's annual radio show, staged under the auspices of the Radio Dealers' Club, went over stronger than ever this year, there being a record-breaking attendance each evening. Some of the models which attracted attention were the New Crosleys, the Philco "A B" Socket, Radiola 30, new Orthophonic Radiola and the Stromberg-Carlson receiving sets.

Miss Virginia Gartrell, sponsored by the Radio Salon exhibitors, was crowned queen. She was awarded a \$400 Radiola and a cedar chest filled with a lot of finery as well as a variety of serviceable articles. Other prize winners were Miss Inez Robins, sponsored by the Columbia Furniture Co., and Miss Nell Fishburne, sponsored by Howell Bros. This was Richmond's second annual show. Robin A. Frayser, an officer of the Radio Dealers' Club, says that he is going to make next year's even better and more successful than the one this year.

Howell Bros. have added a line of portables and are demonstrating them with loud speakers attached. They have been handling radio for several years and until the portables were added had refrained from branching out into the phonograph line.

The Biggs Music Co. is thinking of taking on the Columbia line. That company has been seeking a new talking machine connection since the manufacture of the Biggs record player was discontinued some months ago.

It is understood that it will probably connect with the Columbia after the new machine of this company, the Viva-tonal phonograph, is put on the market.

Goldberg Bros., jobbers of phonographs, report continued strong demand. C. G. Newman, salesman for this firm, who has been traveling Florida territory, was fortunate enough to have left Miami a few days before the hurricane struck that section of the State and was at his headquarters in Richmond when news of the storm reached him.

While both the phonograph and radio Fall business is reported to be opening up well in this territory, some of the dealers complain that collections are not so good as they might be.

They attribute this partly to the fact that more people than ever went away on vacations the past Summer and spent most of their ready cash before they returned.

The agricultural situation is reported to be distinctly improved over last year. The tobacco crop in particular is expected to be a very profitable one this year. Business in the coal mining areas is being stimulated by large production. Labor continues well employed in practically all lines of industrial activity, assuring a large purchasing power for the next few months at least.

Louis J. Heindl, president of Walter D. Moses & Co., was recently in New York on a business trip. All Victor dealers have reduced mechanically cut records from 39 cents to 25 cents and are offering five for \$1.

The Corley Co. has been giving a series of public concerts in the evenings demonstrating the new Electrolas and the new radio-equipped Orthophonic Victrolas. The concerts have been well attended.

T. I. Monroe, a recent graduate of the Radio Institute of America, is a new addition to the sales and servicing staff of the radio department of the Corley Co. Mr. Monroe, who is from Greensboro, N. C., took a course in electrical engineering at the University of North Carolina before he decided to specialize in radio.

To Give Radio Control Legislation Early Consideration

Early action is hoped for on the part of the conferees on the White Radio Control bill which passed the House last session and the Dill bill in the Senate. It is Mr. Hoover's understanding that the conferees will assemble in Washington shortly after the November elections and ahead of the Congressional session, according to reports from Washington.

The two bills are much alike except that they differ on the important question as to who shall actually be in control of radio. The White bill provides control by Secretary Hoover with an advisory commission, but the Dill bill would

eliminate the Secretary of Commerce and give the control to an independent commission, much on the order of the Interstate Commerce Commission.

Senator Dill (Democrat), of Washington, author of the bill, believes some sort of radio control bill will be passed by Congress by January 1.

Issue Eight-page Booklet on Resonata Loud Speaker

The Resonata Corp. of America, New York City, manufacturer of the Resonata, a new loud speaker of distinctive principles and appearance, has issued an attractive eight-page booklet upon the product. By means of descriptive articles and diagrams the principles of the Resonata are distinctly stated.

Charles Rosenthal, sales manager of the company, reports that the initial presentation of the Resonata at the New York show resulted not only in a large volume of business, but also in the appointment of many new dealers and distributors.

Open Music Department

STOUX FALLS, S. D., October 2.—A complete music department was recently opened in the basement of the Shriver-Johnson Co., department store here, with G. H. Compton as proprietor and manager. Mr. Compton is extremely well qualified, having been for years in charge of the Stone Piano Co., of Fargo, N. D., and also has had experience as traveling representative throughout the Northwest for the Columbia, Edison and Victor lines of instruments. Among the lines which Mr. Compton will carry are the Columbia Viva-tonal phonographs and records, pianos, sheet music and small goods.

Ties Up With Vaudeville Act

AKRON, O., October 4.—Taking advantage of the engagement of Signor Friscoe, xylophone artist, on the Keith Albee bill this week, the B. A. Emerson Music Co. called attention to the fact that the Edison phonograph, which Friscoe uses in the act, is available at its store.

Secures Atwater Kent Line

The Park Music Shop, Floral Park, N. Y., recently secured the agency for the Atwater Kent line of radio receivers and other products. Mr. Swenson, proprietor of the shop, plans an aggressive Fall campaign, tying up in every possible way with the Atwater Kent Mfg. Co.'s Sunday night concerts.

Carryola Cub Is Now Ready

Carryola Co. of America, Milwaukee, recently announced that the Carryola Cub, listing for \$15, is now ready for the trade. The Cub is equipped with a new motor with a longer spring, which enhances its selling possibilities. It is finished in red, blue or black genuine DuPont Fabrikoid and has a capacity of fifteen records.

Move Into New Quarters

Sterchi Bros., distributors of Carryola portable phonographs, recently moved into new general offices in Knoxville, Tenn. The firm distributes Carryolas through several branch offices, in Jacksonville, Fla., Chattanooga, Atlanta, Bristol and Nashville, Tenn.

New Wise Music Store

A new branch of the Wise Music Stores was recently opened at Third avenue and Fourteenth street, New York. A complete stock of records, sheet music and small musical instruments is carried.

We are distributors
of
the famous
Farrand
Speaker

Distributed to the Wholesale Trade by

Carolinas Auto Supply House

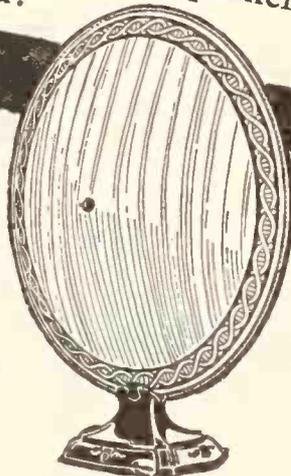
Box 555

221 N. College St.

CHARLOTTE, N. C.

Fada Radio - Cunningham Tubes - Ray-O-Vac Batteries

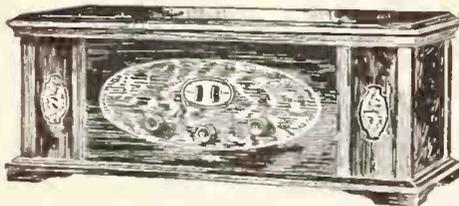
MORE Farrand Speakers
were sold last season than all
other licensed cone speakers
combined!



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

Conditions in Pittsburgh Talking Machine and Radio Fields Show Big Improvement

Leading Distributors and Dealers Are Optimistic Over Fall and Winter Prospects—Ideal Phono-Parts Co. to Job Okeh and Odeon Records—Atwater Kent Dealers Convene

PITTSBURGH, PA., October 7.—Trade conditions in the talking machine and radio field are showing signs of marked improvement and the leading distributors here of the Brunswick, Columbia Player-Tone, Edison, Sonora, Starr and other lines are of the opinion that Fall and Winter business will be exceptionally brisk.

Wholesalers Optimistic Over Outlook

Wallace Russell, general manager of the Standard Talking Machine Co., is of the opinion that October and November will be good business months for dealers. He, however, emphasized the fact that there would be a shortage of certain types of machines.

George H. Rewbridge, manager of the wholesale talking machine department of the W. F. Frederick Piano Co., stated that "business is very good and the indications point to a record-breaking season."

At the Brunswick offices C. W. Markham, manager, stated that business was showing marked activity and that the demand for the Brunswick Panatone is exceeding all expectations. The new Brunswick records, he stated, are also brisk sellers.

To Distribute Okeh and Odeon Records

An important announcement was made by the Ideal Phono-Parts Co. to the effect that the firm has arranged to distribute the Okeh and Odeon records. Paul Susselman, president of the company, stated that business is brisk and that the recent consolidation made with the Buel-Lyons Co. of Cleveland, O., had afforded the company a new outlet with offices at 1231 Superior avenue, Cleveland. Mr. Susselman said, "The consolidation with an increased number of traveling salesmen will give us ample facilities for caring for the requirements of our customers within our territory." The Ideal Phono-Parts Co., Inc., is a factory distributor for the Valley Forge main springs and parts, New Principle reproducers, Carryola portable, Artone phonographs, in addition to the Okeh and Odeon records.

Atwater Kent Dealers Stage Convention

Atwater Kent dealers in western Pennsylvania held their second annual convention at the William Penn Hotel on Monday afternoon and

evening, September 26, as guests of the Esenbe Co., distributor in the Pittsburgh district for the Atwater Kent Mfg. Co., of Philadelphia.

The dealers assembled at noon in the hotel and luncheon was served to about 100 persons. Then followed an interesting business session. H. M. Swartz, treasurer of the Esenbe Co., presided over the meeting and introduced the speakers. A. A. Buehn, president of the Esenbe Co., was the first speaker and gave an interesting talk to the dealers. He emphasized points to be observed in merchandising the Atwater Kent line. The principal talk was that of R. E. Smiley, district sales manager of the Atwater Kent Co., whose address was both inspiring and instructive. Charles Weiser and G. A. Jaud, field men of the Atwater Kent organization in the Pittsburgh territory, were introduced and spoke briefly. F. N. Eaton, of the Pooley Co., told of the Pooley Cabinets and the plans that had been made for the protection and servicing of the dealers. H. W. Jarrett, of the Bankers' Commercial Security Co., of New York, explained the plan for financing time payment contracts and answered a number of questions. An interesting speaker was T. Cronin, of the advertising firm of Barton, Durstine & Osborne, who with the aid of motion pictures told of the Atwater Kent advertising plans for the coming season. Plans for the Radio Show under the auspices of the Pittsburgh Radio Association were outlined by the manager, James A. Simpson.

In the evening the annual banquet was held in the ballroom of the William Penn Hotel, over 200 persons being present. Immediately after the dinner had been served there was dancing.

Edison Dealers Hold Important Meeting

Nearly 250 Edison phonograph dealers from many points in western Pennsylvania, eastern Ohio and West Virginia attended an Edison convention and dinner in the English room of the Fort Pitt Hotel on Tuesday evening, September 21. The principal speakers were Charles Edison, president of the Edison industries, and A. L. Walsh, vice-president and sales manager. P. T. Burns, of the Edison organization, was

toastmaster. An orchestra furnished music during the dinner and for the dancing that followed. The meeting was held for the purpose of acquainting the dealers with the new forty-minute Edison phonograph records that will be released on October 15 as well as the new models of the Edison phonograph. The new record, according to Mr. Edison, which opens up undreamed-of fields in the Edison business, plays twenty minutes on each side and does away with the necessity of changing the record every few minutes. During his talk to the dealers Mr. Edison sketched through a brief history of the phonograph for his hearers.

"The radio did hurt the business," he said, "but the swing from a cash to a credit business in automobile merchandising was what hit it most. We predict a return to the phonograph on the part of the great American music-loving public this Fall and Winter. It gives its audience what it wants when it wants it." Mr. Walsh was most enthusiastic in his views on the outlook for new business for the Edison records and phonographs and explained to the dealers that Thos. A. Edison, Inc., was prepared to give all aid possible to the dealers in their plans for prompt merchandise. The advertising that is to be done in newspapers, magazines and other publications was described by Mr. Walsh, and when he finished speaking a curtain was drawn from an enclosure at the rear of the room where four new models of the Edison phonograph were on display. Each was described in detail by Mr. Walsh. Prior to the speaking there was shown a motion picture film, depicting the various industries operated by the Edison company, outside of the phonograph division. The meeting of Edison dealers was one of the largest ever held in the Pittsburgh district. One of the guests at the speakers' table was A. A. Buehn, former treasurer of the Buehn Phonograph Co., former distributor of the Edison phonographs and records. Mr. Buehn is now president of the Esenbe Co., Atwater Kent radio distributor for the Pittsburgh district.

F. X. Donovan in New Post

F. X. Donovan is the new manager of the Victrola department of Kaufmann's (The Big Store), having succeeded Mrs. C. H. Walrath, resigned. Mr. Donovan is an old-time talking machine man and for a number of years was connected with the distribution of the Columbia phonographs.

Bright Outlook for Player-Tone Line

I. Goldsmith, president of the Player-Tone Talking Machine Co., reports business conditions as "most excellent." Mr. Goldsmith cited the fact that the new Saxophonic models were meeting with "extraordinary success" in the various markets where placed. He said, "The coming Fall and Winter season promises to be one of the best that we have ever experienced." The Player-Tone Talking Machine Co. offers twelve models of the new Saxophonic consoles and uprights. The "Sonnet," the "Saxophonic" and the "Grand" are models, Mr. Goldsmith stated, that are brisk sellers.

In Important New Post

J. J. Conaty is the new manager of the record department of the Standard Talking Machine Co., Victor distributor. Mr. Conaty was formerly connected with the Ohio Talking Machine Co.

Radio Corp. of America, dealers in the Pittsburgh district, were guests of the four RCA distributors in Pittsburgh, viz: Ludwig Hommel & Co., Iron City Electric Co., Robbins Electric Co. and the Union Electric Co., at a two-day convention on September 21 and 22, which ended with a theatre party. The speakers were H. P. Kasner, radio interference engineer of the RCA; Pierre Boucheron, advertising manager of the R. C. A.; E. A. Nichols, Eastern district manager, and C. R. Westbrook, the latter speaking on "Radiotrons," his talk being illustrated with slides, and proved of considerable interest to the dealers.

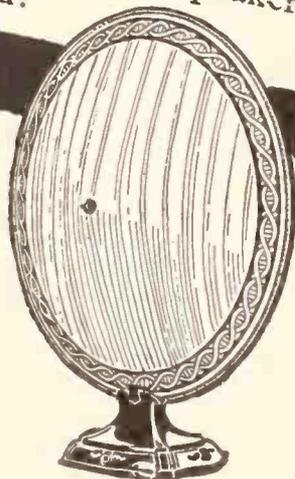
Rosenbaum Department Expands

Three large display and demonstration rooms

(Continued on page 106)

We are distributors
of
the famous
Farrand
Speaker

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



KEYSTONE RADIO
CORPORATION

Wholesaler Distributors of
Standard Radio Supplies and Equipment
"DEPENDABLE SERVICE"

640 Grant Street

Pittsburgh, Pa.

Here it is

A New Type Quality Phonograph at a Price It has that tone so much in demand

**We can
Deliver
NOW!**



Protect yourself
by ordering
TODAY

We predict a
shortage in
popular priced
machines before
the holidays

Anticipate your
requirements
for the season



American walnut satin finish; fine cabinet workmanship; equipped with Reine-
man double spring motor; new type tone arm and sound box with special horn
built of spruce wood. Height, 36 inches. Width, 21 inches. Depth, 21 inches.

\$4750

f. o. b. Pittsburgh, Penna.

**The
Phonograph
Has Come
Back**



You will make
money if you
can deliver and
we make that
possible

Don't wait
Don't hesitate
Have the
Phonographs
ready to deliver
when your
customer wants
them

Special price in large quantities

IDEAL PHONO PARTS CO., Inc.

614-16-18 Fifth Avenue, Pittsburgh, Penna.

::

1231 Superior Avenue, Cleveland, Ohio

Trade Activities in the Pittsburgh Territory

(Continued from page 104)

have been added to the talking machine department of the Rosenbaum Co., of which Chauncey R. Parsons is the manager. The new rooms will be utilized for the display and demonstration of the new Orthophonic Victrola, the Brunswick Panatrope and the radio-electric combinations. Mr. Parsons is anticipating a brisk Fall and early Winter trade.

Ludwig Hommel Honored by Employees

Ludwig Hommel, the founder of Ludwig Hommel & Co., of this city, was honored last month at a dinner given in the William Penn Hotel by his employees. The event marked the twentieth anniversary of Ludwig Hommel & Co., and Mr. Hommel was presented with a very beautiful watch.

The dinner was attended only by the employees of Ludwig Hommel & Co., with the exception of the following guests—R. C. Lanphier,

vice-president and general manager of the Sangamo Electric Co., Springfield, Ill.; T. T. Richards, vice-president and sales manager of the Wagner Electric Corp., St. Louis, Mo.; W. R. Marshall, district manager of the Westinghouse Electric & Manufacturing Co., Pittsburgh, Pa.; Frank Barrington, district manager of the Westinghouse Lamp Co., Pittsburgh; M. S. Tinsley, assistant sales manager, Eastern division of the Radio Corp. of America, New York City; E. B. Strassburger, attorney for Ludwig Hommel & Co., and H. S. Downing, of the firm of Walker & Downing, advertising agents, were also present.

Twenty years ago Ludwig Hommel started a selling organization in the Lewis Block, which was located where the Kaufman & Baer Department Store now stands. The organization has grown so that at present they occupy the building at No. 929 Penn avenue, with an organization of about seventy persons.

Dealers View New Sonora Line

The phonograph and radio dealers of Pittsburgh and surrounding territory proved their

great interest in the Sonora line by the number who flocked to the William Penn Hotel, where the Pennsylvania Phonograph Distributing Co. had a display of all Sonora phonographs and Sonora radios, including loud speaker models. C. H. Baker, district sales manager of Sonora Phonograph Co., Inc., New York, was in town during the showing September 22, 23 and 24. Also John L. DuBreuil, vice-president and general manager of the Pennsylvania Phonograph Distributing Co., and L. V. Craig, sales representative in the Pittsburgh territory. Many new accounts were opened for Sonora phonographs and Sonora radio, and there is every indication of a shortage.

Pittsburgh's First Radio Show Has Large Attendance

PITTSBURGH, PA., October 4.—The first Radio Show ever held in Pittsburgh, sponsored by the Pittsburgh Radio Association, opened today in Duquesne Garden. The radio dealers of western Pennsylvania, eastern Ohio and West Virginia opened their first annual convention in the morning. Over 300 dealers were present. The opening address was by O. T. Hough, president of the King Radio Co., of Buffalo, N. Y., who spoke on "Radio Business Ethics," while P. H. Wiggins, manager of the radio department of the Kaufmann & Baer Co., spoke on "Radio Trade-ins."

Among the exhibitors at the Radio Show, which will close on October 9, are the Esenbe Co., Atwater Kent distributor; the Shroeder Piano Co., the W. F. Frederick Piano Co., Fansteel Products Co., Kaufmann & Baer Co., Standard Talking Machine Co., Hamburg Brothers, Reed Radio & Electric Co., Frank & Seder, the Rosenbaum Co., Stewart-Warner Products Co., Western Electric Co.

New Crosley Addition Practically Completed

Work has practically been completed on the six-story reinforced concrete structure built as an addition to the assembly plant of the Crosley Radio Corp. and some of the floors are already in use. Equipment is rapidly being set up on the other floors, and within a few weeks the entire building will be occupied. The new addition has three times as much total productive floor space as the original assembly plant. It will probably double the productive capacity of the Crosley factories.

Marion, Ind., Dealers Tie Up With Broadcast of Bout

MARION, IND., October 2.—Residents of this city who do not possess radio receivers and who wished to listen-in on the broadcast description of the Dempsey-Tunney fight at Philadelphia were able to do so through the courtesy of several dealers who kept their stores open and invited the public to attend. Among the dealers who seized this opportunity of demonstrating the desirability of the radio receiver were the Butler Music Co., Gant Electric Shop, Base Radio Shop and the Broyles Electric Co.

Spartan Electric Corp. to Distribute "Howl Arrester"

The Spartan Electric Corp., New York City, has been appointed national distributor in the United States for the McDonald Howl Arrester, a product which is designed to eliminate howling or microphonic tube noises. This new contribution to the radio industry is manufactured by Scientific Products, Ltd., of Montreal, Canada. The McDonald Howl Arrester is a thick shield of live rubber, which fits over the tube as a cap. It is made in many sizes to fit the various sized tubes now on the market.

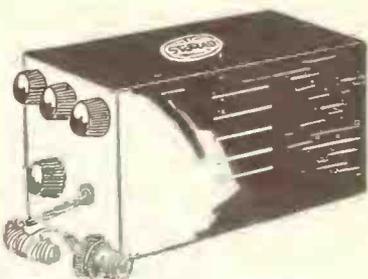
Storad Remote Control Power Supply with Set Control Button

Uses Raytheon Tube "B Power"

Type 101X "B Power" Raytheon Tube Type Unit operating on house lighting circuit. Three variable controls from 180 volts down. Has REMOTE CONTROL feature.

Connect Trickle Charger Here

Marvelous, New, Practical and an Exclusive Storad Feature



Type 201X—"B Power" Supply and Trickle Charger Combination unit illustrated here, combines Raytheon type "B" Eliminator with Storad Trickle Charger. Operates with REMOTE CONTROL.

Type 701X Trickle Charger Sufficient capacity for "A" batteries used with larger sets. Variable Control regulates charging current from 1/2 to 1 amp. Has REMOTE CONTROL feature.

Here is the kind of Power Supply you have been waiting for—REMOTE CONTROL—the kind that is controlled with one button, placed where you want it. You do not have to touch eliminator, charger or batteries. The control button turns off set and eliminator and turns on the Trickle Charger at the same time.

Interchangeable With Other Units

You do not have to use all Storad Units to enjoy this REMOTE CONTROL feature. A Storad Trickle Charger will work with any make of eliminator and operate it by REMOTE CONTROL, or you can use a Storad 101X "B Power" with another make Trickle Charger and enjoy the same advantages.

Raytheon "B Power"

Storad "B Power" Units having the REMOTE CONTROL feature are Raytheon Tube type. Storad Exclusive Circuit (Patent Pending). Tobe Deutchmann Heavy Duty Condensers are used throughout.

With a Storad on the circuit your customers' power worries will be over. They will have current—lots of it—when they want it. Write or wire for information and prices on the Storad line at once.

100% Over Capacity

That's why Storad Power Supply will work on any set without hum. Storad Heavy Duty Units have ample power for UX171 Power Tubes even when used on the largest sets.

The Storad Manufacturing Co.

2421 Detroit Avenue

Cleveland, Ohio

A New Sonatron Product

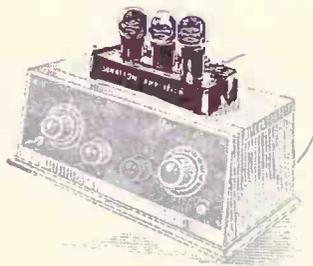
from the manufacturers of the largest line of radio tubes in the world!



THE SONATRON AMPLIFIER

with 3 Red, White and Blue Matched Power Tubes

THE SONATRON Amplifier is piling up an amazing sales record because it performs real miracles for receivers. Now, any set owner, whether his is a crystal or a ten tube receiver, may have this remarkable source of overflowing power and tonal quality. It adds three stages of amplification, is furnished for dry cell or storage battery use . . . and cuts operating costs! With its colorful



tubes aglow, it is as beautiful to behold as it is unusual in operation. Only one connection, made in a moment, and it transforms any set into a modern, efficient unit! The heart of the season is still before you. You owe it to yourself to investigate the possibilities of this Amplifier and Sonatron's 25 distinct types of tubes, which include the latest power tubes. Write for the Sonatron proposition today.

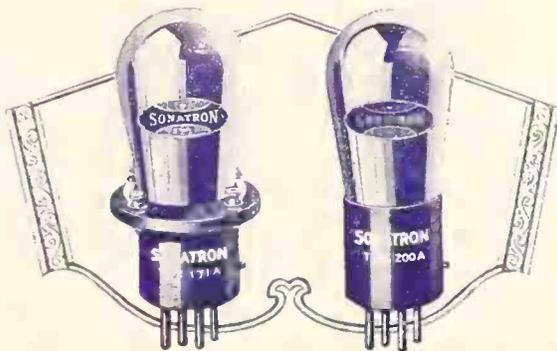
The HI-MU tubes used in this Amplifier are packed for sale separately, or in matched sets of three. Used in impedance and resistance coupled sets, they actually double volume, and yield a remarkable quality of tone. Here is a great new field of sales—write for further details.

For Storage Battery Sets
 MU-30
 MU-20
 MU-6

For Dry Cell Sets
 MU-29
 MU-19
 MU-9

Type 171-A—Power Amplifier with Adapter Base

This popular Sonatron tube is used in any storage battery receiving set in the last stage of audio frequency. Its adapter base automatically changes the hook-up on the set so that it works with this tube without re-wiring. One of Sonatron's 25 distinct tube types.



Type 200-A Power Detector

This is the tube which is making so deep an impression on the power tube market. It is used in any storage battery set in the detector socket only, and is a revelation in volume and distance. No extra batteries or re-wiring necessary. One of Sonatron's 25 distinct tube types.

Nationally
 Advertised

SONATRON

Standard
 Quality

TRADE  MARK

SONATRON TUBE COMPANY

108 West Lake Street, Chicago 320 Lafayette Building, Detroit, Michigan 16 Hudson Street, New York
 Newark, N. J. Windsor, Ontario, Canada

The Trade in **BOSTON** and **NEW ENGLAND**

JOHN H. WILSON, Manager
324 WASHINGTON ST., BOSTON, MASS.

Radio Exposition at Boston a Feature of the Month in the New England Trade

Radio Show Was Largest Ever Held in This City—Drayton-Erisman, Inc., Formed—Gramophone Society Meets—Many New Columbia Agencies Granted—Report Shortage of Sonora Products

BOSTON, MASS., October 7.—The tide has really turned in the trade, speaking locally, and it is to be presumed that the Boston and New England situation is duplicated at other points over the country; at least one hopes so. The dealers everywhere are stocking up with goods and The World representative has seen several batches of big orders which it is going to be hard to fill. Dealers already are clamoring for more goods and the manufacturers may find it difficult before many weeks to supply the need.

Drayton-Erisman, Inc., Formed

A new concern, created since the last issue of The World, is Drayton-Erisman, Inc., located at 34 Avery street, which in a way is a successor of the A. C. Erisman Co., so long located at this same address. The other partner is F. Otis Drayton, formerly manager of the radio department of the Chandler & Farquhar Co., and he will be in immediate charge of the Boston end, as Arthur Erisman, so long and favorably known in the local trade, will spend most of his time in New York, where he has an association with the Aeolian Co. The new Boston concern plans to carry a complete line of talking machine and radio outfits and supplies. Associated with the Drayton-Erisman, Inc., outfit are John O'Hara and J. J. Holohan, who were long faithful employes of the Erisman Co.; Wesley M. Boynton and Herbert Libby.

Gramophone Society Meets

The opening meeting of the season of the Boston Gramophone Society, which was formed a while ago but is only now getting on its feet, was held Friday evening, October 1, in one of the rooms of the Oliver Ditson Co., which was generously placed at the disposal of the promoters. The meeting was opened by a word of welcome from William ("Bill") S. Parks, manager of the New England branch of the Columbia Phonograph Co., and he subsequently gave an interesting talk on the "Past, Present and Future of the Phonograph Indus-

try," studying the situation from the musical angle.

James A. Frye, of the Victor forces, gave an informing insight into the progress that is being made in the recording of music. The officers elected were the following: President, Albert Gugen, of Boston; vice-president, Mr. Ziegler, of Boston; secretary, Robert D. Darrell, of Watertown; treasurer, Frank B. Forrest, of Medford.

Then followed a concert in which the Brunswick, Columbia, Victor and Odeon recordings figured. One of the numbers used was the Schubert "Unfinished Symphony," a description of which was given by Storey Smith, the musical critic of the Boston Post.

The Boston Gramophone Society has for its immediate purpose the bringing together of persons interested in the better grade of music, as represented by phonographic recordings.

Boston Radio Show a Success

The week in Boston ending Saturday, October 2, has been radio show week, this the sixth show to be held in this city. As was to be expected, it was quite the largest of any yet held and far more manufacturers, jobbers and dealers co-operated to make it a success. Among the large list of exhibitors at Mechanics Building were the Atwater Kent Co., which had an elaborate display of its lines and of local concerns known to The World readers; the Eastern Talking Machine Co., M. Steinert & Sons, Sonora Phonograph Co., Drayton-Erisman, Inc., Rosen Talking Machine Co. and the Q R S Music Co.

The Eastern, which had a very attractive exhibit, was in charge at various times of Manager Herbert Shoemaker, Guy Foote, E. P. Johnston and George McDonald, all of these giving a great deal of time to the dissemination of accurate knowledge relative to the lines that are carried by the Eastern.

The Steinert exhibit, which was more or less linked up with the Eastern, was on a par with

the other showing and there were several from the Steinert outfit, chief of them being Henri M. Duquesne, the radio manager at the Arch street quarters, who was frequently busy explaining the Kolster line of receivers. Frank Baldelli also was frequently at the show, doing his share to spread the propaganda work.

The Sonora exhibit included a console model de luxe, a console standard and a table model and models of the Prelude and the Symphony, which are the newest types of instruments put out by the Sonora, and of course there was a large line of such accessories as are carried by J. H. Burke & Co., who are featuring the Sonora line here.

Drayton-Erisman, Inc., had a creditable showing, its booth being in a very accessible location. The Q R S made a specialty of its Redtop tubes.

Shortage of Sonora Instruments

What is troubling Joe Burke, of the J. H. Burke Co., at 219 Columbus avenue, just now is how to get sufficient goods to supply the demand for Sonora instruments and radio outfits and to bear out his complaint he showed The World representative a big batch of orders, one actually for \$15,000 worth of goods, that can only be filled in small part. Among the latest connections the Burke Co. has become the distributor for the RCA tubes, which are selling rapidly. E. D. Coots, Sonora divisional superintendent, is in town and making his headquarters at the Burke company's offices. He will be here another week, conferring with Sonora dealers.

Many New Columbia Agencies

Manager Billy Parks, of the New England Columbia headquarters, is quite jubilant over the business that is being done out of his place and he is looking forward to a big business from now on to the end of the year. Some of the new concerns that have taken on the Columbia line are the F. C. Henderson Co., at its two stores here, Boylston street and Tremont street; the R. H. White Co., the Shepard Stores, Meekam, Packard & Wheat, in Springfield; England Bros., Pittsfield; R. A. McWhirr, Fall River; all these Henderson concerns; McAuslin & Wakefield, at Holyoke; Burroughs & Sanborn, at Lynn; the New Bedford Dry Goods

(Continued on page 108)

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

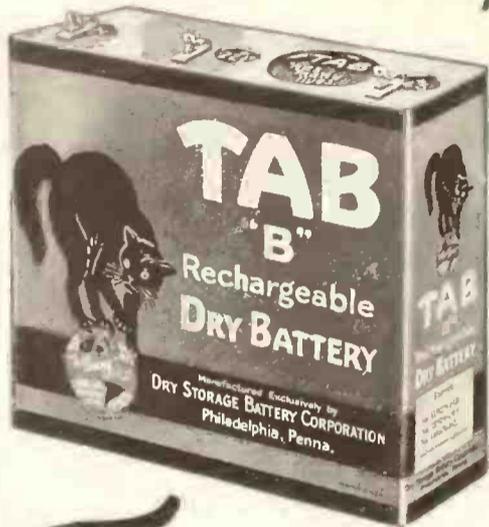
Oliver Ditson Co.
BOSTON

Chas. H. Ditson & Co.
NEW YORK

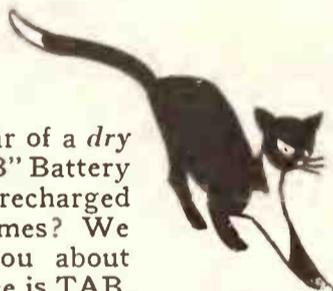


There is no Substitute for a Good "B" Battery in Radio

45 Volts
30 Cells
\$4.50



As Many Lives as a Cat



EVER hear of a dry Radio "B" Battery that could be recharged six to eight times? We are telling you about one. The name is TAB.

Can you sell a dry "B" battery that costs a few cents more than the ordinary "B" battery yet gives six to eight times as much service?

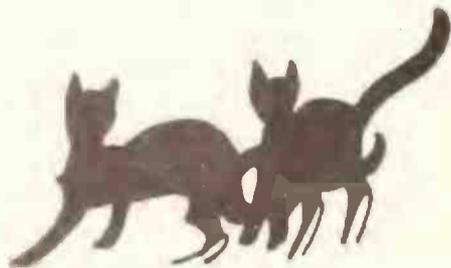
TAB Batteries will do this because they can be recharged six to eight times at home with any standard "B" battery charger or chemical rectifier.

TAB is the only rechargeable dry "B" battery, and has no competition. When money talks there can be no argument.

Write for Literature and Discounts

Manufactured exclusively by

Dry Storage Battery Corporation
213 South Broad Street Philadelphia, Pa.



TAB
—the Rechargeable
Dry "B" Battery

Radio Exposition at Boston a Feature of the Month in the New England Trade

(Continued from page 107)

Co., at New Bedford; H. S. Brown Piano Co., at Fitchburg; Clifford Bros., at Hartford, Conn.; the Outlet Co., at Providence; the A. B. Clinton Piano Co., at Hartford, Conn.

G. F. Donnelly, who has been making good with the Columbia here now for considerably more than a year, has been given the Maine and New Hampshire territory.

One of the newest acquisitions to the personnel of the Columbia Boston quarters is Miss Margaret M. Toomey, who long was a valued employe of the A. C. Erisman Co.

Edward Strauss a Visitor

Edward Strauss, of the New York office of the Brunswick Co., has been visiting in Boston, making his headquarters with Manager Harry Spencer at the Kingston street offices. Mr. Strauss has been making a flying trip all over the Brunswick field.

News Gleanings

A welcome caller in town the other day to

Manager Parks' Columbia headquarters was J. J. Moore, Jr., who is now located in Providence, R. I., where he represents Rhode Island and southeastern Massachusetts for Columbia.

Bill Parks, manager of the Columbia, spent a part of last week in Maine, where he visited the various Columbia dealers.

Joe Burke was over in New York for the big dinner of the Sonora group given during the radio show week.

Vincent Lopez, who has been the attraction at Lowe's State Theatre this week, has had a busy week appearing at some of the Brunswick headquarters.

A Brunswick Panatrope is being used at the Castle Square Theatre, which opened its doors September 27 with a resident company.

A Super-Panatrope furnished by the Brunswick Co. is being used in The Follies, the current attraction at the Colonial Theatre, and it plays an important part in one of the scenes.

Seventy-five New England Brunswick Dealers Attend Two-Day Convention

C. D. MacKinnon, Manager of Record Sales of Brunswick Co., and Howard Williams, of Business Training Corp., Give Interesting Addresses to Dealers and Explain New Line

BOSTON, MASS., October 4.—Fully seventy-five members of the trade handling the Brunswick instrument assembled at the Kingston street headquarters of the Brunswick Co. recently in conference with one of the officials from Chicago, another from New York. These were C. D. MacKinnon, manager of record sales, and Howard Williams, of the Business Training Corporation of New York, an organization that has done a great deal by way of stimulating the sales departments of various business enterprises. Both of these gentlemen were here for two days and a great deal was accomplished by way of enlightening the dealers as to the right business methods to be pursued in interesting prospective purchasers. Mr. MacKinnon extended a hearty welcome to the dealers on behalf of the directors and executives of the Brunswick Co., and he remarked at the outset that another Fall and Winter season is started with a line of instruments that never "has been equalled before in the history of the phonograph business. With our present array of Panatropes and improved mechanical instruments supported by 'light ray' electrically recorded records we confidently believe that this present year will be one of the best, if not the best year, that our company ever has had."

"We can all help to hasten the public interest in our new developments by demonstrating these new instruments and Brunswick 'light ray' recordings at every opportunity. Those who are buying Panatropes and new phonographs are from the few who have had an opportunity to hear them. The record buyers of to-day are those who have heard 'light ray' recordings, have marveled at the results obtained from them and have accordingly purchased these records. Their numbers are growing every month and your willingness to bring the performance of our products before the public at every opportunity will hasten the day when everyone will be aware of the marvelous musical results to be obtained from 'light ray' recordings and the Brunswick's new reproducing instruments." Mr. Williams in his talk said in part: "There are two forces to-day, the centralizing and the decentralizing, and these forces have been working on the American home for the last ten or fifteen years. By the decentralizing forces I mean those things that have been developing in the last ten years that pull people out of their homes, like the movies, the automobile, etc., those things that draw the father, the mother and even the chil-

dren out of the homes. However, there are certain centralizing forces, and among them the phonograph, which is a centralizing force in the home. This has a tendency to keep the family together the same as does the radio. To-day it is a battle between the centralizing and the decentralizing forces as to which is going to win the victory. Personally I believe the centralizing is going to win. You people who are selling Panatropes are in a struggle where you will win an ultimate victory. You are engaged in selling people something which is constructive, because it helps the centralizing interest of the family in the home.

"Another thing I want to point out to you is the attitude taken by the average American adult. He does little constructive reading or thinking after he leaves school. His mental field consists largely of reading the morning or evening papers and the current magazines. We are getting to the point where we realize that we must train our men in the factories after they have left college. We must train them in industrial salesmanship. Everything has to be sold, whether it is an idea or a commodity. People seldom voluntarily go out and purchase anything; it is sold to them. The desire has to be created. There is nothing that cannot be sold by the right kind of salesman. When you come to an instrument like the Panatrope or any other high-grade instrument you can sell it if you are the right kind of salesman. If you have something worth selling you ought to be able to dispose of it. The question often arises, why is the average salesman unsuccessful, and the reply as often is because he is lazy. I think just the opposite is true. The average salesman is lazy because he is unsuccessful. You know that when you have had a successful day you get out early the next morning with new energy and sell many more instruments. If we are going to make ourselves successful salesmen how are we going to do it? The secret is this: a thorough preparation for the job you are going to do. I don't care if it is a job of washing windows or being president. No one can enter this field of industrial competition unless he is physically and mentally fit to do his job or is trained for it. A man who is not trained cannot produce results. The way to go about it is first to learn all about your product and then learn the best possible way of presenting that product, next the best way of closing a sale."

Northwest Radio Show at Minneapolis Feature of Month in the Twin Cities

More Than 200 Exhibitors Display Latest Radio Apparatus and Equipment—Northwest Radio Association Elects New Officers—Columbia Co. Reports Brisk Business—Other News

ST. PAUL AND MINNEAPOLIS, October 7.—The Radio Show occupied the center of the Northwest stage the past month. It was held in the Minneapolis Armory. H. H. Cory, executive secretary, states that it was by far the biggest show ever held in the Northwest. The attendance was more than double that of last year. There were 200 radio exhibitors and many booths of accessories and related exhibits. The entertainment features were provided in two large separate rooms and were in the nature of a three-ring circus with something going on continuously. A complete musical show was put on by the MacPhail School of Music and the most popular songs broadcast the past year were sung. In another room there was vaudeville, which changed every afternoon and evening, alternating twenty-five different acts. A band-orchestra played for free dancing from 9 p. m. to midnight each day. One of the most interesting features was the crystal studio of WCCO, where the show visitor could see the artists broadcast.

The show, for the first time, was officially endorsed by the Radio Manufacturers Association and that body is represented by B. W. Ruark, executive secretary, and Carl Boyd, vice-president. The National Institute of Radio Engineers is officially represented by George Lewis. Officers of the Northwest Radio Association who promoted the show included George Riebeth, president; Harry Smith, vice-president; A. L. Toepel, treasurer, and H. H. Cory, executive secretary. At the annual banquet at the New Nicollet Hotel on Thursday night, September 30, elections were held. Harry Smith and J. E. Date were in charge of the entertainment.

Brisk Columbia Demand

Things are moving briskly at Columbia headquarters with the new machines coming in fairly close on the orders, although the orders are leading the supply. The Highboy model number 650 is proving very popular. The Columbia Co. has been doing some notable advertising during September. In the Journal of Friday, September 24, a thirteen-column spread featured the new electrically recorded Columbia records. Practically every local dealer tied up with the display. In St. Paul all the dealers took space in full-page ads in the Pioneer Press and Post Dispatch for September 23 and 24. Columbia has taken a whole page in the program of the Minneapolis Symphony Orchestra on the Columbia Masterworks. Columbia artists are well represented on the Symphony programs this year, including Toscha Seidl, Nevada Vandever and Florence Macbeth. Margaret Romaine is playing at the Orpheum the last week in September.

Featured Ortho-sonic Radio

The George C. Beckwith Co. had a very advantageous position at the Radio Show for its display of Ortho-sonic Federal radio goods. The booth is opposite the entrance and the display was very beautiful.

Charles Hicks, new manager at the George C. Beckwith Co., has just returned from a successful trip through Wisconsin. One of the new accounts recently opened is the Eau Claire Book & Stationery Store. Mr. Freese, the manager, has opened a very attractive Orthophonic department on the first floor balcony.

Interest in New Sonora Radio

There was a full display of Sonora and Magnavox radio equipment at the Radio Show. One model which aroused an extraordinary amount of interest was the new Sonora "Shielded Six" receiver, which marks an interesting advance in receiver construction.

J. E. Date arranged one of the most attractive exhibits at the show. It occupied a large double booth and crowds were constantly around the Magnavox radio test table which the Minneap-

olis Drug Co. features. Fred. E. Roediger, of the Magnavox Corp., was here for the show.

Brunswick Enjoys Heavy Demand

The Brunswick Co. is working on back orders entirely and looks forward to the heaviest quarter in five years. One Brunswick dealer in a North Dakota town of 3,000 people sold seven \$650 Panatropes in two months. "Yet there are those," says "Doc" O'Neill, Brunswick manager, "who think that the larger instruments cannot be sold. One accident may happen, but seven in a row proves energy, ability and a market."

Nick Lucas, Brunswick artist, opens at the Minneapolis Orpheum on October 10 and local dealers expect a noticeable jump in Brunswick records of the popular "troubadour." They are

also looking forward to a visit from the talented and friendly Nick.

It is understood that Eddie Dunsteder, premier organist of the Gold Medal station WCCO, will soon be with the Brunswick recording artists.

Van-Ashe Increases Capital

St. Louis, Mo., October 5.—Announcement was made following the annual stockholders' meeting of the Van-Ashe Co. that the capital stock of the company had been increased to \$30,000 fully paid in. The volume of business accomplished during the past year together with the promising outlook for the future influenced the increase for additional working capital. The following officers were elected: W. W. Van Sickle, president; C. W. Van Sickle, secretary and treasurer; Dan P. Buckley, assistant treasurer, and H. W. Menges, sales manager. The lines carried by the Van-Ashe Co. include the Bremer-Tully Counterphase, the Ferguson and the Bosworth sets.

**A Sale is
Never
Completed
until you've sold Service!**



There is not enough profit in radio, or any business, to include your own free service-time with the sale of the product. Yet, service is vital to successful merchandising.

Sell that service with the set or, separately, as an added source of profit!

Sterling Radio Care-takers and Inspectors

permit the set-owner to do his own "servicing" in the home the way it should be done—*simply, quickly and effectively!*

These items are more than mere merchandise. They take the responsibilities of the manufacturer's set off your shoulders. They keep customers satisfied. They retain good-will. See your distributor, or write for further facts.

THE STERLING MFG. CO.
Cleveland, Ohio



No. R-111—Combination A and B Bulb Type Charger

Sterling Combination A and B Charger—Bulb Type

For 6-volt Radio A and up to 96-volt B storage batteries. Here is a new combination charger that is so easy to hook up and to operate that any inexperienced person can use it. Operates from 110-volt A. C., 50-60 cycle (regular house lighting current), and is absolutely noiseless. None of the wires that connect the battery to receiver need be disturbed while charging A or B. Charger and battery can be left permanently hooked together. The snap switch sets it instantly for A or B charging. Sterling ammeter shows the A charging rate and indicates the B charge. Maintains a steady maximum rate in spite of normal fluctuation in 110 A. C. line voltage. Charges 6-volt A at 2 ampere rate or 24 to 96 volt B at 1/10 to 1/4 ampere, depending on wattage of lamp used.

R-111 Charger, with 2 amp. Tungar bulb.....\$18.00

Sterling "A" Battery Trickle Charger

For owners of 6-volt and 4-volt storage "A" batteries, this new Sterling continuous charger offers the utmost in convenience, safety and efficiency. Both charging and receiving are controlled from a combination switch in the trickle unit. Reliable charging rates of 2/3 ampere on 6-volt battery and 1/2 ampere on 4-volt battery insure an adequate "A" current supply at all times. Is well insulated and noiseless.

No. R-101 for 110-volt, 50-60 cycle A.C., only not incl. bulb.

List Price \$10.00

With 1 ampere Tungar bulb
List Price \$14.00

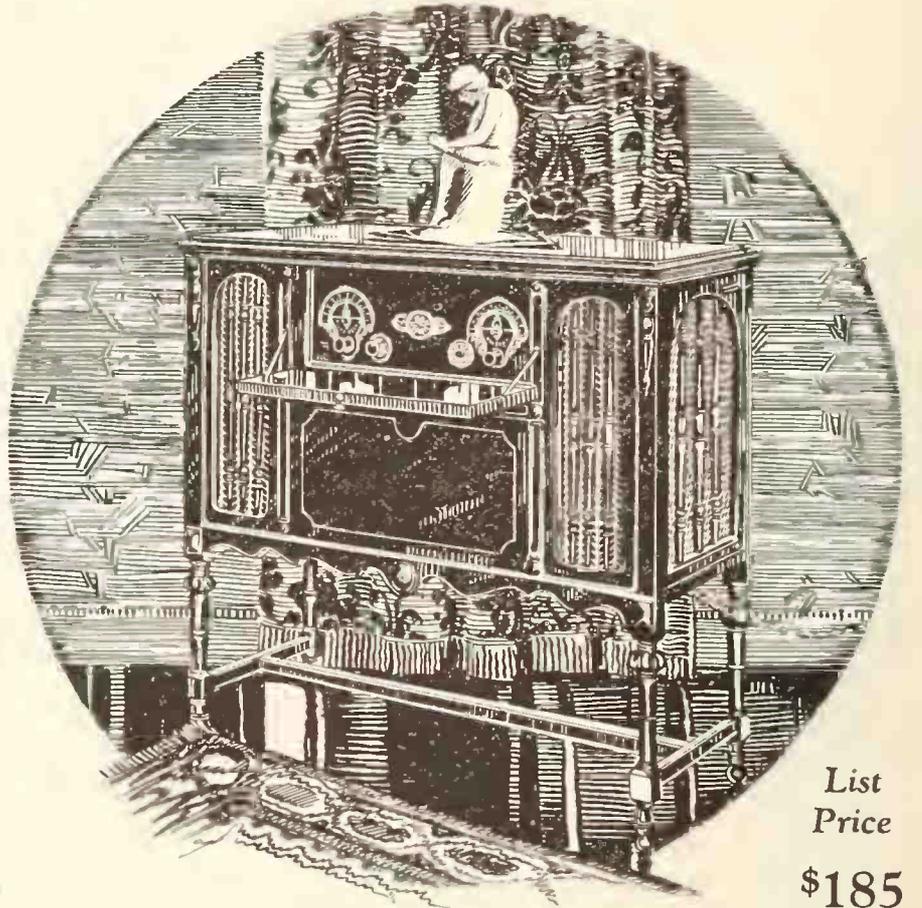


**Sterling
Radio
Equipment**

Thorola!

The Only
Receiver With
Horn and Cone
Speaker
Combination

↳ An Exclusive
Thorola
Feature



List
Price
\$185

Here's the outstanding new radio achievement—a new combination that spells extraordinary musical reproduction. An exclusive Thorola achievement—found only in Thorola Radio—it is what the great majority of people *want*.

Entirely different! Beyond competition!

Power operated if desired—but provides ample space for batteries and charger. We feature this double advantage in our publicity, thus assuring to Thorola Dealers large additional profits on equipment sales and installations.

Finished in Antique High-Lighted Walnut—quite the vogue in furniture styles.

Millions of people are hearing about Thorola every month through forceful national advertising in all the leading publications.

Thorola is the most profitable medium-priced QUALITY line in radio today. Opens up a broad and lucrative field for Thorola Dealers.

*Good territories are going fast. Act quickly.
Write or wire at once for detailed information.*

REICHMANN COMPANY, Manufacturers

1725 West 74th Street

Chicago, U. S. A.



Model 57	Model 58	Model 9	Model 4	Model 12	Model 7
Thorola Table Model	Thorola Console Built-in No. 4 Speaker	Thorola Cone Speaker	Thorola Speaker Controlled Mica Diaphragm	Thorola Junior Speaker	Table Cone Speaker
\$60.00	\$125.00	\$20.00	\$25.00	\$15.00	\$60.00

Prices Slightly Higher West of Rockies

From our CHICAGO HEADQUARTERS

REPUBLIC BLDG., 209 SOUTH STATE ST TELEPHONE WABASH 5242

LEONARD P. CANTY

Trade in the Middle Western Territory Enjoys Midseason Rush of Business

The Early Start of the Fall Buying Season Has Had Its Effect in Lowering the Stocks of Leading Distributors—Shortages in Many Lines Feared Before Season Is Really Started

CHICAGO, ILL., October 7.—October first found the talking machine and radio trade of the Middle West traveling in midseason selling form, with an exceedingly heavy and early demand for merchandise. As was stated in this column in last month's issue, the Fall buying season, which usually opens September fifteenth, started during the last two weeks of August, with the result that dealers and distributors in some cases now have depleted stocks with no immediate hope of securing merchandise from the manufacturers. This is especially true of radio receiving apparatus, with the prospect of a shortage in phonographs looming up in the near future.

The entire trade in this territory is exceedingly well satisfied with present business conditions and it is estimated that business on October 1 was, in many cases, from 25 to 30 per cent ahead of the same date last year. Record sales, due to the stimulated demand for phonographs, are far ahead of last year's figures, and machine sales are, of course, greatly in excess of the same period of 1925. The demand for talking machines seems to be principally for the larger machine, with the radio-phonograph combination staging a comeback in popularity. The improvement in talking machine mechanism and cabinet design has influenced the last-named demand to an immeasurable degree, for those buyers who desire to combine the two reproducing instruments.

Many dealers are securing added profits through the sale of console radio cabinets to old customers who purchased, last year or in 1924, table sets, and who now wish to include all of their radio receiving equipment in one piece of furniture. According to many jobbers, the radio parts business has shown a decrease this Fall, because of the attractive and popularly priced complete receiver, while radio accessory sales, especially power supplies, have soared to unexpected heights.

The radio season was marked by one trade exposition during the last days of September and by the time *The World* reaches the trade another showing of the latest in radio receiving apparatus will be in full sway, giving the buying public an opportunity to inspect the latest products in the field.

Panatrope Supplies Music in Strike

When the musicians of Chicago went on strike some time ago and left the pits of all the movie houses dark and quiet, Andrew Karsas, who owns and operates the Aragon and Trianon Ballrooms, which were also left without music through the decision of the Musicians' Union, solved his difficulty easily through the use of Brunswick Panatropes in both of these elaborately beautiful dance palaces. The sheiks and shebas of the Windy City were not asked to forsake their nightly gyrations, thanks to Brunswick's capable instrument, and they were unanimous in their praise and claimed that as far as they were concerned the orchestras could stay on strike forever, for the voice of the Panatrope could be heard clearly throughout the spacious ballrooms and was entirely adequate for their uses.

The enormous crowds which throng these two places suffered no diminishing and in truth the novelty of reproduced music used under

these circumstances added a certain attraction.

Mr. Karsas expressed his unqualified approval of the Panatrope, and the strike was something of a "break" for Chicago dealers in that the publicity attendant upon the stunt served to impress most effectively upon the public just

to what extent the Panatrope is capable of going. Front-page publicity and editorial comment kept the new Brunswick instrument before the public eye during the entire course of the strike.

New Catalog of Illinois Electric Co.

The Illinois Electric Co., prominent radio distributor of Chicago, mailed to the trade on October 1 an attractive twenty-four-page catalog. In the booklet are described and illustrated the products of Radio Corp. of America, Farrand Mfg. Co., All-American Radio Corp.,

(Continued on page 112)

At Last! True Tone Reproduction The NEW Kimball Phonograph



Style 300

SIZE
45 inches high
32 inches wide
23½ inches deep

This new Kimball phonograph represents the latest development in true tone reproduction and excels in quietness of operation; many new and exclusive features.

Hear it and you will be convinced.

If you will sell phonographs this fall, write us or wire.

W. W. KIMBALL COMPANY

Established 1857

306 S. Wabash Ave., Kimball Bldg.

Chicago, Ill.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 111)

Grigsby-Grunow-Hinds Co., Fansteel Products Co., Jewell Electrical Instrument Co., National Carbon Co. and a number of others. Between four and five hundred items are listed in the catalog, and it is said to be one of the most complete radio handbooks recently issued by any distributor.

The Illinois Electric Co. conducts a school for dealers every Wednesday, and at each session many of the puzzling technical and sales problems which confront the retailers are solved. It is interesting to note that music dealers constitute 90 per cent of the attendance at the school, while according to the records of the Illinois Electric Co. 60 per cent of the firm's distribution is attained through music trade channels.

Announce New Ortholian Line

Answering the demand for a loud speaker that combines beauty and depth of tone with handsome cabinet work, Richard T. Davis, Inc., Chicago, maker of Vogue radio products, recently announced its new Ortholian line. The various Ortholian models are fine examples of the cabinet maker's art, and their rich walnut finish blends harmoniously with furniture of any period.

Ortholian models 28 and 30 contain a wooden horn having a tone travel of over seven feet and embrace several absolutely new features in radio acoustics. The principle of metallic kick-off is used to clear enunciation and the tonal reflex adds beauty and depth to all bass notes. The arrangement of these models is such that ample space is provided for all batteries or eliminator equipment. Models 28 and 30 differ slightly in cabinet design, but are approximately the same size, being 48 inches high, 14 inches deep and 22 inches wide.

Ortholian Model 32 is a special instrument in the same cabinet as Model 30 and is designed to provide great volume, while still maintaining rich, pure, rounded notes. In the upper flax linen padded compartment behind the grille is a special double point cone, operated by a powerful amplifier that plugs into the 110-volt, 60-cycle light circuit. The amplifier uses two tubes, the UX-316-B and the super power audio tube UX-210 or CX-310. This amplifier is provided with a plug, which can be placed into the tube socket of either the first or second amplifier of the set as desired. The plug is detachable so that the cord can be slipped

through the back panel of the set out of sight.

In addition to the Ortholian models, Richard T. Davis, Inc., has announced the new Vogue Cone Horn Speaker, in which an ingenious method of construction is employed, giving longer tonal travel than the size of the cone would indicate. It is finished in brown crackle, touched with gold and mahogany, and the grille is individual in design. The Vogue Cone Horn is 20 inches high and the base is seven and one-half inches wide.

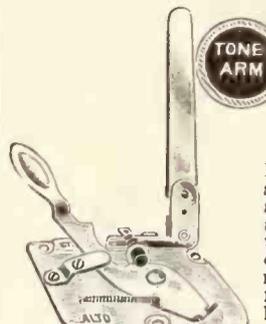
Funds for Florida Collected Over the Air

Within four days after the Florida hurricane disaster, WBBM, the Stewart-Warner Air Theatre, Chicago, had collected pledges totaling nearly \$10,000. The money received was for the American Red Cross Relief Fund and contributions were turned over to that organization as soon as they were received. When news of the magnitude of the disaster was received Sunday night, Kelly Smith, director of the station, immediately stopped the regular program and started appeals for the Red Cross Fund. On Monday, which is "silent night" in Chicago, WBBM, in company with three other Chicago stations, was on the air all night raising funds. This action had the approval of Frank McDonald, president of the Broadcast Listeners' Association of America, and was also endorsed by O. N. Taylor, radio editor of the Chicago Evening Post, who himself talked over the microphone.

During the four days the station broadcast, special appeals were made by Miss Eva Brown, John Eisenlord and S. N. Knight, members of the Chicago Chapter of the American Red Cross. In addition, "Babe" Ruth, famous home-run hitter of the New York Yankees, made a personal plea to baseball fans to give money for the cause.

When the station continued to broadcast Monday night it was found that the telephones in the studio were unable to take care of the flood of pledges. An appeal was broadcast to telephone operators to operate the large switchboard in the main plant of the Stewart-Warner Speedometer Corp., where the WBBM studio is located. Within thirty minutes one hundred and fifty girls had flocked to the studio, the switchboard was opened up and the work of taking the pledges thus facilitated.

During the broadcast pledges were received from every State in the United States, ranging



THE ALTO
Automatic Stop

For Phonographs.

Nothing needs to be screwed unto the tone arm. Simple in construction. It fits under the turn table. Our customers say it is the most accurate stop they found yet in spite of its low cost.

ALTO MFG. CO., 1647-51 Wolfram Street
CHICAGO
Canadian Distributor Universal Supply Co., Toronto, Ont.

from 10 cents to \$1,000. Artists of WBBM and other stations gave not only money but their time as well.

Important Announcement by W. S. Perry

Announcement was recently made by Ward S. Perry, president of the Vesta Battery Corp., Chicago, that station WFKB will be known as "The Vesta Battery Corp. Station WFKB, Chicago," beginning with the broadcasting of the opening program, Saturday, September 25.



W. S. Perry

WFKB has been operating for over a year on 217.3 meters, as an experimental station, though having been off the air temporarily during the Summer. The station, as now acquired by Vesta, is equipped with the very latest transmitting apparatus and was opened on 1,000 watts. The personnel of WFKB are operators who have grown up with broadcasting in this station, and with the Vesta Battery Corp. resources behind the station, programs of a high order of excellence are assured.

"Inasmuch as so many radio listeners are users of Vesta products in their radio or automobiles," said Mr. Perry, "the Vesta Battery Corp. will do its share of broadcasting the kind of entertainment that will appeal to this particular class of air audience." Vesta station WFKB is on the air every weekday evening except Monday, from 7 to 10 Chicago time (Central Standard), and Sundays 2:30 to 4 p. m.

Wonderful Reception With Isofarad Receiver

Consistent 6,000 and 7,000 mile reception from Japan and California has recently been reported by a New Zealand radio fan using a standard six-tube Isofarad receiver, made by the Walbert Mfg. Co., Chicago. The receiver was operated by W. A. Waters, a resident of Palmerston, North Island.

"On the second night after it had arrived," writes Mr. Waters, "I had KGO (Oakland, Cal.) full strength on the loud speaker several times. This is a station of about 355 meters and often comes in very good. Last night I had KNX (Los Angeles) and the jazz orchestra and male songs were very fine. The set has also operated as a test on only twelve

(Continued on page 114)

ELECTRICAL SUPPLIES — RADIO

*For speedy service on guaranteed
Radio and Electrical goods,
send your orders to Harry Alter.
I make it my business to give
you Same Day Delivery.*

*Harry Langer
mgr. order Dept.*

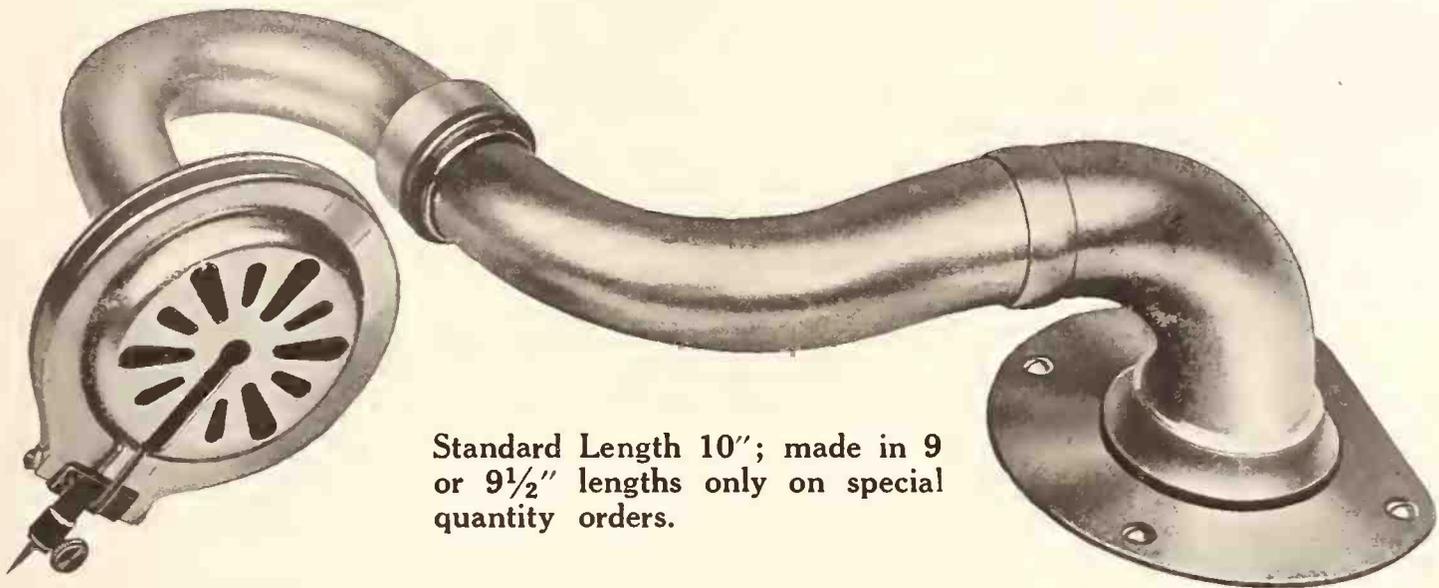
*If you are not on our
mailing list write today
for our catalogs.*



The Harry Alter Co.
ELECTRICAL and RADIO SUPPLIES
Ogden at Carroll Ave.
CHICAGO ILL.



The Jewel Rexophone Brass Tone Arm and Reproducer

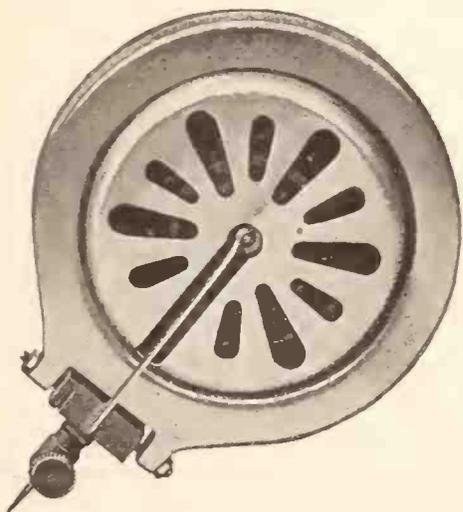


Standard Length 10"; made in 9 or 9½" lengths only on special quantity orders.

Patent No. 1419913
Other Patents Pending.

Positively the highest grade, up-to-date Brass Tone Arm on the market, embodying every feature to make it mechanically perfect, as well as the proper proportions to produce pure quality of tone with full volume. Manufacturers who appreciate quality products and do not put price first will be pleased with the result of our efforts to give the trade the highest quality tone arm and reproducer—The Rexophone. It is even more than the name implies. The Rexophone is the only brass phonograph tone arm on the market now having a perfect band instrument taper. This taper is known to all band instrument manufacturers and has been used for some two hundred years.

The Rexophone Reproducer



The diaphragm of the Rexophone reproducer is made of specially treated aluminum and is highly sensitive so that all overtones and minor details in the record are brought out with remarkable clearness. Because of the patented stylus bar and large diaphragm the vibrations are longer, the tone more natural and life-like, and surface friction or scratch is reduced to a minimum. Diaphragm and stylus bar fully protected by a grille of German silver which gives the reproducer a very pleasing appearance. Especially fine tone quality when playing the new electrically recorded records. Number One Rexophone Reproducer will fit the old style Victrola.

Remember we also manufacture attachments for the Edison and Victor machines, also complete white brass tone arms for the old style phonographs, automatic stops, Jewel Saffo Points. Attention Radio Cabinet Manufacturers: We have radio loud speaker tubes. Write for prices.

JEWEL PHONOPARTS CO.

154-160 Whiting Street

Chicago, Ill.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 112)

feet of wire as an aerial and brought in Brisbane (Australia), 1,500 miles away, quite audibly on the loud speaker. Palmerston is Lat. 40.19 S., Long. 175.38 E., and must be 7,000 miles to Oakland and 6,000 land miles to Japan." The Walbert executives point out that while various sets designed especially for distance have made records comparable to Mr. Waters', such performance with stock receivers is an encouraging prediction for the future.

The Showrooms of F. A. D. Andrea, Inc.

Automobile Row in Chicago is fast becoming Radio Row as well. In the heart of this section, along the Windy City's famed boulevard, Michigan avenue, are located the beautiful showrooms of F. A. D. Andrea, Inc. This picture gives a faint impression of the panorama of the



New Andrea Showrooms

Fada display. Note in the background the handsome wrought-iron railing which was especially designed to enclose the executive section, a portion of which is visible in this photograph. In the foreground are two of the Fada art furniture models.

New Line of Gemco Truetone Speakers

After considerable experimenting and many scientific investigations the Gemco Mfg. Co., Milwaukee, has developed and placed on the market a new line of radio loud speakers unique in design and construction. In these new Gemco Truetone speakers the manufacturers have endeavored to produce a product in which the undesirable features of loud speaker reproduction have been eliminated. The tones are said to be low pitched, round and natural, regardless of the amount of volume, each instrument or voice being fully heard and understood.

Attractive in appearance, the Gemco reproducers are designed to harmonize with the

furnishings of any home setting. They are made in a variety of exclusive designs and colorings, which will blend with the color effects of the very latest furniture.

Harry Alter Co.'s Radio Book

The Harry Alter Co., prominent radio wholesaler of Chicago, Ill., has just released for distribution a very attractive radio book for the dealer. Only retail selling prices are shown and the dealer's name is imprinted on the book, making it exclusively the price catalog of the individual dealer. It is one of the most comprehensive books of this nature ever published, containing 96 pages of useful information. Well-known, standard radio merchandise is presented in a handy, compact form intended to help the dealer increase his sales. A free sample is supplied to all retailers upon request.

P. L. Deutsch to Europe

P. L. Deutsch, vice-president of the Brunswick-Balke-Collender Co., sailed for Europe from New York City on the "Homer" on Sunday, September 26, for an extended business trip. Mr. Deutsch will spend most of his time in London and other English trade centers and will return to Chicago about the first of November. He was accompanied by Mrs. Deutsch and their daughter.

Visitors to Gulbransen Plant

W. R. Shutes, proprietor of the El Paso Piano Co., El Paso, Tex., accompanied by Mrs. Shutes, recently was on a combined business and pleasure trip of ten days in Chicago. Mr. Shutes spent considerable time at the Gulbransen factory, and it so happened that W. G. Karmann, Gulbransen salesman for Texas, was in the city at the time.

Mr. Shutes states his business shows a good increase over last year and that the cotton and fruit crops are both good. Irrigation of the land as a result of the government's eleven-million-dollar project has made his section of Texas a very productive area. From this city Mr. Shutes will return direct to El Paso, "where sunshine spends the Winter!"

A trio of visitors came to the Gulbransen factory from Indiana in the persons of H. W. Voss, manager of the Stahlschmidt Piano Co., Evansville, Ind., and two salesmen of the house, J. W. White and C. H. Lynch. To prove that they are fast workers, it is only necessary to state that they drove the 325 miles from Evansville to Chicago in ten hours.

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

Another Gulbransen visitor was Ray Groenier, of the Platteville Music Shop, Platteville, Wis. Launches Drive on Columbia Records

Lyon & Healy, prominent Chicago music house, has been sponsoring an aggressive drive on Columbia records and Viva-tonal phonographs since it added the line a short time ago. On Sunday, September 26, Lyon & Healy made the first formal announcement of the addition of the Columbia products, and also the first announcement of the Viva-tonal phonographs in the city of Chicago, when a full page was used



Lyon & Healy Paul Ash Window

in the Chicago Tribune. The advertisement, number three of a Lyon & Healy campaign, contained costly art work, with a sketch of Paul Ash and Ted Lewis, both Columbia artists now appearing in Chicago. The firm tied up with



Ted Lewis Window Display

this advertisement in its large display windows, using life-size cut-outs of Ash in a Wabash avenue window and showing Lewis in a typical pose on the Jackson boulevard display.

Stewart-Warner Visitors

C. D. Goodkind, manager, and L. M. DeHart, sales manager, of the Grand Rapids, Mich., Stewart-Warner service station, visited the headquarters of the Stewart-Warner Speedometer Corp., Chicago, late in September, after having attended the Milwaukee radio show. W. E. Rudolph, manager of the Stewart-Warner San Francisco branch office, was also a visitor to the Chicago plant during the third week in September.

Meeting of Edison Dealers

Edison dealers in Chicago and the mid-West gathered at a banquet and meeting at the Palmer House on September 14 where the four new console models were displayed to the dealers for the first time and the new Edison phonograph record was demonstrated.

The dinner was given by Charles Edison, who has succeeded to the presidency of his father's industrial plants, and who introduced the new phonograph record, the invention of

(Continued on page 116)

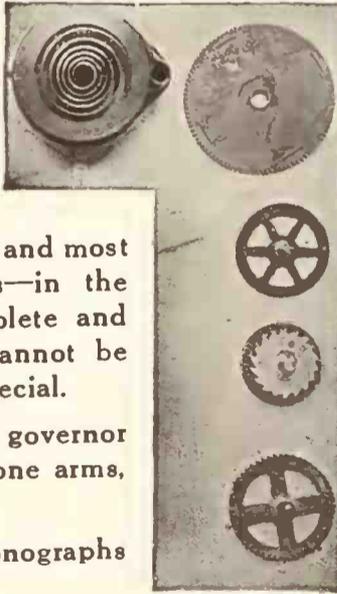
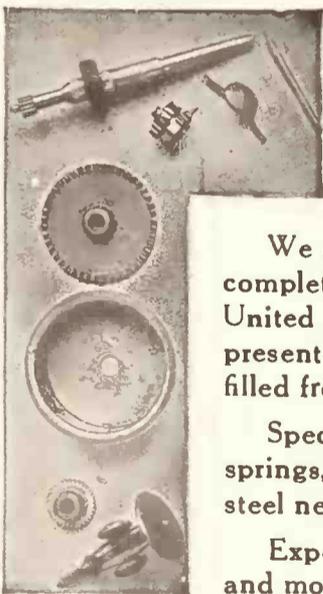
Repair Parts

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

Consolidated Talking Machine Co.
Manufacturers of

SUCCESSORS TO
Standard Talking Machine Co.
United Talking Machine Co.
Harmony Talking Machine Co.
O'Neill-James Co.
Arcadio 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.

SPREADING THE NEWS



Best Sellers Popular

- 40663—Bye-Bye, Blackbird—Fox Trot,
Raderman's Radio Orchestra
- Why Do You Want to Know
Why?—Fox Trot,
Raderman's Radio Orchestra
- 40682—Whadda You Say, We Get To-
gether?—VocalOkeh-Kut-Ups
And Then I Forget—Vocal,
Okeh-Kut-Ups
- 40675—Love Found You For Me—Fox
TrotCookie's Gingersnaps
As Long as I Have You—Fox-
Trot.....Arthur Sims and
His Creole Roof Orch.
- 40671—When the Red, Red Robin
Comes Bob, Bob, Bobbin' Along
—ContraltoEva Taylor
(There's a Blue Ridge in My
Heart) Virginia—Contralto,
Eva Taylor
- 40673—Sleepy Head—Contralto, Alma Rotter
I Wish You Were Jealous of Me
—ContraltoAlma Rotter
- 40681—Ting-a-Ling—Waltz,
The Yellow Jackets
Falling in Love With You—
Waltz,The Yellow Jackets

Best Sellers Race

- 8380—In That Day—Spiritual,
Arizona Dranes
Crucifixion—Spiritual,
Arizona Dranes
- 8353—It's All Right Now—Spiritual,
Arizona Dranes
Sweet Heaven Is My Home—
SpiritualArizona Dranes
- 8352—John Said He Saw a Number—
SpiritualDranes-Martin-Jones
My Soul Is a Witness for the
Lord—Spiritual ... Arizona Dranes
- 8338—Black Snake Blues—Contralto,
Victoria Spivey
No More Jelly Bean
Blues—
Victoria Spivey
- 8318—Georgia Grind—Fox Trot,
Louis Armstrong and His Hot Five
Come Back, Sweet Papa—Fox Trot,
Louis Armstrong and His Hot Five
- 8300—Heebie Jeebies—Fox Trot,
Louis Armstrong and His Hot Five
Muskrat Ramble—Fox Trot,
Louis Armstrong and His Hot Five
- 8379—Big Fat Ma and Skinny Pa—
Fox Trot,
Louis Armstrong and His Hot Five
Sweet Little Papa—Fox Trot,
Louis Armstrong and His Hot Five

WILL you allow us to show you the way to sell Records better and with more profit in your neighborhood?

If you would know about Okeh Records and why they have such big sales—write to us.

Adding
More
Money
to Your
Business



Okeh-Odeon
Importations

- Dance Records
- Vocal Records
- Old Time Tunes
- Race Records

Sold by
LICENSED OKEH
RECORD
DEALERS

THE LICENSED OKEH RECORD DEALER PLAN
MAKES IT POSSIBLE TO SECURE
BETTER BUSINESS—
MORE PROFITS

Consolidated Talking Machine Co.

227 W. Washington St.

Chicago, Illinois

Branches: 2957 Gratiot Ave., Detroit, Mich. :: 1424 Washington Ave., Minneapolis, Minn.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 114)

Thomas A. Edison, which plays forty minutes. Moving pictures of the Edison plants, including the phonograph division, were shown and plans were also outlined for the coming Fall campaign introducing the latest Edison products.

Growing Demand for Minerva Sets

With a demand at least 25 per cent greater than on the same date in 1925, the Minerva Radio Co., Chicago, has found a fine response



E. R. Schultz

for its radio receivers from both consumers and dealers. E. R. Schultz, president of the Minerva Radio Co., stated a few days ago that at the radio show held in Chicago late in September he had found that the dealers were meeting with exceptional success in the sale of Minerva receivers, especially the Chinese Renaissance model.

C. H. Jockmus to Attend Radio Show

Charles H. Jockmus, president of the Ansonia Mfg. Co., Ansonia, Conn., arrived in Chicago on October 6 to attend the Chicago Radio Show at the Coliseum and to visit the Mohawk Corp. of Illinois general offices. The firm, of which Mr. Jockmus is the head, manufactures the heart of the Mohawk One Dial, six-tube, shielded receiver, namely, the Mohawk modified straight-line frequency triple gang condenser, acknowledged to be one of the finest condensers on the market.

H. Curtiss Abbott Now Vice-President

H. Curtiss Abbott, prominent in the musical instrument and radio field, was recently made vice-president of Auspitz-Lee-Harvey advertising agency, Chicago. Mr. Abbott is recognized as one of the foremost merchandisers in the musical and radio field and formerly held the

position of merchandising counsellor for Lyon & Healy, prominent Chicago music house. He was more recently associated with the Sampson Electric Co., Chicago, Atwater Kent distributor, where he held the position of sales manager.

Windsor Co. Cone Speaker Console Announced

The Windsor Cone loudspeaker console is the latest product to be introduced to the radio-music trade by the Windsor Furniture Co., of Chicago. The Windsor cone is 22 inches wide, with a spruce soundboard, which is said to reproduce the softest lullaby or the full-throated march music of a band with fidelity. The console table of which it is a part is finished in an attractive design in either mahogany or walnut. The new product, known as Model 200, lists for \$29. The Windsor Furniture Co. has long been prominent in the phonograph and radio fields, and among its other products is No.

128 loudspeaker console, listing at \$40, which will accommodate practically any set and has ample space for storage batteries and a line of phonographs. A feature of the talking machine line is a large Italian Renaissance model, hand carved, and built of solid mahogany.

Introduce De Luxe Unit "A" Power

The Stewart Battery Co., Chicago, recently announced to the trade a new product, the De Luxe Unit "A" Power. One of the outstanding features of the De Luxe Unit is its compactness, and all sources of radio power are controlled from the filament switch on the radio set. A "B" eliminator may be plugged to a receptacle on the case of the unit, eliminating the necessity of two wall sockets and further serving as a protection against the forgetfulness of the operator of the radio set. When a "B" eliminator is used the operator cannot forget to turn it off when he is through with the set.

When the receiver is in operation the "A" and "B" power is automatically turned on, and when the set is off the "A" power starts replenishing itself and the "B" eliminator, if one is used, automatically turns off. No outside switches are used and the unit is installed by merely plugging into a light socket and connecting the wires to the terminals on the outside of the case. The unit is encased in a lead-coated steel case, finished in antique mahogany striped in gold. It is manufactured in four different types, for various receivers, the prices ranging from \$26.50 to \$30.

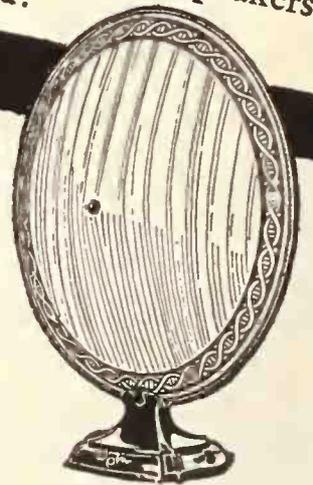
New Pathe Dealers in Chicago

Since the announcement of the new Pathe-phonographic phonograph, the Pathé Phonograph & Radio Corp., Chicago office, has secured a number of prominent Chicago dealers to handle the new instrument. Steger & Sons Piano Mfg. Co., Bent Music Shop, Inc., and Al Klein are among the Chicago dealers who are handling the Pathephonographic. The Cathedral speaker, a

(Continued on page 118)

We are distributors of the famous Farrand Speaker

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



Illinois Electric Company

Distributors for

Radio Corporation of America
312-314 West Madison St., Chicago
104-6-8 Chestnut Street, Peoria, Illinois
313-315 So. San Pedro Street, Los Angeles, California

Introducing Our "Sweethearts"

Will outsell any instrument in your stock. Made by Richter Mfg. Co.—a guarantee of quality. Concert size body, finished in gunmetal black, bound with white celluloid, patent pegs. The name "SWEETHEART" in attractive, three-color design on each instrument.



Packed in an individual box with instruction book and felt pick
WRITE FOR SAMPLES NOW

Our October issue of "Items of Interest" has many interesting items

TARG & DINNER MUSIC CO.

"The Wholesale Music Center"

229 WEST RANDOLPH ST.

CHICAGO, ILL.

The most notable radio advancement of the year

The ERLA SEXTET [RFL] RECEIVER

The crowning achievement in radio for 1926 is the new Erla (RFL) Sextet—a six-tube completely shielded receiver with true one-dial control. Reproducing units perfected to the highest limit which deliver broadcast entertainments so faithfully that all former standards of reception have been revised. Surpasses any new type phonograph in quality of reproduction and volume. To appreciate how far advanced this new receiver is over other types, we invite you to compare the Erla Sextet with any other receiver or phonograph.



Erla cabinets are true art objects, worthy of a distinguished place in the finest drawing room. The De Luxe Sextet shown here is of dark American Walnut, trimmed in Satinwood with panels of matched Burl Walnut. This set is \$285.00. The six-tube table cabinet is \$210.00. Slightly higher west of Rocky Mountains.



ERLA DEALERS CAN OFFER ADVANTAGES THAT ARE YEARS AHEAD . . .

Here is your chance to "scoop" your competitors and "cash in" on this new receiver; a chance to get in on the ground floor and take out the big profits while others are getting ready to follow our lead.

The Sextet will operate on an antennae from one foot to 100 feet in length, or on a loop. In its ability to bring in distant stations, it eclipses any receiver ever made. It is super-sensitive yet simple to tune, and squeals and howls are banished forever. It is not critical. The RFL circuit has been perfected to its highest efficiency by Erla engineers and this new receiver is so easy to tune that a child can get distant stations with greatest ease.

In the reproducing elements the Erla engineers have outdistanced the entire radio field. The new Erla Omnitonic

unit reproduces all tones of the musical scale. The Erla Concert Grand Audios are the most costly instruments of their kind ever used in any receiver. These in combination with a 92" air column horn will reproduce any instrument, note or harmonic that the human ear has ever heard and reproduce them with volume and faithfulness.

Here is the simplified radio that thousands have been waiting for; as easy to tune as winding a watch—a receiver that makes the novice an expert in getting distant stations. Here is a rare opportunity—a receiver that is so outstandingly superior that it makes others obsolete and opens new fields for sales development—an opportunity that will put you a year ahead of competition if you take advantage of it now.

Sign and mail the coupon and let us tell you about the most valuable sales franchise in radio. But don't put it off. The established Erla policy is to give dealers restricted territories. Only one dealer in each community will have this opportunity; so if you are interested in making more money, sign and mail the coupon for full particulars today.

YOUR OPPORTUNITY

ELECTRICAL RESEARCH LABORATORIES
Dept. M52 25th St. and Cottage Grove Ave., Chicago
Gentlemen: Please send me complete literature and details on your new 6-tube Monod-ic Receiver with True *single* dial control.

Name

Firm Name

Address

(I understand this does not obligate me in any way)



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 116)

Pathé product, is also in heavy demand according to the local Pathé office, and Manager W. E. Hotchkiss states that although he receives regular shipments, he is far behind the demands.

Adds to Radio Line

The Haverford Co., 222 W. Madison street, recently added the radio products of the Bremer Tully Mfg. Co., Chicago, in addition to the receiving sets manufactured by the Radio Corp. of America and Atwater Kent Mfg. Co., which the firm has been retailing. The Haverford Co. is an exclusive Victor dealer, and in addition a part of the store is occupied by a branch of the Tom Brown Music Co., Chicago, distributor of Buescher band instruments, displaying a complete line of musical merchandise.

Announces Banjo and Banjo "Uke"

A banjo and a banjo ukulele, known as the "Sweethearts," were recently introduced by the Targ & Dinner Music Co. of Chicago. Both of the "Sweethearts" are finished in gun-metal black, bound with white celluloid and equipped with patent pegs. The name "Sweetheart" is shown in an attractive three-color design on each instrument. The "Sweethearts" were made by the Richter Mfg. Co., Chicago, exclusively for the Targ & Dinner Music Co., and Max Targ, a member of the firm, told The World reporter that the new product was given a hearty welcome at the recent conventions of the Illinois State Music Merchants Association, Decatur, Ill., and Music Merchants Association of Columbus, Ohio, where they were shown. Each "Sweetheart" is packed in an individual box with an instruction book and a felt pick.

A. J. Heath Enjoyed Vacation

A. J. Heath, manager of the Chicago Columbia office, spent the last two weeks of September as a well-earned vacation period, returning to Chicago on September 30th. He visited the Columbia factory at Bridgeport, Conn., and spent several days in his old haunts at Philadelphia, where he visited the Columbia office and friends in the territory.

Upon his return to Chicago he was gratified to note the progress which had been made by the local Columbia organization during his absence and told The World reporter that the business increase had continued in the same gratifying ratio as the previous month. Mr. Heath further stated that the Sesqui-Centennial Exposition in Philadelphia is successful regardless of press reports, but he refused to comment upon the Dempsey-Tunney battle, although

a fight coupon was found in his pocket upon his return to Chicago.

Charley Straight and Panatrope Go Over Big

Chicago night life experienced its first thrill of the season when Charley Straight and his Brunswick recording orchestra made their debut at the Frolics Cafe, one of Chicago's most popular supper clubs on the near South Side. Celebrities of the world of jazz and syncopated rhythm turned out en masse for the event. Among the elite were Gus Kahn and Walter Donaldson, prominent song writers; Paul Ash, The Rajah of Jazz, acting as master of ceremonies; Sophie Tucker, who is creating all the chuckles in "LeMaire's Affairs" and who obliged with a few songs; the Williams Sisters and Frank Sylvano, Brunswick artists, did their bits and Ted Lewis, "The High Hatted Tragedian," was also announced.

The affair turned out to be very much of a Brunswick night. Paul Ash in announcing the different artists expressed gratification that Straight was chosen to record his song, "That's Why I Love You," and at that moment the record began playing on a Panatrope, which occupied a prominent place on the stage. As the record neared its end the volume was gradually reduced to the minimum and the orchestra itself finished the tune. That particular stunt was one of the real big hits of the evening.

A giant Brunswick record had a very conspicuous position in the lobby and another permanent sign reading "The Brunswick Panatrope" stood near the Panatrope on the stage. Catalogs displaying the Panatrope and The New Musical Instrument were passed out at the door, and an autographed Brunswick record of Straight's Orchestra was presented to every lady in attendance.

All in all the evening definitely established Charley Straight's Orchestra as a permanent fixture at the Frolics and it created a great interest in the Panatrope, which is to be featured continually at the club. Actual reports of the first week disclose the fact that five very much alive prospects have been uncovered by Mack Howard.

Record Artists Draw Crowds to Store

On September 30 and October 1 and 2, the Davis Co., one of the leading department stores in Chicago, sponsored its Fall opening with a number of Columbia record artists as the drawing cards. In the music department the event took the form of the introduction of the Colum-

bia Viva-tonal phonograph and at stated times each day several Columbia artists appeared, and were introduced by the Columbia representative, D. M. Guthrie, who arranged and personally supervised the programs. The artists sang with the new Viva-tonal, stopped singing while the phonograph continued, and then caught the air again, finishing with the phonograph.

Paul Ash, Milton Watson, and Art Linick, KYW radio broadcasting station artist, appeared on the first day. Ruth Etting, Al Handler and his Hotel Alamo Cafe Orchestra and Art Linick were the artists on the second day, while Art Kahn and his orchestra, who are appearing on the Lubliner & Trinz moving picture circuit, and Art Linick furnished the entertainment on October 2. It is estimated that 1,500 people were present in the phonograph department on the first day when Paul Ash appeared, and over two hundred records by Ash and Milton Watson were sold in fifteen minutes, as quickly as the artists could autograph them and hand them over the counter.

D. M. Guthrie, to whom credit is due for arranging so successful a sales promotion scheme, called the particular attention of the audience to the natural tone of the Viva-tonal phonograph after it had been heard in direct comparison with the artists.

Enjoys Big Record Demand

L. S. Donaldson Co., prominent department store in Minneapolis, has been enjoying a tremendous demand for Columbia records, according to Murray S. Kirschbaum, manager of the music department. Mr. Kirschbaum reported to the Chicago manager of the Columbia branch office, A. J. Heath, that the heavy record business was undoubtedly due to an advertising campaign now appearing in Minneapolis newspapers.

Phil Grabuski a Visitor

Phil Grabuski, president of Everybody's Talking Machine Co., Philadelphia, spent two days in Chicago during the latter part of September, making his headquarters at the Targ & Dinner Music Co., distributor of Honest Quaker products, manufactured by his firm. While in the city Mr. Grabuski was entertained at the home of S. Dinner, one of the members of the Targ & Dinner Music Co., and during his short stay Mr. Grabuski formulated plans with the Targ & Dinner executives regarding the Fall season.

W. C. Fuhri a Visitor

W. C. Fuhri, vice-president and general manager of the Columbia Phonograph Co., Inc., New York, spent several days about the middle of September visiting the Chicago trade and A. J. Heath, Chicago Columbia branch office manager. He then departed for St. Louis, Detroit, Toronto, and the home office in New York.

Mrs. Helen Beggs in Town

Mrs. Helen Beggs, in charge of the Columbia Minneapolis branch office, spent two days in Chicago during the latter part of September. While in the city she made her headquarters at the Chicago office of the Columbia Phonograph Co., securing suggestions for the betterment of record service for dealers in Minnesota.

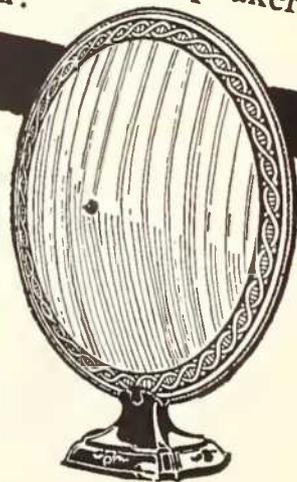
Visitors to Carryola Plant

Frank Witman, of the Frank Witman Supply Co., Putnam, Conn., New England Carryola distributor, recently visited the Milwaukee plant of the Carryola Co. of America. Mr. Witman, a well-known figure in the talking machine field for many years, visited the Carryola plant with his friend, M. M. Cole, president of the Illinois Musical Supply Co., of Chicago, also a Carryola distributor.

Another visitor was Al LeMaitre, who operates the Aluminum Specialty Co., Dallas, Tex., and who made his first visit through the Carryola Co. of America plant in Milwaukee recently. He was greatly impressed by the size of the factory and the care with which each Carryola portable is manufactured.

We are distributors
of
the famous
Farrand
Speaker

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



Day-Fan Chicago Co.
217 N. Desplaines St. Chicago, Ill.

Exclusive Distributor of Day-Fan
Radio Receivers for Northern Illinois



The "Military Oro-Phone" Brings the Band to the Home!

At last—a reproducer and tone arm combination to meet the demands of people who desire extra-loud reproduction!

The crash of cymbals, the blare of trumpets, or the silvery notes of the cornet are all reproduced without unpleasant screeching or harshness. All the stirring brilliance and sparkle of military music are reproduced with absolute fidelity.

For louder and stronger music of any kind, the No. 90 Military Oro-Phone, in combination with either the E-1 or C-1 curved arms, produces the very best results. However, this reproducer will also be supplied as a single unit

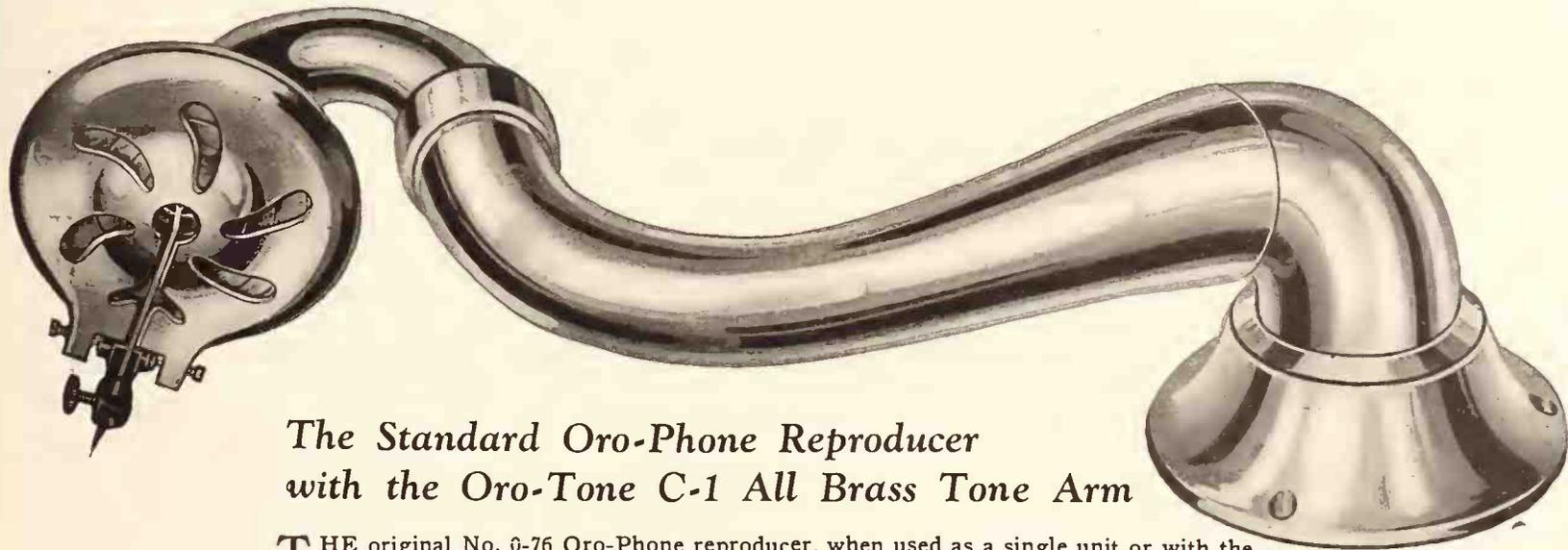
(without tone arm) and with proper connections to fit all phonographs.

The No. 90 Military Oro-Phone with Oro-Alloy metal diaphragm is a new companion to the original Oro-Phone reproducer, and provides excellent sales possibilities for manufacturers, jobbers and dealers.

No. E-1 Compo Arm 8½ or 10 inch length
List \$5.00 nickel, \$7.50 gold

No. 90 New Military Oro-Phone Reproducer
List \$7.50 nickel, \$10.00 gold

Further details regarding the Military Oro-Phone will be sent immediately upon request.



The Standard Oro-Phone Reproducer with the Oro-Tone C-1 All Brass Tone Arm

The original No. 0-76 Oro-Phone reproducer, when used as a single unit or with the C-1 or E-1 curved arms, is still the best combination for the true music lover who prefers delicacy and beautiful modulation in reproduced music.

Both C-1 and E-1 curved arms are of air-tight gradual taper design and are guaranteed unreservedly. The Oro-Tone and Oro-Phone combinations are ideally meeting the demands for vastly improved reproduction by owners of ordinary type phonographs. Cash in on this big demand by learning about our splendid proposition.

No. C-1 Brass Arm 10½ inch length only
List \$7.50 nickel, \$10.00 gold

No. 0-76 Oro-Phone Reproducer
List \$7.50 nickel, \$10.00 gold

1010 George Street

THE ORO-TONE COMPANY

Chicago, Ill.

ORO-TONE for a better tone

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 118)

National Radio Exposition in Chicago Attracted Large, Interested Attendance

Consumers' and Dealers' Interest in the Latest Products of Radio Engineers and Cabinet Makers Crowded Hotel Sherman in Chicago During the Week of the Exposition

CHICAGO, ILL., October 5.—Consumers and dealers interested in the purchase of the latest products of radio engineers and cabinet makers were in large attendance at the National Radio Exposition, held at the Hotel Sherman, September 27 to October 2. According to the exhibitors the show was a distinct success, with dealers registering from distant points and in large numbers from the surrounding Middle West territory. A number of exhibitors maintained demonstration rooms on the upper floors of the hotel, where the dealers might test the various sets, speakers and accessories with no annoyance. The main section of the exposition itself presented an orderly appearance with a minimum of noise and interference to detract attention from the products on display.

On the opening day of the exposition one-half of the admission receipts were given to the Red Cross by the show management, for the benefit of the Florida hurricane sufferers, the Red Cross officials themselves operating the ticket offices. During the first two days of the show, Milo E. Westbrooks, manager, stated that 3,500 dealers had registered, and he predicted that at the closing hour on October 2 well over 6,000 dealers would have inspected the products displayed. Among the retailers were radio dealers from such distant States as California, Pennsylvania, Louisiana and Arkansas. Five thousand dealers wrote to the show management for tickets as the result of an advertising campaign sponsored during the past few months.

As the dealers registered they were asked to state their opinion as to the best time of year for a showing of radio merchandise, so that the show management and exhibitors might obtain a consensus of opinion as to when an exposition of this sort would best suit the dealers' convenience and needs. All retailers attending the exposition were extended an invitation by the Electric Club of Chicago to be guests of that organization while in the city.

The National Radio Exposition contained few new departures in set building, most of the innovations being in period style cabinets and beautiful wood work. Spinet desks containing a receiver proved popular with the buyers, as did many of the large hand-carved cabinets. Small compact sets of certain types attracted much attention, one exhibitor, who showed a three-tube portable with the appearance and size of a woman's vanity case, secured a large number of orders.

At one end of the mezzanine floor a broadcasting studio attracted many dealers and con-

sumers, who wished to see their favorite microphone stars in person. Thousands of names and addresses were secured on a "strikers" petition which will be sent to radio stations operating on the wave length of another. The petition notifies the station that the signers have pledged themselves to refuse to listen in on the programs of any of the offending stations. This petition was sponsored by the Broadcast-Listeners Association, which in Chicago secured Monday night as "silent" night last year by the same method.

A list of the exhibitors at the National Radio Exposition, together with the products displayed and the individuals in charge, follows:

Robertson Davis Co., Chicago.—Mello-Heald circuit eleven-tube receiver, coil winder and Meloformer transformer installed in sets and on display separately. Geo. W. Robertson, president, and J. P. Davis in charge.

Stewart Battery Corp., Chicago.—Stewart De Luxe Unit A-Power "A" batteries in ten different sizes. Lynn Stewart, Chicago representative, P. N. Bushnell, sales promotion manager, in charge.

H. G. Saal Co., Chicago.—Pedestal, cone and horn-type Saal loud speakers. H. C. Role, sales staff, in charge.

Diamond Electric Specialties Corp., Newark, N. J.—Diamond radio batteries. A. E. Simon, sales department, in charge.

Radio Cabinet Co., Indianapolis, Ind.—Orchestration speakers, all wood horn, cabinet and pedestal types. A. M. Keeley, State representative, in charge.

Windsor Furniture Co., Chicago.—Windsor cone loud speaker console, loud speaker console in solid mahogany, radio and phonograph combinations. A. C. Siewers, Everett Miller, J. L. Joyce, sales department, in charge.

Mathiesen-Sandberg Co., Chicago.—Loop aeriels. M. Mathiesen, William Sandberg, in charge.

Supertron Mfg. Co., Hoboken, N. J.—Radio tubes. Henry Bobker, sales manager, in charge.

Chicago Solder Co., Chicago.—Kester radio solder. F. C. Englehart, president, James C. Shaw, general sales manager, in charge.

Resonata Corp. of America, New York City.—Resonata speakers. David H. Lipsey in charge.

Garod Corp., Belleville, N. J.—Display in conjunction with Stackhouse & Allen, Chicago distributors. Complete line of Garod radio receivers. J. P. Allen and Frank Lepreau, district sales manager of Garod Corp., in charge.

Inland Electric Co., Chicago, distributor.—Rola cone speakers, Timmons loud speakers and



Horns
\$22.50—\$25.00
Units
\$10.00—\$12.00

DOUBLE ENJOYMENT
VOLUME WITH PERFECT TONE
WITH

Burns
LOUD SPEAKER

Why sacrifice the excellent work of the set by using an inferior speaker? A BURNS will reproduce with pleasing exactness every tone and sound that the set can pick up.

WRITE FOR TRADE PROPOSITION

American Electric Company

State and 64th Streets
CHICAGO, U. S. A.

Ask about Burns "B" Eliminator

Audiola radio receivers. E. A. Russell, H. E. Taylor, in charge.

National Vulcanized Fibre Co., Chicago.—Radio panels. H. M. Dexter, sales manager, A. P. Hoffman, sales department, in charge.

Leonard Lynn Radio Co., Inc., Chicago, distributor.—Ferguson radio receivers, Philco storage batteries and supply units, General radio supply units.

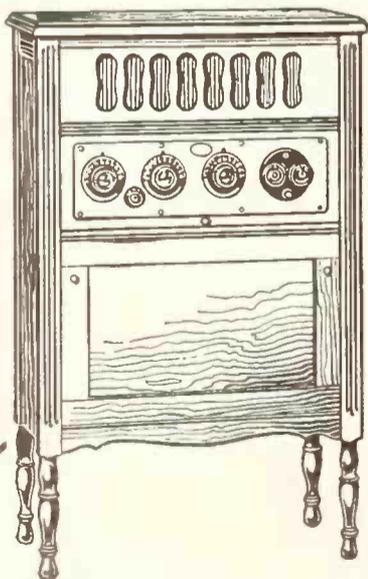
Beckley Ralston Co., Chicago.—Products of Radio Corp. of America, Rauland radio receivers manufactured by the All-American Radio Corp., Chicago, and Beckley Ralston sets. T. P. Waldeck, sales department, in charge.

Zinke Co., Chicago.—Oriole radio receivers, Redi-Mast aerial, Graynie radio batteries, Borkman Velvet speakers, Sturdy radio tubes. Carl Smeltzer, sales department, in charge.

David Grimes, Inc., Jersey City, N. J.—Viking radio receivers and the Gradeon phonograph attachment. E. T. Russell, sales department, in charge.

Minerva Radio Co., Chicago.—Chinese Renaissance model, de luxe console, parlor console and consolette receivers. E. R. Schultz, general manager, in charge.

Charles Freshman Co., New York.—Exhibiting in conjunction with W. D. A. P. Radio Shop, Chicago. The complete line of Fresh-



ATWATER KENT DEALERS

3 Out of 4 Users Will Demand a Console

Here is a beautifully finished Walnut console made especially for the Atwater Kent Model 30 and Model 20 Receivers. Every owner and purchaser of these sets is a prospective buyer.

This console is 40 in. high, 25 in. wide and 12 in. deep with a wood horn (floating) with a metal tone arm. Exceptionally beautiful in tone, possessing wide range of pitch. Horn is arranged to take Atwater Kent or any standard phonograph type of unit.

\$35 LIST—LIBERAL DISCOUNT TO DEALERS

Enter Your Order at Once

PLYMOUTH FURNITURE CO.

26 JUNEAU AVE.

MILWAUKEE, WIS.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 120)

man receivers. P. Ackerman, of W. D. A. P. Radio Shop, in charge.

Grigsby-Grunow-Hinds Co., Chicago.—Exhibiting in conjunction with W. D. A. P. Radio Shop. The complete line of Majestic "B" current supplies, including Majestic Standard "B," Majestic Super "B," and Majestic Master "B" units. P. Ackerman, W. D. A. P. Radio Shop, in charge.

Stewart-Warner Speedometer Corp., Chicago.—Exhibiting in conjunction with W. D. A. P. Radio Shop. The complete line of Stewart-Warner five and six-tube receivers, and Model 415 new-type reproducer. R. Garvey, H. Bird and J. N. Golten, Stewart-Warner sales representatives, in charge.

National Lead Battery Co., St. Paul, Minn.—National radio batteries and the Home "A" unit. Neil Burchard, Chicago manager, and Philip Flanigan, sales representative, in charge.

Lane Mfg. Co., Chicago.—"B" batteries and "B" battery eliminators. H. H. Lane, president, in charge.

Wakem & McLaughlin, Inc., Chicago, distributor.—King-Buffalo T. R. F. and Neutrodyne receivers, Peerless cone reproducer and Cunningham tubes. C. J. Crawley, special representative, in charge.

Young, Lorish & Richardson, Inc., Chicago, distributors.—Bosch Armored radio five, six and

seven-tube receivers, the Bosch Ambotone speaker and Bosch Nobattery, Pathex motion picture cameras, Cunningham tubes. H. E. Richardson, general manager, in charge.

American-Universal Radio Co., Chicago, distributor.—Crosley sets and speakers, Thomas loop aerial, Remler kits. L. E. Jennings in charge.

A-C Electrical Mfg. Co., Dayton, O.—A-C Dayton radio receivers. I. Jacobson, J. D. Cross, in charge.

Buell Mfg. Co., Chicago.—Buell Midget sets, coils and condensers. R. D. Buell in charge.

Neil Electric Co., Chicago, distributor.—The complete line of Sparton receivers manufactured by the Sparks-Withington Co., Jackson, Mich., including three battery models and two 110 A. C. models. W. L. Neil, president of the Neil Electric Co., in charge.

Pathe Phonograph & Radio Corp., Brooklyn, N. Y.—The Cathedral cone speaker and the new Pathephonic phonograph. A. R. Tidmarsh, sales representative, in charge.

L. Markle Co., Chicago, distributor.—Buckwalter Supertone eight-tube receivers. C. J. Buckwalter, president, Buckwalter Radio Corp., and J. J. Miller, of L. Markle Co., in charge.

Trav-Ler Mfg. Corp., Chicago.—Trav-Ler portable radio sets. F. A. McGee in charge of this exhibit.

Kelvy told of his reception at the Music Merchants Convention at Columbus, O., where he spoke to the assembled merchants and their salesmen several days ago and where the Panatrophe Course met with enthusiastic response.

W. C. Hutchings, assistant general sales manager, was then introduced and laid stress on the necessity of immediately placing orders if the dealers wished deliveries, as the demand for merchandise was far exceeding the supply.

K. Schaffer, technician of the Chicago branch, was also introduced and Mr. Bibb invited the dealers to send their men to him for a thorough training in service work.

Mr. Bibb presented in detail the many advantages to be gained by the dealers in tying up with the \$5,000.00 prize contest on Brunswick's new musical instrument. As an example he cited the instance of one suburban dealer who after mailing out literature to a list of 1,000 people cashed in by selling seven new instruments in one week. This dealer's results led him to enlarge his mailing list to 7,000 and he feels that he will do an exceptional volume on these new instruments as a result. A similar opportunity, said Mr. Bibb, awaits every Brunswick dealer who will fall in line and take advantage of the opportunity. Mr. Bibb then presented several new models in the Brunswick line that created an immediate and favorable impression with the dealers present—the PR-148-C, the PR-6-C and the P-1 and the Navarre. Frank Sylvano, Brunswick artist, sang several selections.

Chicago Brunswick Dealers at Get-Together Meeting

Harry B. Bibb, District Manager of the Chicago Brunswick Branch, Presided Over Luncheon Meeting—Outline Sales Promotion Plans

At noon on Friday, September 24, Harry B. Bibb, district manager of the Chicago Brunswick branch, presided over a get-together luncheon and meeting of over one hundred Brunswick dealers from Chicago and vicinity.

When the food had been thoroughly stowed

which is reaching an aggregate of over twenty-two million people through elaborate coverage of magazines and metropolitan newspapers on record and instrument copy. Mr. Ellison stressed the importance of dealer tie-up with this national copy, pointing out that such advertising, though creative of consumer appeal and acceptance, nevertheless required active dealer participation to localize the appeal.

C. T. McKelvy, sales promotion manager, the next speaker, spoke at length on the importance of trained salesmen, pointing out that if the dealer hoped to be at all successful in present-day merchandising his success was dependent on the ability of his salesmen to intelligently present and demonstrate the merchandise coordinating this demonstration program with a constructive sales program. "The dollar is turning on the outside, gentlemen," said Mr. McKelvy, "and it's up to you to go out and get your share." He illustrated that it cost the Brunswick Co. \$150.62 to train each Brunswick territorial operator in the special Panatrophe Sales Course, and that this same training could now be had by dealers and their salesmen for the small amount of \$10 per man through the medium of the Brunswick Panatrophe Salesmanship Course to which Brunswick dealers and their salesmen the country over are now actively subscribing. Practically every dealer in attendance signed on the dotted line, which speaks volumes for their desire to take advantage of this excellent opportunity. Mr. Mc-

To Advance Radio Show Date

A meeting was held on October 1 at the National Radio Show to discuss ways and means of promoting a better type of radio show than has been held in the past and to make the annual expositions trade shows in every sense of the word, with less attention given to the public's participation in the event. Fifty-five manufacturers, jobbers and dealers attended the meeting which voted the National Radio Show one of the best ever held from the standpoint of business accomplished. The main points brought out at the meeting were: a desire to have shows at which the manufacturer can sell the jobbers and dealers in a satisfactory way and take care of the public secondarily; that the jobbers form an association to be backed by the manufacturers and dealers who will have control of the future shows; that the shows be held at an earlier date than at present so that the new models can be in the stores at the opening of the season and that dealers can be in their stores to take care of increasing business rather than attending radio shows.

These points were discussed with enthusiasm by those present, and it was voted unanimously to back a jobbers' organization which would stage next year's radio show, which show is to take place not later than August 15.



Chicago Brunswick Dealers' Banquet

away and amid the contented smoke of one hundred cigars, Mr. Bibb, after a few opening remarks pertaining to Brunswick and its products, introduced Paul S. Ellison, Brunswick's new advertising manager, who briefly outlined the company's extensive advertising program

The Two Things That Count Most

—Salability and a good profit are the outstanding features of MINERVA RADIO. Of course, it goes without saying that each Minerva receiver is built right, and built to cause as little "grief" as possible. Hundreds of dealers have learned this and are making money out of Minerva for this reason. Minerva Radio is encased in eight beautiful cabinets, to suit every purse and every taste. Minerva Receivers are resistance coupled six tubes with only one dial to tune.

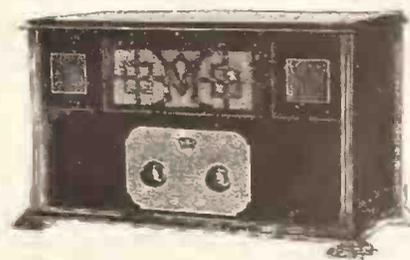
Jobbers and dealers should write at once for the complete Minerva proposition, as it means more sales and greater profits.

Minerva Radio Company

154 East Erie Street at Michigan Blvd.
Chicago, Illinois



Minerva Parlor Console Complete, as illustrated, with built-in horn and battery compartment, less accessories \$165



Minerva Console Complete, as illustrated, with built-in horn and battery compartment, less accessories \$110

First Eight Months of Year Show a Profit of \$1,200,000 for Brunswick Co.

B. E. Bensinger, President of the Company, in a Statement Declared That Sales for the Year Are Estimated at \$27,000,000 and That the Outlook Is Bright

The Brunswick-Balke-Collender Co. profits for the month of August, after depreciation and other charges, but before taxes, were \$535,000, and in the first eight months of 1926 profits amount to \$1,200,000 before taxes. This an-



B. E. Bensinger

nouncement was made by the Brunswick Co. shortly after the middle of September, when it was stated that the outlook for the remainder of the year was exceedingly bright.

B. E. Bensinger, president of the company, recently stated that he expected the Brunswick-Balke-Collender Co. to show net earnings of approximately \$4 per share this year on the 500,000 shares of common stock outstanding, after taxes. Earnings for August were in excess of one dollar per share and for the balance of the year the company is expected to earn at least \$500,000 net monthly.

In his statement Mr. Bensinger said: "Sales for the year are estimated at \$27,000,000 compared with \$23,321,968 in 1925. For the first eight months of 1926 sales totaled \$15,750,000, compared with \$13,000,000 in the same period last year. August sales were \$2,850,000 and earnings before taxes for the same month amounted to \$535,000, making total for the eight months of \$1,200,000 before taxes. It should be borne in mind that 60 per cent. of our entire year's volume is done during the last four months. It is expected that dividends on the common stock will be resumed not later than February next year, and it is probable the stock will be put on

at least a three-dollar annual basis. Prospects for 1927 are most encouraging because we will be in volume production in all our lines by that time. The year should be better than 1926, as it must be kept in mind that we were deprived of the sale of our new instrument for almost six months of this year."

Day-Fan Official Predicts Greatest Radio Season Ever

Charles T. Lawson, Vice-President of Day-Fan Electric Co., States That Manufacturing and Retail Conditions Are Improved

DAYTON, O., October 6.—Charles T. Lawson, vice-president of the Day-Fan Electric Co., after visiting the radio shows in New York, Boston and Cleveland and just before leaving to attend the show at the Chicago Coliseum, said:

"This season will easily be the greatest radio has known since popular broadcast put it in the big business class. With probably less than half the number of manufacturers it had a year ago, its volume will be much greater and there is no question but that the general quality will be much finer.

"The 'riff-raff' element has been largely eliminated. Most of the 'fly-by-nights' are out. The few who are left are teetering on the edge. I do not believe they will last out the season. The same clean-up that economic conditions have forced in radio manufacturing circles have also reached into distributing and retail circles. All this is good, not only for the industry itself, but mighty good for the public.

"Henceforth they can buy with reasonable assurance of getting value for what they pay. By the time the Fall and Winter seasons are fairly advanced I think that assurance will be nearly absolute."

Mr. Lawson said that in the near future there will be little talk of "stabilizing" the radio business. It is practically stabilized now, he said. All the major firms are intensely busy, he stated. His own firm was working nights, Saturday afternoons and Sundays in an endeavor to keep up with orders. He expects this condition to continue until after the new year.

Two Thousand Carryola Portables Made Each Day

Remarkable Business Being Done by This Institution—Great Results From the Extensive National Advertising Campaign

The present production of the Carryola Co. of America, Milwaukee, portable phonograph manufacturer, is the largest in the history of the firm. The plant is running with the capacity of 2,000 machines per day and the production is increasing, according to the executives of the firm, with the beginning of the Fall.

H. Donaldson Leopold, sales promotion manager, recently stated that Carryola records show October, November and December as being the months in which the heaviest orders are placed, and he further stated that the public is just beginning to recognize that the portable phonograph is an ideal addition for the homes of to-day, since it can be purchased at a relatively low price.

The Carryola Co. has received thousands of consumer inquiries through its national advertising in the Saturday Evening Post, Liberty, True Story and other leading publications. These inquiries are referred through the jobber to Carryola dealers and many sales are reported by the dealers as a result. In addition, many letters have been received from dealers who were interested by the advertising and wished to see samples of Carryola products. Inquiries of this type are immediately referred to the distributor. The Carryola Co. is offering to dealers many attractive sales helps, including window streamers, posters, display cards, circulars for consumer distribution and a complete line of mats and electros for newspaper ads.

Aristocrat "Double Duty" Cone Speaker on Market

The Aristocrat "Double Duty" cone speaker, otherwise known as the "Musical Lamp," has been announced to the trade by Aristocrat Studios, Inc., New York City. This new speaker is said to have a mellow tone that rounds out the bass as well as the treble, due to the size and unusual depth of the cone and to qualities in the cone vibrating unit.

The two lamps that are used for lighting keep the cone dry and resonant in damp weather, thus insuring maximum performance at all times. The Aristocrat has the added advantage of utilizing the table or radio upon which it is placed as a sounding board. The vibrating unit is of dustproof construction. The speaker is made of pottery in various attractive colors with parchment shades of harmonizing tones. The lighting fixtures are standard design.

Ed. Brown, well known in the industry through his former connection with the Sonora Phono. Co. and the Pfanstiehl Radio Co., is sales manager of the Aristocrat Studios. The new product will be merchandised through selected jobbers and dealers. Mr. Brown states that he has already secured an exceptionally fine jobber representation in the East and Middle West, and additional territory will be opened up and new jobbers will be selected on an extended Western trip, which will probably take Mr. Brown as far as the Pacific Coast. He reports that the Aristocrat has met with a fine reception among the trade and a very successful season is anticipated.

Success Batteries Popular

A comprehensive line of dry cell Certified B and C batteries and dry cell B and C Success batteries are being offered to the trade by the Success Electric Novelty Co., Brooklyn, N. Y. M. Borris, head of the organization, states that the Certified batteries are enjoying an exceedingly fine reception, and a splendid business is also being done on Success batteries. Both are guaranteed to give good service.



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.

Hear the-

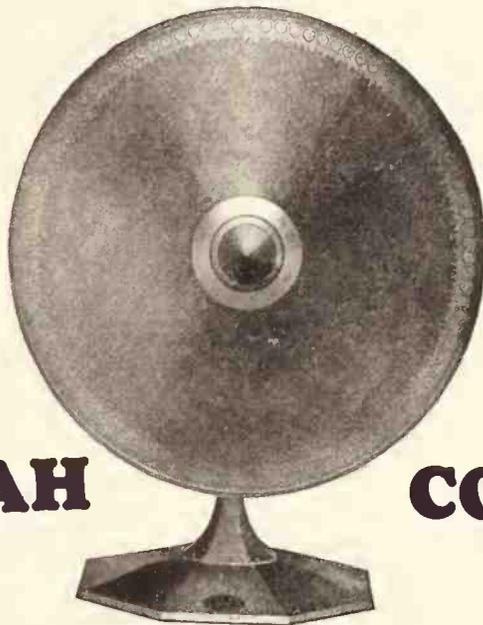
UTAH

Made in Salt Lake City

Trade Mark Registered

\$ 16

\$ 16



UTAH

CONE

FREE EDGE
17 1/2 in. High



Utah
Superflex

Reg. U. S. Patent Office

\$ 10.00



\$ 22.50
Utah
Standard

14" bell
The Speaker with
the Golden Throat

Utah
Junior

\$ 12.50

11-inch bell

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 recep-
tion return it to your
dealer and he will re-
fund your money.**

Utah
Book



Looks like an open book.
Finest reproduction. Size 17 1/2"
x 13 1/2"

\$ 19.00

Utah Radio Products Co.

1421 S. Michigan Ave., Chicago

We are manufacturers—not assemblers

"I WANT TO

HEAR A UTAH"

Wholesale and Retail Trade Optimistic Over Fall Business in Milwaukee Field

Fourth Wisconsin Radio Exposition Stimulated Widespread Interest in the Latest Radio Products of Leading Manufacturers Who Staged Exhibits—New Sonora Arrives—The News

MILWAUKEE, Wis., October 7.—Local jobbers and wholesalers are enthusiastic in their reports of Fall business in talking machines and radios. Orders are coming in at a very good rate and dealers are finding their greatest difficulty in getting shipments.

Radio Exposition a Success

The Fourth Wisconsin Radio Exposition which was put on by the Wisconsin Radio Trade Association September 25 to 29 stimulated interest in radios to a great extent. Special entertainment was featured at this year's exposition in a Radio Revue produced and staged under the direction of the Orpheum circuit. Dancing and music played the important parts in this entertainment. Everything in the radio field was shown in the exhibits at the show. The most conspicuous displays were those of the wholesalers who aroused great interest by explaining new receiving sets and other items. A large Stewart-Warner exhibit gave a splendid showing of various cabinet housings which would add to the furnishings of a home. The Interstate Sales Co. gave a very complete showing of the Freed-Eisemann line, as well as a very complete line of tubes. The Stromberg-Carlson Co. had a very attractive exhibit. The Kellogg Switchboard & Supply Co., which made a reputation as manufacturer of dependable radio parts, exhibited a receiving set of outstanding efficiency, the achievement of its technicians. The Tisch Auto Supply Co. presented the Oriole receiver and its products in an exhibit which was placed close to the stage. The Taylor Electric Co., Madison, displayed the Magnavox line, and the Great Lakes Radio Corp. presented the Priess receiver. E. A. Quarfoot gave a showing of the new products of the Day-Fau laboratories and the Shadbolt-Boyd Co., which intro-

duced the popular Apex receiver to Wisconsin a year ago, displayed new sets of the same name together with the Fada. The Super-Ball antenna featured by Yahr & Lange in their exhibit attracted great interest. The new Super-Ground clamp, recently perfected by this company, was displayed as was also the Ray-O-Vac batteries.

Sonora Dealers View New Products

Sonora dealers from all over Wisconsin attended an exhibit of the new Sonora line of radio receivers, loud speaking units and phonographs, held in the Wisconsin Hotel by Yahr-Lange, Inc., local distributor. The new shielded six Sonora radio receiver was introduced with three models represented—the table model, the de luxe console model, and the standard console. Representatives of Yahr-Lange state that dealers through their sections are very well pleased with the new line and expect to put a large number of sets into homes during this season.

Fred E. Yahr, of Yahr-Lange, states that they are having wonderful results with their Super-Ball antenna. Orders are being received from all over the world, and the company is making many carload shipments.

Badger T. M. Co. Busy

Harry Goldsmith, secretary of the Badger Talking Machine Co., jobber of the Victor line, states that his firm is doing a wonderful business.

"We couldn't be selling any better," Mr. Goldsmith said, "and still there is a greater outlook for the season. We are very much interested in all the musical affairs which are coming to Milwaukee this Winter, especially the grand operas which will be put on by the Chicago Civic Opera Company. It is bound to

develop a keen aspiration in the public for good music, and we are loaded to the gunwales with good music. The new electrically recorded records have stimulated the public in a record-buying campaign, and we are prepared to help them in the good work."

New Stores Opened

Herbert W. Mueller, formerly of the Kilbourn Motor Co., has opened a store at 1594 Teutonia avenue, under the name of Mueller's Radio Shoppe. He will handle radio receivers and accessories.

The formal opening of the Sandee Music Shop at 85 South Main street, Fond du Lac, took place during the month. James A. Sandee, owner, will feature the new Victrolas and electrically recorded records. He will also carry a complete line of Atwater Kent radios, Baldwin pianos, and Holton band instruments. An efficient service department is featured. A quick service record department is one of the attractions of the shop. All records are kept on file in a special cabinet centrally located in the shop.

The Hi-mount Radio Co. has been formed in Milwaukee to deal in wholesale and retail radio apparatus, equipment, parts and supplies, etc. Paul O. Pankonen, Ernest C. Engel, and John H. Schlitz are the incorporators, with a capital of \$10,000.

Reports Good Brunswick Sales

"Business is exceptionally good, and there is no question that there will be a tremendous Fall business," stated Carl Lovejoy, Milwaukee representative for the Brunswick. "Dealers are not only buying, but they are selling, which is, after all, the most important thing. The Brunswick Panatrope is moving very well, but we are handicapped for shipments. There is no difficulty in selling, and I am looking for a very big year in Brunswicks."

Panatrope Prominent at the Omaha Radio Show

OMAHA, NEB., October 6.—25,000 people attended the Omaha Radio Trades Exposition recently held in Omaha, and the publicity attendant upon the show covered the front pages of every newspaper in the vicinity. One of the most pronounced features in the display section of the show was a group of five booths featuring the Brunswick Panatrope and Panatrope with Radiola. One of the displays handled by the Omaha Brunswick branch and four by the Brunswick dealers of that town easily monopolized the attention of the vast number of visitors. The Brunswick booths were the centers of attentive crowds during the entire time of the show, and the dealers were not a bit reticent to passing out a great deal of Panatrope literature and building up prospect lists.

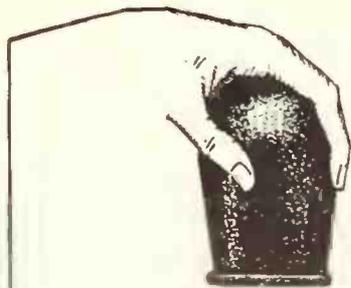
The show itself had as its feature attraction—a Hog Calling Contest—just what this is and how it is handled we do not know, but evidently it is quite an art to call hogs, for the newspapers carried reports of the progress of the contest in large space, and announced the winner in headline type. This competition drew thousands of people, who of course investigated the rest of the show and were among those to see and hear the Panatrope.

O. G. White, Brunswick Omaha district manager, co-operated with the dealers in every possible way, in arranging their ads, demonstrating at the show and helping to take charge of their great numbers of prospects.

L. Halperin Visitor to the Carryola Co.'s Plant

L. Halperin, of Halperin Bros., Carryola distributors, New York City, recently visited the plant of the Carryola Co. of America, Milwaukee, Wis. He inspected the large new plant where the portables are manufactured, and saw the new line of Carryola Masters especially embossed and airbrushed, which are now being delivered to the trade.

One way to make a friend out of a customer



If it's an old customer—and he says "Yes" when you ask him whether he is ever bothered by a howl in his set, hand him one of these little rubber jackets to slip over each tube that he believes is giving trouble. (They come in sizes to fit every tube.) Tell him it will take less than one second a tube to end this howl nuisance for once and all!

If it's a new customer—before you ship his set, put one on every tube yourself. In this way you insure yourself against one of the commonest complaints of new set purchases. Not only do you save him a lot of possible future annoyance, but the chances are bright that you are ducking a future service trip.

McDONALD HOWL ARRESTER

"It Stops that Howl"

In either case you will collect his 75¢ for each McDonald Howl Arrester with a clear conscience—for they do the work—they stop that howl—the biggest little annoyance in radio.

Manufactured in the U.S.A. by the SCIENTIFIC PRODUCTS CANADA, LTD., Montreal, Que.

Ask your local jobber or write

SPARTAN ELECTRIC CORPORATION - 350 West 34th Street, New York City

It's here!

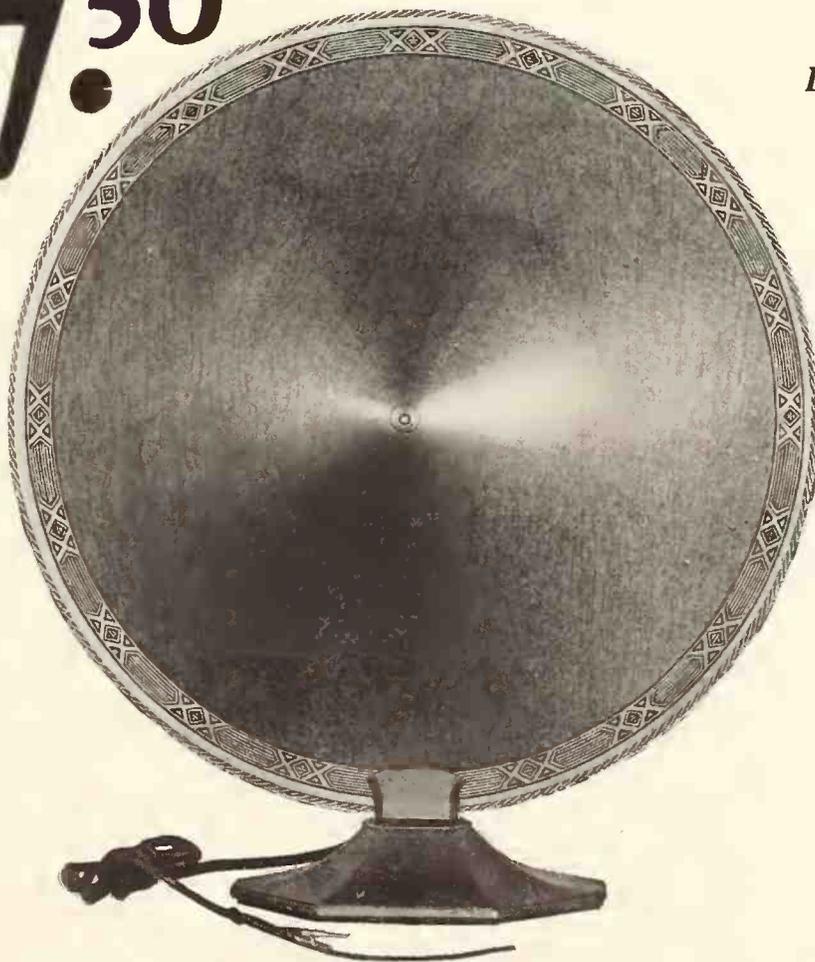
SANDAR—the new cone type Speaker—riding along on the crest of a wave of popularity that is sweeping all before it! There are plenty of reasons why—an uncanny ability to bring in the most elusive sounds along the whole range of the set, an attractive design that embellishes and adorns a set rather than simply filling up space, AND a sensational retail price—\$27.50—which is lower than that of any other licensed speaker of its size on the market. No wonder it has registered so emphatically! There is still time for *you* to sail along with SANDAR. Write for name of nearest distributor.

SANDAR CORPORATION

Crescent Plaza Building, Long Island City, New York

\$ 27.50

*Licensed under
Lektophone
Patents*



SANDAR S P E A K E R

HAPPENINGS IN THE DOMINION OF CANADA

Canadian National Exposition Held in Toronto Was Greatest Success in History

Talking Machines and Radio Exhibited—Dates for Third Annual Toronto Radio Show Fixed for October 25 to 30—Columbia Viva-tonal Phonographs Create Trade Interest

TORONTO, ONT., October 7.—A new high record for attendance at the recent Canadian National Exhibition during its two weeks of operation has been made this year, 1,573,000 people having passed through the turnstiles.

Under the auspices of the Canadian Radio Trades Association, the dates of the third annual Toronto Radio Show have been fixed for October 25 to 30. This year's exhibition will be held in the amphitheatre of the Coliseum at the Exhibition Grounds.

The Gray Music Co., recently opened up in London, Ont., has taken on the representation of the McLagan phonographs and Fada receiving sets.

Conrad Lafleur, for ten years with the phonograph department of Orme, Ltd., Ottawa, has been appointed manager of the phonograph department of L. G. Fournier, Ltd.

A. Cross Co., Toronto, has been appointed Canadian distributor for the Bosch radio line.

Canadian Brandes, Ltd., Toronto, has sent out announcements of its new Fall line of radio accessories, which include the new Cabinet Cone speaker and fifteen-inch adjustable table cone with resonating chamber.

Two new Amplion models of loud speakers have been announced by the Amplion Corp. of

Canada, Ltd., Toronto, and these new types were shown to the public and trade at the recent Toronto Canadian National Exhibition.

Splitdorf Electrical Co., Ltd., Toronto, has made the appointment of a large number of distributors for the line of Splitdorf radio receivers, loud speakers, etc.

John F. Maclellan, local agent for Brunswick phonographs and records, in Dawson City (Yukon Territory), which is said to be Canada's farthest north city enjoying the service of a music dealer, recently introduced to the residents of that city and territory the Brunswick Panatrop, a shipment of which he received on the steamer "Whitehorse." A program was presented in the commodious A. B. Hall when Mr. Maclellan made an announcement explaining at length the many improvements embodied in the new inventions and what it would mean to Dawson music lovers.

The new Columbia Viva-tonal phonograph being introduced to the Canadian trade by the Columbia Phonograph Co., Ltd., Toronto, is being shown in five models ranging in price from \$125 to \$350. Dealers all over the Dominion are very much enthused over the sales possibilities of the new Viva-tonal and are planning to feature the line.

Cooler Weather Stimulates Sales in the Montreal Territory, Reports Indicate

Trade Preparing for Third Annual Radio Show—Retailers and Wholesalers Report Stimulation of Business—Brunswick Popularity Continues to Grow—Trade Activities of the Month

MONTREAL, CAN., October 8.—With the arrival of that chill in the temperature which marks the approach of the Fall there has been a revival of interest in matters relating to radio reception and from all directions the dealers in radio sets report a big increase in business.

June's reputation as a bridal month has been shattered locally; phonographs and radio receiving sets played a prominent part in gifts to the bride. This activity has spurred the jobbers and dealers to prepare for a record year and many of the larger firms are now getting ready for the Third Annual Radio Show, which will again be held under the auspices of the Montreal and District Radio Club at the Windsor Hotel from October 4 to 9, and which will officially open the season of radio.

C. W. Lindsay, Ltd., in one week recently sold four Brunswick Panatropes. This firm expressed itself to the effect that it cannot get enough of this particular type to supply customers, the demand always being ahead of

the supply. Samples of the new Brunswick Cortez model have been received. The phonograph department has undergone complete interior renovation.

Victor Talking Machine Co. of Canada, Ltd., Montreal, is exhibiting at the National "Produced in Canada" Exposition to be held in the Morgan Building, Montreal, October 9 to 16.

Exhibitors at the recent Sherbrooke Fair included the Columbia Phonograph Co., Ltd., which had a most attractive display of Columbia Viva-tonal models.

J. W. Shaw & Co., Brunswick representatives, recently sold to Montreal's latest uptown restaurant the "Pagoda," a Brunswick Panatrop which will be utilized for dancing purposes.

Her Excellency, the Lady Byng of Vimy, received as a parting gift from the ladies of Quebec a Brunswick Panatrop phonograph and library of Brunswick records.

Hartney Co., Ltd., one of Canada's greatest radio and talking machine dealers, announces

the opening of a new radio department, considered as one of the largest and finest radio showrooms in Canada. Jas. Whitaker, well known to the radio public of Montreal, will be in charge. Among the lines handled will be the Atwater Kent product.

Many new dealers throughout Quebec Province have signed up with the R. S. Williams & Sons Co., Ltd. (Montreal Office), whose parent company in Toronto has the Canadian distributing rights for the Magnavox Radio line.

Maritime Provinces A-K Dealers in Convention

HALIFAX, N. S., October 2.—The first annual convention of Maritime Atwater Kent dealers took place recently in the Queen Hotel. The program included interesting addresses by Richard Smiley and A. Bauer, from the Atwater Kent factory in Philadelphia, and the purpose of their attendance was to give local radio dealers a chance to discuss their problems with trained experts. A banquet was arranged at which addresses of general interest to radio fans were given by the Atwater Kent representative and the president of the Halifax County Radio Ass'n. The Masonic orchestra assisted in the musical program and a special concert program was rendered by various Halifax artists.

Many valuable prizes were offered, among them a USL Storage "A" Battery offered by the U. S. Light & Heat Co.; and three sets of heavy radio "B" Batteries, 90 volts each, donated by the Canadian National Carbon Co., to be presented in connection with the convention to radio fans listening in on the banquet program as broadcast by CHNS—one prize each for Nova Scotia, New Brunswick and Prince Edward Island. An Apco charger was offered to the Atwater Kent dealer traveling the farthest to attend this convention; and a USL Universal "A" and "B" charger for the best Atwater Kent window display in Halifax and Dartmouth during the convention.

In connection with radio matters, which now begin to receive increased attention as the Summer season draws to a close, many people who attended the Nova Scotia Provincial Exhibition at Amherst were interested in the exhibit of Atwater Kent and USL Storage Battery lines made by Crowell Bros., Ltd., of this city. A similar exhibit was made by the Saint John Atwater Kent dealer at the Saint John Exhibition, and the Fredericton dealers exhibited in that city from September 18 to 25.

Winnipeg Annual Radio Show Stimulates Trade

WINNIPEG, MAN., October 5.—Winnipeg's second annual radio show, held recently, did a lot to stimulate local trade in equipment and accessories of all types. Scores of interesting exhibits showing the newest and best in the radio world attracted hundreds of people to the show every night, and dealers expressed themselves as being well pleased with the results of the show. Many direct sales were made through the show and hundreds of others will be made indirectly.

Henderson-Haliburton Piano Co., Edmonton, Alta., has recently taken on the representation of Brunswick and McLagan phonographs.

The Alberta Radio Electric, Ltd., Calgary, Alta., has been appointed exclusive distributor for Fada radio in the province of Alberta.

S. G. Allen, sales manager of the Western division of the Electrical Research Labs., Chicago, was a recent business visitor to this city.

Talking Machine Springs and Repair Parts

NONE BETTER IN QUALITY

NONE LOWER IN PRICE

THE RENÉ MANUFACTURING CO.

MONTVALE, NEW JERSEY

The Trade in PHILADELPHIA and LOCALITY

Quaker City Retailers Placing Heavy Orders to Meet Rapidly Growing Demand

Manufacturers and Distributors Swamped With Orders as Fall Business Goes Ahead With a Rush—Brisk Record Demand Is Feature of Sales—Entire Trade Is Optimistic

PHILADELPHIA, PA., October 8.—Glowing accounts of the early Fall demand for talking machines, records and accessories foretell the turn in the tide of the industry to more prosperous times. All the local manufacturers, branch offices, distributors and dealers have been swamped with orders for the nationally known types of the newest instruments that have revolutionized the business within recent times. Orders are accumulating in such quantities that distributors cannot meet the immediate needs of the dealers owing to the congested factory facilities now taxed to capacity because of the tremendous Fall opening in demand for the machines of the latest types. However, there has been exerted every effort on the part of the producers to speed up production, new equipment having been added and plant extensions having been made for the purpose of adjusting manufacturing requirements to the needs of the trade.

Heavy Record Demand

Records have been heavily oversold and local manufacturers have been forced to add to their mechanical units to meet the urgent requirements of the dealers and distributors. The many new avenues of publicity that have been opened for the exploitation of records have added materially to the distribution of the deal-

ers in the retail end of the business and this prosperity has been passed along to the distributors and manufacturers in sizable orders for the popular sellers in the record list.

Among the distributors co-operating extensively with the dealers in the exploitation of recordings and machines, in original and entirely novel ideas, are the Philadelphia Victor Distributors, Inc., 835 Arch street. A snappy business has been enjoyed as a result of the brisker demand for both machines and records within the past month. The firm is oversold on machines as a result of the heavy national demand on factory production. However, it has been advised by the Victor Co. that additional presses have been installed in the record-making plant and soon production will be developed in line with the improved business situation, so that orders may be taken care of with despatch.

Successful Sales Promotion

Two helpful business promotion stunts were staged by the Philadelphia Victor Distributors during the month which resulted in increased profits for the dealers. When the Philadelphia Rapid Transit Co. gave a free admission program at the Sesqui-Centennial Exposition on its own special day it tied in with the Victor through the firm by arranging for a special

recording of the P. R. T. Co-operative Band of 110 pieces, and directed by John Philip Sousa, at the request of the transit company, on the occasion, playing "March of the Mitten Men" and "Thunder Men," both Sousa compositions, arranged especially for the Transit Band. Special posters were made by the Philadelphia Victor Distributors for the dealers. The P. R. T. placed 3,600 announcement cards in as many busses and trolleys controlled by it. They further posted announcements of the records on 200 bulletin boards in offices and waiting rooms and repair shops. The P. R. T. Band played in the Auditorium to 15,000 people under Sousa's direction and announced the program of the two selections on Victor records from large streamers across the spacious entrance to the Auditorium, supplementing this with statements in 2,000,000 copies of Service Talks, its official publication, left in all public conveyances under its control.

Owing to the popularity of the Harry MacDonald Orchestra, playing in this city at the King Joy Restaurant, the Philadelphia Victor Distributors arranged for special records of "My Pal Jerry" and "Who Could Be More Wonderful Than You," by that organization, and aided in promoting sales among the dealers. Harry MacDonald, its leader, had posters made of "My Pal Jerry" and an originally designed poster was gotten up by the distributors, while streamer form announcements were put out by the publishers, Ted Browne Co., Chicago, tying up on "My Pal Jerry." These three display forms were widely distributed throughout

(Continued on page 128)

Business is Good and Getting Better

Do not overlook the opportunity to sell Victor Orthophonic Victrolas and to tie up with the Advertising Campaign on Victor Electrically recorded records which will soon be started.

The determination on your part to get the business in your locality will bear fruitful results provided the proper effort is put forth.

We are prepared to serve every Victor dealer who should logically buy in Philadelphia.

Philadelphia Victor Distributors, Inc.
835 Arch Street, Philadelphia

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 127)

the State and city, where the band has been a popular favorite.

Dealers Stage Profitable Tie-ups

With Philadelphia the magnet for the sporting world during the big fight for championship fame on September 23, the Dempsey-Tunney bout was the means for putting across the Victor Orthophonic. Three of the local dealers entertained at the moving picture theatres, while fight reports were flashed on the screen with concert programs on the Electrola and radio combination machines. While the Radio brought in fighting reports as they were broadcast the Electrola gave concert selections as intermissions occurred. The three dealers were the R. & C. Music Shop, 4407 Main street, at the Empress and Dixie Theatres; Richard Ertelt, 5617 North Fifth street, at the Colney Theatre, and the Linton Co., West Philadelphia store, at the Nixon, Belmont, Rialto and Locust Theatres. Announcement was made by the theatre management of the dealers extending the courtesy and stating that the Electrola was used.

Out-of-Town Trade Visits J. A. Fischer Co.

The headquarters of the J. A. Fischer Co., this city, manufacturer of Valley Forge main springs and talking machine replacement material, was the mecca of many members of the out-of-town trade during the past month. The Dempsey-Tunney fight was attended by many members of the industry from far and near and a large proportion took the opportunity to visit Valley Forge headquarters. It is reported that the visitor coming the greatest distance was from Vancouver. J. A. Fischer, head of the organization, reports that September proved to be the busiest month in the history of the organization. He states that this business was not centered in any one locality, but was national in scope.

H. A. Weymann & Son Feature Record

H. A. Weymann & Son, Inc., Victor wholesalers, lately co-operated with Victor dealers in the territory in featuring Victor record 20192, "The March of the Mitten Men." It might be explained that the Mitten Men operate the trolley service in Philadelphia and, therefore, this record, played by the Philadelphia Rapid Transit Co-operative Band, is of strong local interest. H. A. Weymann & Son, Inc., advertised this record in the local papers with their advertising carrying the sentence "Go to your favorite Victor dealer." It is interesting to



GUARANTEE PORTABLE
RETAILS FOR \$25.00

Furnished in

COBRA GRAIN BLACK
CROCODILE BLACK
CROCODILE BROWN
SPANISH GREEN
AMERICAN GRAY

SPECIFICATIONS:

1. Textene Leather Case.
2. Standard Heineman Motor.
3. Plays Two 10" Records.
4. Standard Taper Tone Arm.
5. Specially Loud Reproducer.
6. Device for Carrying Records.
7. Machine Will Play 12" Records.
8. Patented "Non-Spill" Needle Cup.
9. Size 14½" x 11½" x 7¾".
10. Weighs 13½ lbs.



Costs you \$10.50

GUARANTEE TALKING MACHINE SUPPLY CO.
Note New Address - 35 North 9th St. Philadelphia, Pa.

Write for our latest Main Spring Chart

note that the appearance of the ad resulted in a marked demand for this record. H. W. Weymann, head of the wholesale Victor department, in summing up conditions reports that business is exceptionally good. The sales of the Orthophonic Victrola have reached the point where it is a question of supply and demand and the record business is reported exceptionally good.

Sonora Concert Demonstrations Score

The Sonora was made the instrument of broad popularity during the early days of October through a well-patronized series of concert demonstrations combined with social features of luncheons and dinners to the dealers with the Pennsylvania Phonograph Distributing Co., Inc., Jefferson Building, acting as host. In the leading hotels of Pennsylvania's important eastern cities the concerts were

staged, the new models of the Sonora being used and including the Symphony, Prelude, Lyric, and Concert phonographs and radio combinations, Model D shielded 6, in three types, two of them consoles, the Standard at \$185 retail, and the De Luxe at \$225, over the counter and a straight radio model at \$125.

The concerts were held in Penn Harris Hotel, Harrisburg; Brunswick Hotel, Lancaster; Berkshire, Reading; Traylor, Allentown; Remas, Shamokin; Ferguson, Shenandoah; Casey, Scranton, and the Sterling, Wilkes-Barre. They were under the direction of L. E. Hilduser, who covers the State in the sections represented in the list. Dealers and prospects were invited to the dual event. Announcement has been made by the Pennsylvania Phonograph Distributing Co. of the extension of its business to the distribution of the Red Top radio tubes and the addition of two new Sonora loud speakers in the cone cabinet and cone console styles.

Heavy Columbia Viva-tonal Sales

Following a tour through the Trenton, N. J., territory, Manager J. J. Doherty, of the Philadelphia branch of the Columbia Phonograph Co., has returned to his desk much gratified with the excellent reports of the dealers on the sale of the Viva-tonal, the newest of the Columbia machines recently introduced to the local trade. The Philadelphia branch has been oversold on the new machines and orders still are coming into headquarters in urgent appeal for the shipment of the new styles.

Oversold on Brunswick

Just as soon as shipments of the new Spanish cabinet models of the Brunswick phonographs are received at headquarters here they are sent out to help in meeting the heavy demand among the dealers in the eastern section of the State and city. The firm is so oversold on its new models that it will be several weeks before the needs of the dealers are met in full. The Panatope 10, as the new type is known, has been a big favorite ever since shipments began to arrive here this month. District Manager George A. Lyon found upon his tour of the Harrisburg section and the coal region that the Brunswick has grown so extensively in favor since the new models appeared that orders he received will keep shipping departments busy for many months to come.

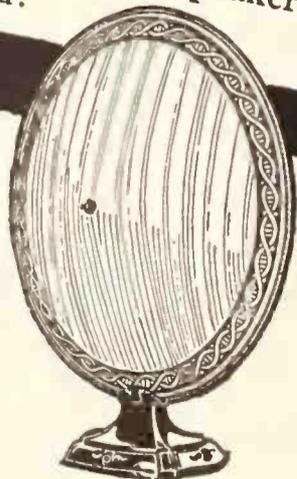
During the month the Brunswick was broadly exploited and many new dealers were added to

We are distributors
of
the famous
Farrand
Speaker

Trilling & Montague
49 N. Seventh St., Philadelphia, Pa.

"Grow With Us"

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



THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 128)

the list of those who will carry it in the future through the campaign continued during September days. Among the most prominent of stores to add the Brunswick the past month was Lit Bros. department store, which featured it in its annual fashion show. Manager Alex Munchweiler, of the Lit store, tied up with the Fashion Show by making it more lively with concert programs on the Orthophonic, Brunswick and Sonora. The novel tie-up was most effective as a sales builder for both machines and records and Lit Bros. talking machine department was materially benefited by the concert accompaniment to the showing of gowns as the models strolled down the aisles to tunes played on the various phonographs handled by the company. The machines were displayed on the platform where the fashion models made their bow to the crowds which gathered for the occasion, many of the purchasers remaining after the show to place their orders for records and machines.

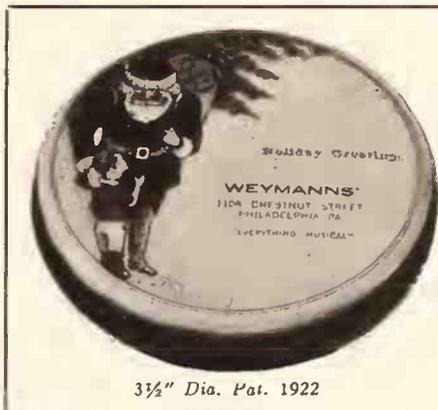
A very effective sales appeal for the Brunswick was that given by the Weirley Music House, of North Fourth street, Allentown, Pa., during the month, when with the co-operation of the Allentown Band, under direction of A. L. Meyer, a public concert was given in the West Park with the Brunswick playing as part of the program. The band, which was organized back in 1858, staged its concert September 16 with the Brunswick Panatrope featuring Edith Mason's recording of "Good Bye," while the band accompanied the singer. Other Brunswick records were brought in as encores. Frank Espey, of the Brunswick sales organization, operated the Panatrope. The program was also broadcast over WFAM.

Millersburg Firm Remodeling

Under the remodeling plans the W. L. Donehower store, at Millersburg, Pa., will be transformed into one of the most attractive of town emporiums for the sale of talking machines. Six booths have been added, hardwood floors laid and comfortable as well as artistic combinations in furnishings installed to harmonize with the decorative scheme. Larger space, too, has been made available by the remodeling, so that business extension may be cared for.

Stages Effective Fall Opening

When Carlisle Taylor held his Fall Opening in the Music Room, State College, Pa., he sent out invitations to all students at the College and townsfolk with a full representation in attendance in response from the list of those in-



3 1/2" Dia. Pat. 1922

It's A Beauty

Our Christmas design VELVALOID RECORD CLEANER. Finished in 6 brilliant colors, with the dealer's Holiday greeting neatly printed.

The cost will be no more than a good greeting card and the results most satisfying.

Have them ready so you can either present them personally or mail them to your patrons at Holiday time.

The dealer can order in small quantities (one hundred) as he wants them, either direct or thru his jobber.

He will find the Christmas Velvaloid Record Cleaner a splendid investment.

We will furnish gratis samples for jobbers' salesmen. How many? Do it early!

PHILADELPHIA BADGE CO.

Manufacturers

942 Market Street

Philadelphia, U. S. A.

vited to hear the demonstration of the Orthophonic, the program of the occasion. In addition the Russ Wiedener Band joined in with a few concert selections while luncheon was being served to the guests.

An Enterprising Retailer

Enterprise was shown by the Hopkins Piano Co., of Chester, Pa., when during the month the company sent out leaflets with information on how the newest of dance steps, the Valencia, could be achieved. With the instructions for dancing the Valencia there were suggestions on Victor records that could be used to accompany the dance which came back in profits through purchases of the mentioned recordings.

Co-operate in Ad Drive

Largely through the combined efforts of the Philadelphia Victor Distributors and H. A. Weymann & Son, Inc., Victor jobber, and thirty-four local Victor dealers the stock of old type Victor records in the stores of this city has been rapidly disposed of. The above-mentioned distributing firms co-operated with the dealers in an advertising campaign in the Evening Bulletin and in the Inquirer to inform the public of the bargains which were available in records. A list of prominent artists whose recordings were available in the bargain offerings was given, together with a list of dealers' stores at which the records could be purchased. Both jobbers and dealers report that the campaign was highly successful.

Heppe Stages Exhibition

With wide advertising to exploit the special October display and exhibition of models of the Brunswick Panatrope and Orthophonic talking machines, C. J. Heppe & Son Co. has been featuring a campaign of its own for these models during which a large number of orders

Trilling & Montague House Organ Enters Third Year

"Radio Talks," Published by Trilling & Montague, Has Become Very Popular With Trade—Contains Much Interesting Information

PHILADELPHIA, PA., October 6.—Trilling & Montague Radio Talks, published by Trilling & Montague, of this city, is now entering its third successful year as the house organ of this enterprising radio distributing house. J. Lobel, sales and publicity manager of the company, is editor, and the current issue is replete with merchandising ideas and a presentation of the many products distributed by Trilling & Montague. Among these products are Zenith, Grebe, Kolster and Crosley receiving sets, the Utah book loud speaker, Crosley Musicone, Brandes table cone, and a wide selection of radio accessories and parts. This issue also includes the 1926-27 wholesale radio condensed catalog and price list and a four-page supplement features the Tab "B" rechargeable dry cell radio batteries, manufactured by the Dry Storage Battery Corp., also of Philadelphia, and distributed in the Philadelphia territory by Trilling & Montague.

have been given for Fall delivery. Heretofore but a few models have been carried in the Brunswick, but now a complete assortment of all is to be handled by the talking machine department under Manager Leo Crompson. In the attractively arranged exhibit there were also shown the RCA and Atwater Kent radio, the two types upon which the Heppe Co. will concentrate after much experimenting with radio sets to find out the most popular models. During the exhibition the store will keep open evenings until nine o'clock instead of the six o'clock closing schedule. Several Victor artists have called at the exhibition and Ben Bernie, whose records are made by the Brunswick Co., and who appeared here with his orchestra, was a visitor on several days during the two weeks' show.

Entertains Distributors

During the big bout at the Municipal Stadium when 130,000 attended the Dempsey-Tunney fight the J. A. Fischer Co., 730 Market street, manufacturer of Valley Forge main springs and parts, entertained its distributors from Vancouver, Quebec, New Orleans and other parts of the continent who came here to witness the notable event. They were escorted through the factory, treated to luncheon and then were conducted to the Stadium by Julius A. Fischer, of the firm, to see the big fight. Irvin Epstan, of the firm, is journeying through the Great Lakes region.

Guarantee Line Widely Popular

To all parts of the Globe the Guarantee Talking Machine Supply Co., 35 North Ninth street, is shipping its Guarantee portables and parts for talking machine repairs. From the Orient, South America and Central American ports orders are coming to headquarters here along with European demands as a result of the extensive and intensive ad campaigns which William Posner, its proprietor, has been conducting as service to the dealers and promotion

(Continued on page 130)



OPPORTUNITY in the Victor business is greater today than ever before.

Victor dealers in our territory should make the most of this opportunity by availing themselves of our service likewise greater today than ever before.

Victor Wholesalers

H.A. WEYMANN & SON, INC.
1108 Chestnut Street—Philadelphia, Pa.

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 129)

of the company's business. The new portable model in the Guarantee De Luxe has been meeting with huge success for the holiday stocking and present-day needs.

Strong Demand for Sonora

The Pennsylvania Phonograph Distributing Co. reports great activity in both Sonora phonograph and Sonora radio models. The new Prelude, retailing at \$95.00, and the Symphony, retailing at \$275.00, seem to be the outstanding features of the line from the dealers' approval and orders covering these two models. There is every indication there will be a tremendous demand for all Sonora models for the balance of the year. John L. DuBreuil, vice-president and general manager of the Pennsylvania Phonograph Distributing Co., accompanied by L. E. Hilduser, sales representative, out of Philadelphia territory, will cover the most important points included in the Philadelphia territory with a display of the entire Sonora line. Judging from inquiries already received from dealers and prospects, there is a possibility of the Pennsylvania Phonograph Distributing Co. not being able to take care of all orders that are forthcoming, but as Mr. DuBreuil says—"money is made in turnovers and not left-overs," so they should have a clean inventory at the end of the season.

News Brieflets

Gimbel Bros. talking machine department, under Manager Wuertle, combined a concert on the Orthophonic with the displays of the "Miracle," which is the big feature in the theatrical world now showing in this city.

M. Grass & Son, Sixtieth street below Market, have branched out into other lines in the way of musical supplies. The firm will in the future carry sheet music to be distributed at wholesale.

The Goldstein store at Oxford, Pa., has been sold to Lester McCreary.

E. E. Sagars, formerly associated with the F. A. North Co., is now manager of the Wheatly Music Store, in Easton, Pa.

Camden's most prominent hostelry, the Walt Whitman Hotel, has become the center of an attractive display of Victors through the arrangement made with Howard Dudley, a dealer of that city, to employ the only store window display in that handsome building. The window display will be featured in the lobby and will have an indefinite run.

J. Ralph Wilson, music dealer, president of

the Philadelphia Rotary Club, presided with Mayor Kendrick of the Quaker City during the banquet given at the Alpine House at the Sesqui-Centennial Grounds during the month when that fraternal organization played an important part on Business Men's Day at the Exposition.

Max Lang, who already conducts three stores in this city for the sale of musical goods, in-

cluding talking machines and records, is planning to open a new house at Twentieth and South streets.

The Frankford avenue store of the Linton Co., owned by Walter Linton, formerly president of the Philadelphia Victor Dealers Association, is now undergoing alterations that will transform the building into a very modern talking machine emporium.

All Lines Enjoy Satisfactory Demand Throughout Salt Lake City Territory

Influx of Thousands of Visitors to Attend Semi-Annual Church Conference Expected to Have a Markedly Stimulating Effect on Sales by Talking Machine Merchants

SALT LAKE CITY, UTAH, October 6.—The talking machine business is in fine shape in all parts of this territory. It is doubtful if it was ever better. Everything seems to be selling in the way of instruments and records, too. The demand is so heavy that practically everyone is behind on deliveries, though deliveries are being made more freely than they were, due to the increasing ability of the factories to make shipments to this territory. The outlook both from the industrial standpoint and the standpoint of demand for the product is exceptionally good, and wholesalers and dealers alike are delighted with the way things are shaping.

Many Visitors Expected to Boost Sales

As these lines are being written the city is receiving visitors from all over Utah and the Intermountain country and from the Pacific Coast, Northwest, Canada, Mexico and elsewhere, the occasion being the great semi-annual Church of Jesus Christ of Latter-day Saints, or Mormon, conference, an event that will fill every hotel in the city to capacity for the next several days and compel people to open up their homes, too. Other attractions in the city at this time are the annual State Fair and the horse races. Most of the talking machine houses and music stores have special window attractions this week in honor of the visitors and not a little business is being done by retailers over and above their ordinary trade.

R. H. Perry at Store Opening

R. H. Perry, of the Brunswick-Balke-Clender Co., has just returned from Pocatello, Idaho, where he has been attending the open-

ing of the new Glen Bros.-Roberts Piano Co.'s store in that city, a store which will have a good phonograph department. Mr. Perry said business was most satisfactory in both Utah and Idaho.

The John Elliot Clark Co. reports a big demand for all products at this time. Several new dealers are being appointed by the company, it was stated. Shipments are being made more rapidly than for some time, but they are still somewhat behind orders.

Viva-tonal Phonograph Popular

The Columbia Stores Co. reported business as "Wonderful in September, the largest month we have had in three years." Mr. Delzell, manager, said they were now getting the new Viva-tonal instrument, concerning which the local phonograph trade appeared to be most enthusiastic. He pointed out this was helping to make their business so much greater than usual. He added, however, that other instruments were selling well, too.

Brunswick Demonstration for Women

Thousands of Salt Lake City women heard the new Brunswick instrument at the recent cooking school held in this city. The Brunswick exhibit was through the Glen Bros.-Roberts Piano Co., one of the local dealers.

The Jones Music Co., of Ogden, will hereafter devote all of its phonograph department to the sale of the Brunswick, according to an announcement.

Choir to Make Records

The Mormon Tabernacle Choir is to make some new Victor records in the not distant future. This choir, dating back to the late '55's, made some Victor records about a year ago. It returned some weeks ago from a successful Pacific Coast concert tour.

C. C. Henry Now Sonora Radio Sales Engineer

Will Deliver Series of Lectures to Sonora Jobbers and Dealers—W. A. Thomas Is Appointed Engineer in Charge of Research

Believing that Sonora distributors and dealers would be in a better position to render greater service to their clients if they had assistance from headquarters in the technical end of radio, the Sonora Phonograph Co. has appointed Charles C. Henry to the post of radio sales engineer under Frank V. Goodman, general sales manager, where he will deliver a series of lectures on radio to Sonora distributors and dealers throughout the country. Hereafter he will devote most of his time to effecting a closer co-operation between the manufacturing department of the Sonora Phonograph Co. and its distribution connections.

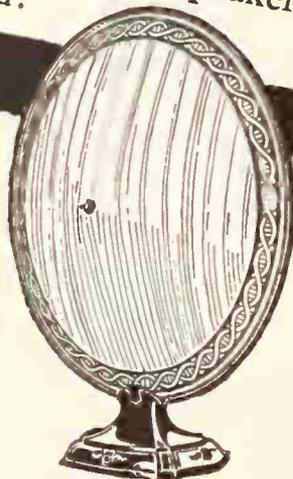
W. A. Thomas has been appointed radio engineer in charge of radio research and engineering work for the company, under the direction of Joseph Wolff, first vice-president. Mr. Thomas will be in charge of radio production and will carry on the same high-grade principles of manufacturing which are characteristic of all Sonora products.

We are distributors
of
the famous
**Farrand
Speaker**

LOCKWOOD RADIO CO.
637 Market St., Philadelphia

Distributors for
Philco, Mayolian, Modern Eliminators
Garod, Browning-Drake Sets

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



Charles Edison Introduces the New Long Playing Phonographs and Records to Trade

In Tour of the Country With Arthur L. Walsh, Vice-President and General Manager of Phonograph Division, President of Thomas A. Edison, Inc., Brings Important Messages to Dealers

The last two weeks in September were momentous ones for the Edison dealers of the country because of the fact that through meetings held in ten of the leading cities of the East, Middle West and Southwest, Charles Edison, recently elected president and chief executive of Thomas A. Edison, Inc., and Arthur L. Walsh, vice-president and general

ing the fact that the new phonograph will also play all the Edison records that have been put on the market since the disc phonograph was introduced. He explained that by giving forty minutes of music for \$2.50 the new record cut the cost of phonograph music practically in half.

Mr. Walsh addressed the dealers from the merchandising angle and outlined the possibil-



Edison Console No. 1

manager of the phonograph division of the Edison interests, came in direct contact with close to 4,000 retail Edison representatives, gave them first-hand knowledge of the great things that Thomas A. Edison is doing in the phonograph field and demonstrated for their benefit the new forty-minute records and four new models of Edison long-playing phonographs.

The tour started with a dinner in Cleveland, on September 13, where some 200 dealers were present, and Messrs. Edison and Walsh in turn held dinner meetings in Chicago, on September 14; St. Louis, on the 16th; Kansas City, 17th;



Edison Console No. 2

ities of the new long-playing record, the first of which bears two complete programs of dance music by the Hotel Commodore Orchestra. The record can also be used for recording a full selection of Herbert melodies, popular Gilbert & Sullivan airs or selections from the operas, and can provide a complete musical accompaniment for the dinner without changing discs.

At the appropriate moment the new long-playing phonograph, which had been carefully curtained off, was disclosed to view and began the playing of the forty-minute record for the edification of the dealers, and the dramatic



Edison Console No. 3

Dallas, 20th; New Orleans, 22nd; Atlanta, 24th; Pittsburgh, 28th; New York, 29th, and Boston, September 30. The executives were accompanied on their tour by the well-known vaudeville team of Sherman & Ryan and by Miss Ethel Stanley, the talented singer and dancer. Alfred Hand and A. Barton, of the laboratory staff, also accompanied the party, to arrange the details of the meetings, which so far as possible were held under the auspices of the local Edison jobbing houses.

In his talk to the dealers Mr. Edison emphasized the permanence of the phonograph, and why the Edison Co., while apparently inactive during the recent upset conditions in the industry, had waited until the psychological moment to introduce to the public of the country the new forty-minute record and the long-playing phonograph to accompany it, emphasize-



Edison Console No. 4

presentation had an immediate effect. The new instruments are produced in a new finish, known as "Trafalgar" brown. They are of the console type and the accompanying illustrations give some idea of their appearance.

Not the least successful feature of the Edison tour was the amount of attention it received from the newspapers in each city where a meeting was held. The long-playing record made a strong appeal to the news writers, with the result that in most cases the story of the meeting and the demonstration made the first page of the dailies and in several instances quotations by Mr. Edison were sent out by the Associated Press service.

In order to give dealers some idea of the activities at present prevailing at the Edison plant in Orange a motion picture was run at each meeting showing the various departments of the phonograph plant in operation.

On his return from the tour Mr. Walsh stated that the new long-playing phonographs and records made such a strong impression that a flood of orders was placed immediately for the new products, which will be officially released to the trade about October 15.

When you heard that wonderful Atwater Kent concert

last Sunday did you feel completely satisfied that you were receiving it at its best? Many a radio enthusiast has found a marked improvement in his set by installing the mellow

Music Master Horn Speaker

The Distinct Musical Instrument of Radio
No Mutilation of Tone



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

Price complete
\$22

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

The distinguishing feature is the amplifying bell—made of selected, seasoned wood, it insures the rich, mellow sweetness conceived by the old violin makers.

Do Not Accept a Substitute

Music Master Corporation

David S. Ludlum, Trustee
Betzwood, Pa.
Port Kennedy P. O.

Music lovers who appreciate the artistry of Atwater Kent's delightful concerts will miss a lot these coming Sunday evenings if they do not own a Music Master Horn Speaker.

This advertisement is appearing in the Saturday Evening Post, October 30th

For the Better Merchant

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

SUCCESS BATTERY MANUFACTURERS
35 Broadway Brooklyn, N. Y.

Leo Potter Re-enters Radio Industry With New and Improved Thermiodyne Receiver

Well-Known Executive, Formerly President of Thermiodyne Radio Corp., Has Acquired Trade Name and Control of Algonquin Electric Co.—New Receiver Has Many Outstanding Features

Leo Potter, formerly president of the Thermiodyne Radio Corp. and one of the best-known executives in the radio industry, has announced his re-entry into the radio manufacturing field. Having acquired the trade name Thermiodyne, as well as control of the Algonquin Electric Co., Poughkeepsie, N. Y., Mr.



Leo Potter

Potter is now preparing a forceful merchandising campaign on a new and improved Thermiodyne receiver, which is a seven-tube master control set, consisting of three stages of tuned radio frequency, detector and three stages of audio frequency, all shielded in a metal cabinet finished in popular shades.

Some of the outstanding features which Mr. Potter claims to be improvements over the old Thermiodyne are a new master control device which is so constructed that it cannot get out of order, operating a bank of new condensers with a 160-degree sweep, instead of 180 degrees, thereby permitting the tuning in of stations on a wave band of 190 to 550 meters and

separate vernier controls, entirely independent of the condensers, thus insuring more delicacy in tuning. The new Thermiodyne is entirely shielded and designed to bring in stations within two or three hundred miles with an indoor aerial, according to Mr. Potter, who states that local stations may be received without any aerials and distant stations with an outdoor aerial to a far greater extent than the original Thermiodyne.

In housing the new Thermiodyne in a metal cabinet, Mr. Potter stated that the purpose of this innovation was, first, to attain better reception, due to the additional shielding; second, to cut the cost of shipment to the dealer by approximately 50 per cent; third, to eliminate breakage and damage through handling and shipping, and fourth, to manufacture the metal cabinet in the Algonquin plant. The Algonquin Electric Co. is entirely independent of all outside sources of supply except that of raw materials. Mr. Potter, who has manufactured mechanical and electrical devices over a period of twenty years, states that in his opinion the Algonquin plant is one of the best equipped in the United States for the manufacture of radio receivers, as well as other electrical appliances which the company will produce in the near future.

Associated with Mr. Potter in the new venture are many of his former assistants who helped to make Thermiodyne a success during his term in office as president of Thermiodyne Radio Corp. W. E. Steinback, former president of Eisemann Magneto Co. and Algonquin Electric Co., will have charge of manufacturing; Robert J. Mompere, former chief engineer who assisted in creating the Master Control Thermiodyne, will be chief engineer of the new organization; Frank G. Jarabin, former assistant to Mr. Potter, will continue in the same capacity, and the rest of the organization will be composed of former leaders in the old Thermiodyne company.

Mr. Potter also proposes to put on the market a new loud speaker, which is said to incorporate features not to be found in any other speaker on the market. The new

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

Ilsley'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

Thermiodyne set and speaker will shortly be ready for demonstration to the trade and deliveries will start soon thereafter.

Mr. Potter founded the old Thermiodyne Radio Corp. in November, 1924, and resigned as president of that manufacturing organization in November, 1925.

Majestic Music Shop Has a Fifth Birthday Party

Visitors to Store on Day of Anniversary Partake of Birthday Cake—Special Drive Builds Sales to Break Record

MINNEAPOLIS, MINN., October 4.—The Majestic Music Shop, featuring the Columbia and Brunswick line of phonographs and radio receivers



"Birthday" Window of Majestic Shop

and other musical instruments, recently celebrated its fifth anniversary with fitting ceremonies. A birthday party was given and everyone visiting the store was invited to partake of a piece of the huge five-layer birthday cake. By a clever plan the names, addresses and telephone numbers of all those entering the store were secured for addition to the store's mailing list.

In addition to celebrating the day as an anniversary, a record volume of sales was reached because there were a number of specials offered, in all of which the figure "five" was prominent. For instance, five packages of needles were offered, as were five records, five dollars down on a phonograph sale were accepted and ukuleles were offered at five dollars. The accompanying photograph shows the manner in which the window was attractively decorated to celebrate the fifth birthday.

Columbia Releases Complete "1812" Overture Recording

Featured on a recent Columbia release was Tschaiakowsky's renowned composition, "1812" Overture Solennelle, commemorative of Napoleon's Russian campaign and retreat from Moscow. Recorded in five parts on three Columbia New Process records by Sir Henry J. Wood, it marks the first time that this remarkable musical work has ever been recorded in its entirety.

No Napoleonic picture in the famous gallery in Versailles, in which is depicted the history of France, from its beginning down through the centuries, is more realistic than this sound picture of the debacle that changed the course of French history. There are tonal effects in the recording which, before the advent of the electrical process, it would have been impossible to obtain. Particularly is this true of the terrific finale. The bells peal forth and reverberate with a lifelike power and sonority that are almost beyond belief.

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.

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

Eckharmonic Radio



*F*or

you dealers who know
musical reproduction
and your customers
demand for the new
depth of tone, the new

Eckophonic

Resonator is built in



*O*ur private showing in New York during Radio Show week proved a sensation to Radio and Acoustic Engineers and Trade Journal Editors who acclaimed

Eckharmonic

the foremost new development in Radio. Six tubes—totally shielded—simplified control.

“A Radio That You Can Play”

Attractively set in a brown mahogany period cabinet with built in

Eckophonic Resonator

No other Radio has this distinctive feature—a loud speaker of an entirely different principle—

~ *The Musical Instrument of Radio* ~

ECKHARDT CORPORATION

WALTER L. ECKHARDT, President

213 So. Broad Street

Philadelphia, Pa.

Cincinnati Branch of Brunswick Co. Moves to Larger and Better Quarters

Panatrope Course in Salesmanship Aiding Dealers—Approach of Cool Weather Has Effect of Increasing Sales—Columbia Viva-tonal Line Displayed at Convention

CINCINNATI, O., October 8.—A splendid increase in the demand for talking machines, combinations and records came the last week of September, together with the arrival of a cold wave which caused people to forsake open-air amusements and seek entertainment in their homes. In other words, the sales of talking machines and records went up to a high point the minute the mercury went down to a low point. The only drawback is the fact that even with their increased production the manufacturers cannot fully supply the demand, and therefore there is still some shortage of instruments.

Brunswick Branch in New Home

The Brunswick Co. has moved its Cincinnati branch from 701-3 Main street to 708-10 Broadway, where it has larger and better quarters than before. "The Brunswick Panatrope and what we still call 'the New Brunswick Instrument' are being snapped up just as fast as the factory can turn them out," explained E. A. Wegert, an executive in the sales department. "The coming of the Panatrope increased the amount of the average sale of the dealer, and thus his receipts and profits have increased accordingly," continued Mr. Wegert. "We found that it required trained salesmen to 'put over' the better types of instruments, and for this reason we have started the Panatrope course in salesmanship. Men are taught how to demonstrate, how to sell, how to reach a broader market and other necessary things. The dealers responded to this course in a wonderful way, and they report that they were greatly benefited."

Business Is Good, Says L. H. Ahaus

"Business is now wonderfully good," was the

report at the Brunswick Shop, of which Louis H. Ahaus is proprietor. "The only thing that is holding us back is the inability to get enough goods to supply the demand. Stock keeps coming in, but it goes right out again, and therefore we cannot show a very extensive line of instruments, and in fact it is hard to keep enough for demonstration purposes. Christmas inquiries are beginning to come in, and this early interest indicates plainly that holiday sales will be very large. Our record department is breaking previous records, and there is every reason to believe that the demand will continue to grow until the first of the year."

Chubb-Steinberg Shop Busy

The demand for talking machines has increased wonderfully at the Chubb-Steinberg Music Shop, according to Howard L. Chubb. "The higher-priced talking machines are moving the most rapidly," he explained, "and for this reason our sales-total would be larger if we were only making the same number of sales as before. However, we are now able to place the improved talking machines in homes where we could not place the old ones, and thus our field is broadened and the number of sales has increased, as well as the amount. Radio, too, is moving well."

Successful Columbia Exhibit

Miss Rose Helberg, local manager of the Columbia Phonograph Co., is much elated at the success of their exhibit at the Columbus convention of the Ohio Music Merchants' Association, at which the Cincinnati office was represented by her and C. E. Kramer. "It was a wonderful convention, and we did a lot of business there," explained Miss Helberg. "Our sales have

increased to a high point and we will be sure to break previous records this Fall and Winter."

Steinway & Sons in New Home

The store of Steinway & Sons is now in its fine new home at 28 East Fourth street, where it occupies four large floors. In the future the firm will pay much more attention to talking machines, and in view of this the new store has been provided with several booths for demonstrations.

Featuring the Sonora Line

Frank's Music House, an uptown store, is showing some handsome new designs of the Sonora. It is also carrying a line of ukuleles, banjos and other small goods, as well as having put in an increased stock of records.

Geo. P. Gross Co. Adds to Staff

Two new department heads have been appointed by George Gross, head of the Geo. P. Gross Co., these being two charming young ladies, Miss Mary Bushman, in charge of the record section, and Miss Marie Fullilove, in charge of the radio section.

J. O. Adams Co. Prepares an Attractive Billboard

Advertising, in its admitted importance to the music dealer, is a problem requiring careful study and much planning in the development of new ideas and methods of presenting his



Attractive Brunswick Billboard

merchandise to the public. Novelty is the keynote to successful advertising, and it is the new thought that carries the biggest punch, yet some of the old and tried mediums which have served long years of proved value are not to be overlooked. One of these is the billboard. Even in the old horse and buggy era billboards were accepted as an effective means of promoting a product, but since the automobile made the open road a playground for everyone they are far more valuable.

An exceptionally attractive bit of billboard advertising is that of the J. O. Adams Co., Brunswick dealer of Wichita, Kan., in which it features Brunswick's new musical instrument and "light ray" method of recording. The tersely worded message literally compels the attention of passers-by, and even though the board has been completed but a short time Mr. Adams has already noticed an awakened interest in his store and the product he is exploiting.

"Hear the new electrically recorded light ray Brunswick records at the J. O. Adams Music Co.," with a half picture of a Brunswick record and a large picture of the Cortez model of the new musical instrument on which the Brunswick Co. is running its \$5,000 name and slogan contest, with appropriate wording, is the entire story so attractively presented that it can be read in one glance. This billboard was chosen as "The Month's Best Display" by the Brunswick Pace-Maker, the official house organ of this company.

A. W. Harris Goes Abroad

A. W. Harris, chief engineer of the Amplion Corp. of America, manufacturer of Amplion loud speaker products, sailed recently on the steamship "Princess of Canada" of the Canadian Pacific Line, for a visit to the factories abroad. Mr. Harris will confer with the factory executives regarding various plans for the coming year and will probably return to his desk the end of the month.

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.



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!



Write for Special New Radio Catalog No. 85
NOW!—The Greatest Values in Our Half-Century Experience

The UDELL WORKS, Inc.

Established 1873

28th St. at Barnes Ave.,
INDIANAPOLIS, IND.



Model "A"

17½ inch. Licensed and Manufactured Under Pat. No. 1414801
 Ideal for the home, combining superior tone and volume with decorative elegance. Mahogany sounding board gives rich resonance and power to the tone. Can be used on console, or hung on wall. Complete with easel base and silk hanging cord.

\$25

What every woman wants in a speaker—

Women cast the deciding vote in 85% of radio equipment purchases. They want decorative as well as technical quality.

Stevens speakers capture their interest on both counts—obvious beauty and adaptability to interior decoration, and superior reproduction quality and bounds. Share in the success of this fast selling line.



Stevens models. Demonstrate their performance in comparison with any others—and the sale is yours.

And there are no comebacks or returns—Stevens Speakers make good from the start. That is why Stevens sales have increased by leaps and bounds. Share in the success of this fast selling line.



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

West of the Rockies and in Canada slightly higher

Stevens Speakers Superiority

is based upon the many exclusive features which combine to make perfect radio reproduction.



The unique Stevens diaphragm is made of "Burtex"—a new scientific material which makes possible the *only* seamless diaphragm on the market. It is a fabric base, formed under tension and impregnated so that it is absolutely damp-proof.



The scientific curve of sound reproduction

Furthermore, it is the *only* diaphragm formed in the famous "Conoidal" shape which, combined with the Stevens "non-freezable" balanced armature unit, affords a greater range of tones and overtones than any other commercial speaker. Hear it and see for yourself why Stevens Speakers SELL!

Made by the Pioneers in Cone Speakers

Stevens Speakers

Stevens & Company, Inc. 46-48 E. Houston St., New York City

Trade Activities in Los Angeles Field

Abe Lyman and His Orchestra, Brunswick Artists, and Paul Whiteman's Orchestra Stimulate Sales of Their Recordings

LOS ANGELES, CAL., October 4.—Two great orchestras are now back in Los Angeles, the city of their origin. Abe Lyman and His Orchestra have returned to the Coconut Grove, Ambassador Hotel, while Paul Whiteman's Orchestra is performing every day at Graumann's Million Dollar Theatre. Big advertisements in the daily papers were made by the leading music stores and Brunswick and Victor record departments, respectively, have received increased business and sales for Brunswick and Victor records.

Sherman, Clay & Co. Give Notable Banquet

A most enjoyable and successful banquet was given by Sherman, Clay & Co. to Victor dealers of southern California and to the members of their staffs and sales departments. Griffith P. Ellis was host and chairman and during the evening he announced that over two hundred guests were present from forty-seven different dealers. Otto May, Pacific Coast representative of the Victor Co., was a special guest and later addressed the assembled guests on the latest plans and developments of the Victor Co. The banquet was held in the dining rooms of the Mary Louise in the Barker Bros.' Building, and through the courtesy of J. W. Boothe, manager of the music department of Barker Bros., the guests adjourned, after dinner, to Barker's Auditorium, where they were entertained by several members of Paul Whiteman's Orchestra and by Mr. Whiteman himself. Mr. Ellis' demonstration of the new Electrola, "Tuscany," was received with tumultuous applause from the audience.

Harold Jackson Resigns

Harold Jackson, manager of the phonograph and radio departments of the Wiley B. Allen Co., Los Angeles, resigned from his position on October 1. He is one of the most popular members of the music trade in southern California and has been for many years identified with the phonograph business. He is now busily engaged in selling attractive lots in San Marino, a beautiful suburb of Los Angeles. Irving Andrews, formerly partner in the An-

W A L L - K A N E

THE ORIGINAL 10-RECORD NEEDLE PUT UP IN ATTRACTIVE COUNTER DISPLAYS

PROTECT YOUR RECORDS BY USING
THE ORIGINAL TEN TIME NEEDLE
(EACH NEEDLE GUARANTEED TO PLAY TEN RECORDS ON ANY PHONOGRAPH)

EACH NEEDLE CHEMICALLY TREATED TO PROLONG THE LIFE OF YOUR RECORDS



A PACKAGE OF 50 NEEDLES EQUIVALENT TO 500 ORDINARY STEEL NEEDLES

PRICE
15¢ U.S.A.
20¢ CANADA



MADE IN U.S.A.

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.

draws Talking Machine Co., has been appointed manager of the phonograph and radio department of the Wiley B. Allen Co. by E. Palmer Tucker, Los Angeles general manager, and will prove a worthy successor to Harold Jackson.

Miss Brown Returns to Los Angeles

Mrs. Alice Brown, who is known throughout southern California phonograph land as "Miss Brown," has returned to Los Angeles after spending several months in Albuquerque, New Mexico, where she went with her son for the benefit of the latter's health. Miss Brown has been for a number of years in the phonograph record business, first in the wholesale—where she became known to numerous phonograph dealers throughout the territory—and latterly in the retail department of the Southern California Music Co., where she was in charge of the record department when she left for Albu-

querque. She has a host of friends among the general public, who buy from her with implicit confidence, and she has the affectionate regard of all in the trade. Upon her return, Irving Westphal, in charge of the phonograph department of the Southern California Music Co., with the fullest endorsement of all, from President Uhl to the basement stockroom staff, reinstalled her to her former position. Finally, it might be mentioned for the information of those who have not been fortunate enough to meet Miss Brown, that her name should be Mrs. O'Brien.

September Freshman Net Sales Total Over a Million

Net Sales of Chas. Freshman Co. for Month of September Were \$1,007,575.07, According to Statement Sent Stockholders

Net sales of Chas. Freshman Co., Inc., New York, for the month of September were \$1,007,575.07, according to a statement which has just been mailed to stockholders by Chas. Freshman, president of the organization. It is pointed out that these figures show an increase of 49 per cent in the net sales of the company as compared with September, 1925, which were \$676,442.69. Total sales for the first nine months of 1926 show an increase of 50 per cent over the same period in 1925. Commenting on this showing, Mr. Freshman recalls that the net profits of the company before taxes for the entire year of 1925 were \$1,607,879.99.

"It is estimated that our net profits for this year are running on about the same percentage as in 1925," said Mr. Freshman. "Therefore, our net profits for this entire year should show an increase in approximate proportions to each increase in sales. Unfilled orders on hand from our authorized dealers are far in excess of any volume that we have heretofore enjoyed. It is apparent that our sales for the month of October and the remainder of the year will show a substantial increase over the corresponding months of 1925."

Fred Kling a Proud Daddy

Fred Kling, of C. Bruno & Son, Inc., New York City, wholesaler and importer of musical merchandise, is receiving congratulations upon the advent of Frederick Perry Kling.



For Talking Machines

Not the least of the reasons behind the popularity of the felts made by the American Felt Company for talking machine purposes is the *service* rendered.

Years of experience in advising talking machine manufacturers what grade of felt to use for this or that purpose—experience in answering scores of felt questions—these things count when felt purchases are to be made.

Specify American Felts—made by an organization of felt specialists.

AMERICAN FELT COMPANY

211 Congress St., Boston

114 E. 13th St., New York City

325 So. Market Street, Chicago

Florida Dealers Report Large Hurricane Losses

Reports Show That Many Music Houses in Stricken Section Are Heavy Losers—Attitude of Dealers Is One of Optimism and Courage

The calamity which overtook the Eastern coast of Florida last month and roused the world at the terrific loss of life and capital took its toll of music establishments, which in some cases lost many thousands of dollars' worth of property and merchandise, yet, from the dozens of letters which have been received by *The World* from dealers who were located in districts that were in the path of the hurricane, the outstanding characteristic attitude of the dealers is that of thankfulness for having escaped with life and an optimistic spirit toward a quick recovery. Perhaps the attitude of the dealers can best be summed up in the words of J. A. Turner, proprietor of music stores in Miami, West Palm Beach, Tampa and St. Petersburg, who is also chairman of the State Committee of the American Red Cross, and in

his official capacity Mr. Turner has had excellent opportunities to see the hurricane district and observe conditions in all lines. He states: "The situation is simply this: Everyone is rebuilding; there will be fifty-nine millions or more in insurance money sent into the hurricane district and rehabilitation work by the Red Cross will put everybody to work who is able to work, and will make business better than it has ever been. It will give Florida that sympathetic assistance she needs, and as the climate is the same as it always has been, the greatest in the world, the spirit of the people and the rebuilding will make it so that the effects of the storm could not be seen unless seen at the present moment."

Among the establishments which suffered heavy damages were S. Ernest Philpitt & Son, whose St. Petersburg store sustained a loss of over \$10,000, and suffered a loss of \$100,000 at the Miami Beach store, and a further loss at the Philpitt store in Miami proper; the Biscayne Music Co., whose Miami store was entirely wrecked but was fortunate in having the Coral Gables establishment intact so that business is being conducted there as usual; the C. J. Mc-

Intosh Music Co., Fort Lauderdale, was a heavy sufferer, Mr. McIntosh estimating his personal losses at about \$15,000 and indirect losses at about \$50,000, and the Paula Music Shop, of Coconut Grove, which was wrecked entirely, together with the factory in which Paula phonographs were made.

In addition to the losses stated all of the dealers indicate that they will suffer heavily from losses sustained on musical instruments sold on instalments and which were in homes that were badly damaged or totally destroyed. In every case, however, the dealers announce their intentions of immediately clearing away the effects of the calamity and resuming business as usual with high hopes that a bigger and better business will arise.

New York Firm Chartered

The Cantor Cabinet Co., New York, was recently incorporated at Albany to manufacture radio apparatus with a capital stock of \$5,000. H. H. Romanof, S. V. Hirsh and H. Epstein are named.

The Masterpiece of Masterpieces

New and Improved **FRESHMAN MASTERPIECE**

It is the most perfect radio that has ever been designed. It is massive—it is beautiful. It is just what is wanted for the home. For no matter how exquisite the furnishings are, this artistic genuine mahogany upright console will lend additional beauty.

—the thing that makes it wonderful is its tone quality. The large cone speaker has been designed to exactly match Freshman's new QUALITY radio receiver. This special cone speaker easily handles the full power that this new set delivers.

Shielded-All Metal
Front and Sub-Panel

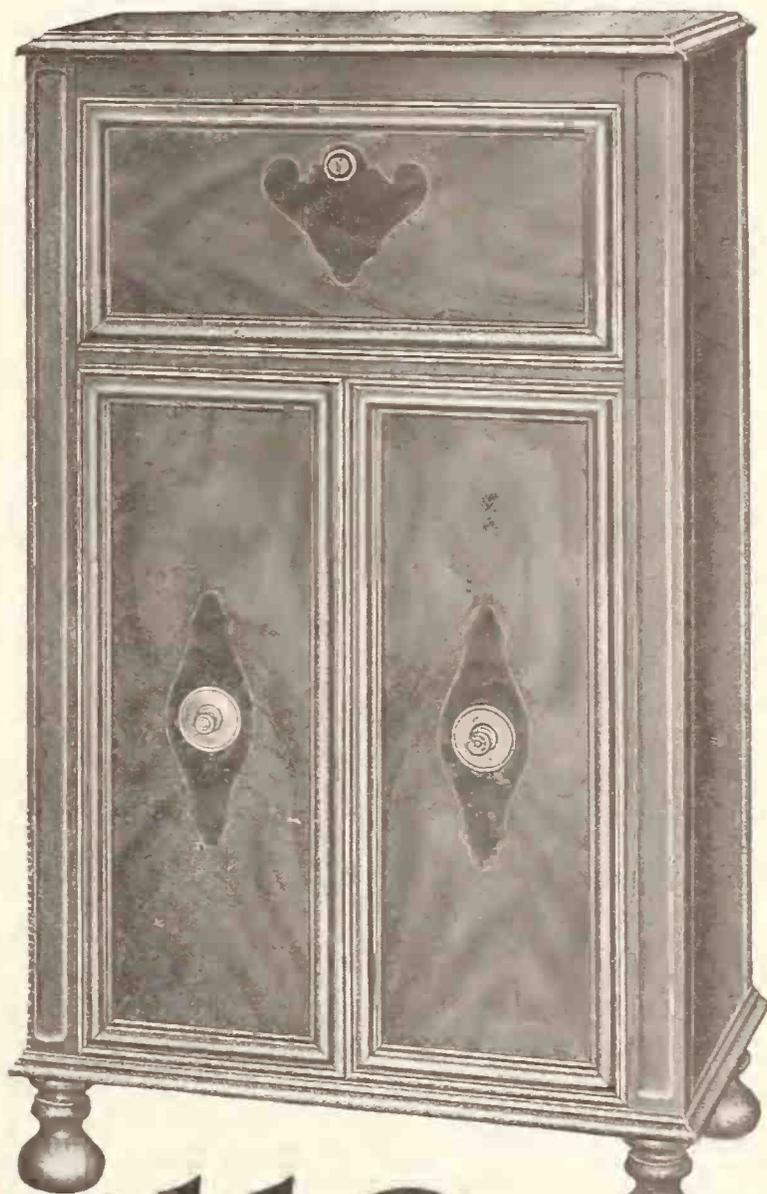
Genuine RCA Radiotrons

are recommended for use with Freshman Masterpiece Receivers

A special package containing 1 UX 112 power tube, 1 UX 200A detector tube and 3 UX 201A amplifying tubes—matched and tested for the set in which they are shipped, is sold by Authorized Freshman Dealers.

Sold to Authorized
Freshman Dealers Only

CHAS. FRESHMAN CO., INC.
Freshman Building, New York
2626 W. Washington Blvd., Chicago



§ 119.50

Model
6-F-11

The Most Perfectly Toned Radio Ever Produced



This will be a
**Power Tube
Year**

Equip your sets up to the
minute with

TECTRON

TX-112 Power Tubes
TX-200-A Gas Filled Detector

List \$6.50 and \$5.00 respectively
—but—the discounts are far more
generous than even you expect.

TECTRON TUBES

are built by the pioneer
manufacturers of independ-
ent tubes. The best engi-
neering skill, experience
and knowledge gained from
years of specialization are
incorporated in Tectron
Tubes.

They are absolutely guar-
anteed against all defects—
no arguments—no reserva-
tions. Defective tubes are
replaced in twenty-four
hours.

Our 201-A's and 199's
have been successfully mer-
chandised by some of the
largest jobbers and depart-
ment stores since 1920.

Samples and Discounts on Request

TECTRON RADIO CO.
1270 Broadway - - New York

Denton, Cottier & Daniels Take on the Columbia Viva-tonal Line and Records

E. L. Wallace Reports Strong Demand for New Columbia Product—Brunswick Panatropes and Records in Big Demand—Freed-Eisemann Dealers Hold Brief Convention—Other Trade Chat

BUFFALO, N. Y., October 6.—Preparations for the most active talking machine business in the history of Buffalo are being made by dealers here. Jobbers in all the leading lines are rushed with orders for early delivery, and indications point to a phenomenal instrument and record season. Radio also is playing a big part in the early Fall prosperity of music dealers in this district. Interest throughout the entire Niagara frontier and the Chautauqua section has been stimulated through radio shows in the various localities.

Big Brunswick Demand

Brunswick mechanical instruments are leaving the distributing offices for dealers throughout the territory as rapidly as they arrive, according to George M. Jensen, who predicts a shortage in the popular models. The Panatrope P-1 model, made particularly popular here through its ability to operate on a twenty-five-cycle electric current, the prevailing current in residences of the city, is a leader in volume of sales, but many dealers are oversold.

There has never been such a demand for Brunswick records as that of the past month, according to Mr. Jensen. Vocalion records also are in very good demand. Appearance of Carl Fenton and His Orchestra stimulated sales in his Brunswick records recently.

The volume of sales in Brunswick records in the Jamestown district has never before been equaled. The records are exploited weekly from station WOCL during Brunswick dinner hour, from that station, under auspices of the Stranburg & Swanson music house of that city.

Distributors Are Optimistic

Curtis N. Andrews said business has never been better during the month of September, nor has the Fall and Winter outlook been brighter in this territory. Fada radio business has been very encouraging. Dealers are quite enthusiastic over the new Fada models, Mr. Andrews reports, and are greatly pleased over their reception by the public.

Record sales during the past two months have been phenomenal, according to M. O. Grinnell, of the Buffalo Talking Machine Co. Dealers are accepting the new albums and October records with much enthusiasm and anticipate an unprecedented demand in the new records. The Buffalo Talking Machine Co. has added to its line, in addition to the Victor products and Federal radio, the Pathex motion picture camera. The company has exclusive distribution rights in western New York and northern Pennsylvania.

Important New Columbia Account

Opening of the Columbia account with Denton, Cottier & Daniels, by E. L. Wallace, caps all other achievements of this new manager of the local distributing offices for Columbia. This old and conservative music house has taken on the complete Viva-tonal line, together with a complete stock of Columbia records.

Mr. Wallace reports acceptance of the Viva-tonal by the public in general as astounding in its spontaneousness. Dealers who have placed the Columbia line in the past couple of months are doing a lively business. Records also are moving in good volume.

Freed-Eisemann Dealers Meet

The Wholesale Radio & Equipment Co., distributor in this section for Freed-Eisemann radio sets, entertained 150 dealers from western New York and northern Pennsylvania at a half-day convention in the Lafayette recently. Thos. A. White, manager, presided at the convention. Alexander Eisemann, of Brooklyn, treasurer of the Freed-Eisemann Co., was the principal speaker. He predicted the present year would be the biggest year in the history of his company, or in radio in general. He said by October 15 the daily output of his factory would

be 3,000 receiving sets. N. D. Patti, factory representative, said that more than 3,000,000 radio sets are now in use in American homes. Edw. Davenport urged closer co-operation between manufacturer, jobber and dealer in the company's advertising campaigns.

Iroquois Sales Corp. Oversold

"We are oversold in practically all models of phonographs," F. C. Clare, of the Iroquois Sales Corp., said. "The \$195 model in the Master-phonie is exceptionally popular. We are also getting good results in the Berg line, which was recently added to our stock. The Vincennes is proving a very good line, and offers an attractive dealer proposition." In records, Mr. Clare said, the Polish Okeh records are leading all others in demand. All foreign records are selling well. Crosley radio is keeping up its proverbial popularity here.

A Bold Raid

One of the boldest raids yet reported in the radio industry was perpetrated recently in the offices of the Federal Radio Corporation, this city, when K. L. Henderson, of the research laboratories, and H. E. Anderson, head of the order department, were kidnaped in broad daylight by a band of fellow workers. The victims were carried off by automobile to the Frontier Inn, at Lewiston, and there subjected to hours of amateur entertainment. The motive of the abduction seems to have been the fact that both men are soon to be married. Just before the kidnaping each received a letter of solemn warning, but it was then too late for escape. These letters offer the only clue to the ringleaders. The signatures are said to include the names of President L. E. Forbes, Vice-President L. C. F. Horle, and others as well known in the plant, and quite prominent in the radio industry.

Both victims were permitted to return unharmed to their homes. They maintain their original attitude, and are said to be making preparations to carry out their earlier plans to make the "I do" vow.

Brief but Interesting

J. J. McGeehan, former Victor factory representative in the Buffalo district, has resigned, and returned to New York City.

C. J. Fischer is manager of the music store of the J. N. Adam Co., succeeding H. R. Russell.

O. J. Loersch has joined the sales staff of the Buffalo Talking Machine Co.

The Master Music Co., 263 Portage Road, Niagara Falls, was recently opened.

J. N. Smith & Son have moved their music store from Mt. Morris to Dansville, N. Y.

Whinihan Brothers, Sam and Paul, have opened an attractive music store at 740 Elmwood avenue.

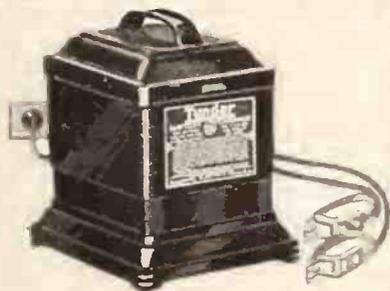
The music trade of this vicinity was shocked to learn of the death of Charles Kurtzmann, member of the well-known family of piano manufacturers, which occurred recently. Mr. Kurtzmann, after serving many years in the piano manufacturing plant bearing that name, founded by his father, Christian Kurtzmann, opened a retail music store on Main street. It was operated up to the time of his death. He was seventy-four years old. The widow survives.

Howard Funk has opened a branch radio store at 3017 Delaware avenue. He is head of the Bison Radio & Specialty Co., 1509 Fillmore avenue.

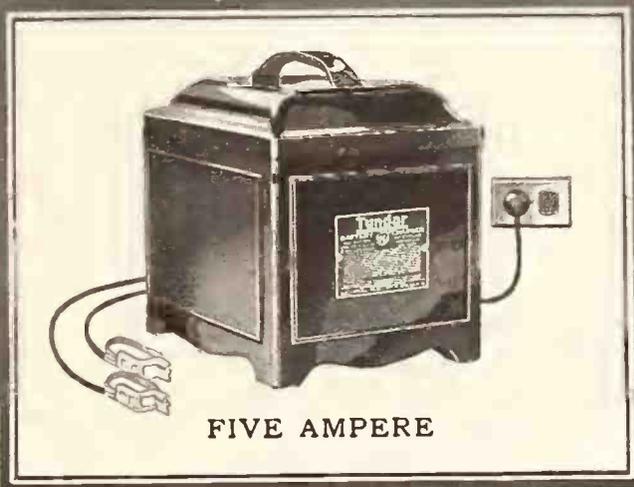
For the Better Merchant

High-grade Dry Cell **CERTIFIED B. & C. Batteries** and Dry Cell **B. & C. Success Batteries**
Manufactured by
SUCCESS BATTERY MANUFACTURERS
35 Broadway Brooklyn, N. Y.

The Tungar line is now complete



TWO AMPERE



FIVE AMPERE



TRICKLE CHARGER

For quick turnover, assured profits and satisfied customers, stock and push the entire Tungar line. It is now complete. There is a Tungar for every radio battery charging requirement—every one a quality product made by General Electric. And the 2 and 5 ampere sizes will charge auto batteries, too.

Ask your Tungar distributor today to ship you some of each. They will sell quickly and profitably.

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

Annual Pacific Northwest Radio Show Is Feature of Month in Portland Trade

Exposition Attracts Crowds Exceeding 15,000—Practically All Manufacturers Are Represented by Exhibits—Wiley B. Allen Co. Discontinues Portland Branch—Other News

PORTLAND, ORE., October 6.—The second annual Pacific Northwest Radio Exposition, held at the public auditorium September 21 to 25, inclusive, drew over 15,000 persons. The show was a complete success from every standpoint, the 100 booths exhibiting the finest and best from practically every important radio manufacturer in the country, while the entertainment features were of the highest standard.

The Oregon association was host to out-of-town radio men, on opening night, holding a banquet at the Hotel Portland in their honor, all attending the opening of the show in a body. Among the exhibitors were: Western Auto Supply Co., Air patrol receiving sets; Stewart-Warner Speedometer Corp., Stewart-Warner sets, speakers and tubes; Sherman, Clay & Co., Gilfillan receiving sets; Stubbs Electric Co., Kolster, Grebe receiving sets, Cunningham tubes and Eveready batteries; H. A. Killam-A. S. Lindstrom Co., Apex receiving sets, Balkite trickle chargers and power units, Dudlo wire and small parts; C. E. Gay, Ferguson and Thorola and Utah loud speakers, Silver-Marshall, Marco and other parts, Storad eliminators; Kellogg Switchboard & Supply Co., Kellogg receiving sets and speakers; Lipman, Wolfe & Co., Stromberg-Carlson, Freshman; Freeman's Radio Shop,

Kellogg receiving sets and speakers; Vern L. Wenger Music Co., Kolster and Radiola receiving sets and loud speakers; Howard Radio Distributing Co., Howard receiving sets; Velvetone Radio Corp., Velvetone; National Carbon Co., Eveready batteries; P. J. Cronin Co., King receiving sets, Peerless and Utah loud speakers, Majestic "B" eliminators; Gould Battery Co., Multnomah "A" and "B" batteries, Syncromonic receiving sets, Thorola loud speakers; J. F. Morrell Co., Vesta batteries and accessories; Q R S Music Co., Red Top tubes; Radio Headquarters, Atwater Kent, Fada, Howard and Radiola receiving sets; Portland Music Co., Radiola receiving sets and loud speakers; Marshall-Wells Co., Crosley and Freed-Eisemann receiving sets and loud speakers; Sunset Electric Co., Atwater Kent receiving sets and loud speakers, USL wet batteries, Eveready batteries, Cunningham tubes; Electric Corp., Federal, Magnavox and Stromberg-Carlson receiving sets and loud speakers; Northwest Auto Equipment Co., Crosley receiving sets, Utah loud speakers, parts; Meier & Frank Co., Atwater Kent, Radiola, Grebe and other receiving sets; Oregon Institute of Technology Y. M. C. A. radio school; Portland Broadcast Listeners' association; Hallock & Watson Radio Corp.,

Halowat receiving sets; Bob Smith Antenna service; Brown's Radio Shop, Federal, Radiola, Crosley, Stromberg-Carlson receiving sets; Precision Electric Manufacturing Co., battery chargers, eliminators and parts; L. C. Warner Co., Fada receiving sets, Fada and Farrand loud speakers, Majestic "B" eliminators, Exide batteries; Willard Storage Battery Co., batteries and battery eliminators; Lockwood-Morrison Co., Globe, Shamrock and Splitdorf receiving sets, Splitdorf and Western Electric loud speakers, Western Electric power units; Lectro Manufacturing & Sales Co., Magnavox, Kolster and Shamrock receiving sets; Detsch & Co., Wadsworth loud speakers, Sterling meters, etc.; Langhorne Manufacturing Co., Custom built Infratdyne receiving sets; Philbin Manufacturing Co., Philbin trickle chargers and "A" and "B" battery chargers; National Lead Battery Co., National batteries; E. L. Knight Electric Co., electric radio supplies; Grand Electric Co., Atwater Kent receiving sets and loud speakers; Pacific States Electric Co. and Radio Corporation of America, Radiola receiving sets, loud speakers and tubes.

After doing business in Portland for fifty-three years the Wiley B. Allen Co. announces that it will close out its local store at 148 Fifth street and retire from the Pacific Northwest field. For the accommodation of former customers the firm will maintain an administration and service office in Portland.

Arthur Bergh, of New York, musical supervisor of the Columbia Phonograph Co., paid Portland a visit for the purpose of recording Cole McElroy's Spanish Ballroom Orchestra for the Columbia Co. This is said to be the first time that a recording expedition has been made to the Pacific Northwest. This expedition, sent out of New York City, made records last week in Seattle, before coming to Portland. Jackie Souders Orchestra, of the Olympic Hotel, and Douglas Richardson, radio singing star, were recorded there. Cole McElroy's orchestra was put under an exclusive Columbia contract for a period.

"When one stops to think that Paul Whiteman, George Olsen, Art Hickman and Paul Ash were Pacific Coast hits before they made their bows to the East, one realizes why we are out here making records of the outstanding orchestras," Mr. Bergh said. "We are using Pacific Coast compositions almost exclusively in these West Coast recordings, to give the records an additional Western tang. We are establishing a record-making plant at Oakland, so as to get the discs to dealers a good deal in advance of present practice." Assisting Mr. Bergh in the recording here were R. T. Friebus, electrical engineer, and John Gloetzner, recording technician, both of New York; W. H. Lawton, of Seattle, Northwest sales manager, and Randall Bargelt, sales representative of Portland.

L. D. Heater, prominent distributor of phonographs, Okeh and Odeon records, radios and musical merchandise, announces having taken over the distribution of the Ultra-Phonic reproducer, made by the Audak Co., and reports splendid success with this little accessory, of which the first shipment is completely sold out, with advance orders already taking care of the second shipment. George K. Brown, formerly assistant manager of the Columbia Phonograph Co., of Los Angeles, has been appointed by Mr. Heater to look after his southern California interests.

L. Lundsford, formerly of Wills Music Store, of Salem, Ore., and who opened a Portland store at Sixth and Salmon street, known as the Portland Music Co., placing it under the management of B. H. Barber, has gone into business for himself in Salem and established an attractive and well-stocked store in that city at 355 North High street.

T. K. Pym, formerly with the Bush & Lane Piano Co., of Seattle, has been appointed field representative of the Spokane district for the Brunswick Co., according to an announcement of A. R. McKinley, Pacific Northwest district manager of the company.

PRECISION
ARBORPHONE
PRODUCTS

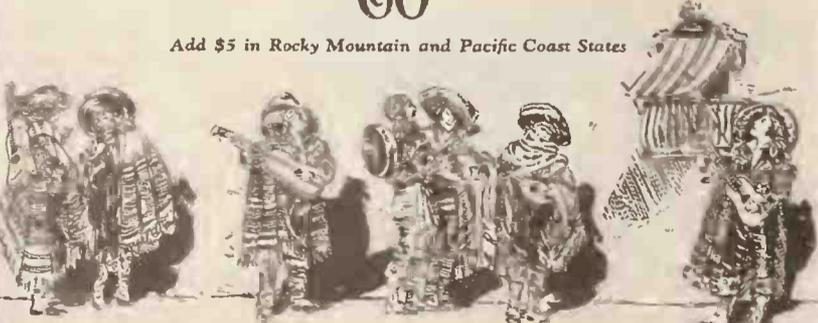


ARBORPHONE

Exquisite beauty of cabinet design is excelled only by superior performance on all wave lengths

\$60⁰⁰

Add \$5 in Rocky Mountain and Pacific Coast States



Write for Catalog

PRECISION PRODUCTS CO.
327 SOUTH MAIN STREET ANN ARBOR, MICHIGAN

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

Latest Freshman Product Has Outstanding Features

Freshman "Masterpiece of Masterpieces" Is Equipped With Cone Speaker—Can Be Operated From Electric Light Socket

The latest product of Chas. Freshman Co., Inc., the "Masterpiece of Masterpieces," is built in a richly grained mahogany cabinet of soft



Freshman "Masterpiece of Masterpieces" finish and equipped with a cone speaker. This model, known as 6-F-11, is illustrated herewith. It employs a circuit using tuned radio frequency, with which no extra compensating or adjusting controls are necessary. This is said to eliminate noises and tuning is made easier and selectivity increased.

Among the outstanding features of this receiver is the neatness and symmetry of the parts and layouts. The 6-F-11 is designed for the use of power tubes and has an all-metal shielded front and sub-panel. In conjunction with the ABC power supply unit, which the Freshman Co. manufactures, the console can be operated direct from the light socket.

Announces Improvement to Saxophonic Reproducer

The Mutual Phono Parts Mfg. Corp., New York City, has announced an important improvement in the Saxophonic reproducer which this company manufactures. This reproducer is now made with a patented hand spun metal diaphragm. A. P. Frangipane, secretary and sales manager of the company, reports that the trade has manifested much interest in this new diaphragm and that heavy orders are being received for the Saxophonic reproducer. Mr. Frangipane reports that patents on the new diaphragm had been obtained in the United States, England, France, and other countries.

E. J. Craine to Devote Time to Literary Work

Miss E. J. Craine, who has been publicity director for a number of leading radio set manufacturers, and who for the past two years has been associated with the Eagle Radio Co., Newark, N. J., has severed connections with that company in order to devote all of her time to literary work.

Miss Craine is the author of several books, and she recently contracted to write a series of stories for one of the larger magazines. During her association with radio set manufacturers Miss Craine succeeded in interesting many people of prominence in her firm's product. Invariably she was able to get photographs of these persons operating radio sets and these photographs later gained wide circulation.

New York Edison Dealers at Meeting and Banquet

Greet Charles Edison, President of Thomas A. Edison, Inc., at Hotel Commodore, Inspect New Machines and Hear Forty-Minute Record

Edison dealers in the metropolitan territory gathered at the Hotel Commodore on September 29 to attend the dinner at which Charles Edison, president of Thomas A. Edison, Inc., was the guest of honor. Other Edison executives who attended the meeting and banquet were Arthur L. Walsh, vice-president and general manager of the phonograph division of Thomas A. Edison, Inc., and P. J. Burns, sales manager of the Edison Phonograph Distributing Co., of Orange.

Mr. Edison made a brief address, after which the dealers listened to a demonstration of the new forty-minute record introduced recently, and inspected several new models of Edison phonographs which are now ready for the

market. The dealers agreed with the company officials that public interest in the phonograph had been rejuvenated, a fact evidenced by increasing demand.

Window Sign for Dealers Prepared by Bruno & Son

The service department of C. Bruno & Son, Inc., Victor distributor, New York City, has been the originator of many valuable displays for Victor retailers. The newest development along this line prepared by C. Bruno & Son, Inc., is an attractive hand-painted window sign featuring the Orthophonic Victrola. This sign displays the phrase created by C. Bruno & Son, Inc., when the Orthophonic instrument was first produced, "A new creation for the nation." Then follows the wording, "the Orthophonic Victrola—hear it." This sign is painted in a number of blending colors and is cut out so as to place in its center a model of the Orthophonic Victrola. A number of these signs have been made and are being loaned to dealers.

"All-Sterling" Quality with a Wide Range of Prices and a Varied Selection of Eliminators



STERLING BATTERY ELIMINATORS MAKE Every Prospect a Customer

FOR the small set or multi-tube set—for the rich man or laborer—for the radio critic or non-technical mind—there is a model Sterling Battery Eliminator to fill the bill every time.

Remember, Sterling "B" Power No. 97 and 99 were really designed by thousands of radio dealers whose opinion on specifications was obtained before building the device itself. The "Sterling" is the RADIO DEALER'S OWN CHOICE for the staple market.

A Sterling product never eats up your profits in "service after sales."

Ask us to mail you the 32-page book showing "Radio Necessities" for service and home use.

No. R-97
"B & C"
POWER

Supplies up to 180 volts at 50 milliamperes.

Especially adapted for multi-tube sets using 171 or 210 power tubes. Featured by adjustable "C" voltages, 0-60 volts. Absolutely undisturbed by hum or distortion. Gives remarkable improvement in tone quality. Price R-97 complete with Raytheon Tube, including "C" voltage taps,

\$55



MODEL R-99
"B" POWER

Supplies up to 180 volts at 50 milliamperes. Price R-99, complete with Raytheon tube,

\$45.00



MODEL RT-41

For sets having 2 to 5 large tubes or any number of peanut tubes. Has adjustable detector and amplifier voltages controlled by knobs. The ideal "B" eliminator for Radiolas 25-28 with or without 210 power tube. Price RT-41, less tube,

\$22.00

Sterling
RADIO EQUIPMENT

THE STERLING MFG. CO.
Cleveland, Ohio

Russell Hunting and T. D. Phillips with Pooley Co.

Mr. Hunting Will Represent Pooley Interests in New York City and Mr. Phillips to Cover From Rochester to Minnesota—Both Well Known

PHILADELPHIA, PA., October 1.—The staff of the Pooley Co., Inc., maker of Pooley cabinets, has been augmented by the addition of two men well known in both talking machine and radio circles.

Russell Hunting, formerly with the Music Master Corp., has been appointed Pooley representative in charge of New York and surrounding metropolitan territory, New Jersey and Philadelphia. Mr. Hunting needs no introduction to the trade. Through the many years he was connected with the industry he formed a wide circle of acquaintances.

T. D. Phillips will represent the Pooley Co. west of Rochester to Minnesota. Mr. Phillips was formerly connected with the Crowley Miller Co., of Detroit. Mr. Phillips is a high caliber sales representative with wide acquaintanceship and an intimate knowledge of the industry.

John Wanamaker Adds Complete Columbia Line

Announcement was made during the past week that the New York store of John Wanamaker, Inc., New York, had taken on the complete line of Columbia Viva-tonal phonographs and Columbia New Process recordings and a vigorous campaign is planned to acquaint the buying public of the metropolis with the new Columbia products. In anticipation of a brisk Fall and Winter phonograph season seven new record demonstration booths are being installed in the Wanamaker music department.

Minnesota Atwater Kent Dealers Attend Meeting

Reinhardt Bros., Minneapolis, Minn., Atwater Kent distributors, held a meeting on September 29 at the Nicolett Hotel, with an attendance of 450 retailers from Minnesota, Northern Wisconsin, North and South Dakota. H. H. Reinhardt, president of the firm, acted as chairman of the meeting. I. Auspitz, of Auspitz-Lee-Harvey, Chicago, advertising counsel for Rein-



No. 222

List Price \$90

Burt-Built Radio Cabinets

Let Our Cabinets Sell Your Radios

Furnished with Cone or Unit

Prices From \$19 Up

Write for Catalogue

BURT BROS., Inc.

2000 S. 9th STREET PHILA.

New York Office and Showroom

Gramercy Bldg., 24 E. 21st St.

Truck delivery to New York

Phila. Phone Oregon 7994

New York Caledonia 9229

hardt Bros., outlined the extensive advertising campaign sponsored by his client, starting October 2 in thirty newspapers. H. H. Humphrey, of the Pooley Co., Philadelphia; Ward Perry, president of the Vesta Battery Corp., Chicago, and representatives of E. T. Cunningham, Inc., French Battery Co., Bankers Commercial Security Co., New York, and the Minneapolis Journal were also present. The meeting was climaxed by a dinner and dance held at the Nicolett Hotel.

Progressive M. I. Co. Is Jobbing Ware Receivers

The Progressive Musical Instrument Co., 319 Sixth avenue, New York City, distributor of radio and musical instruments products, was selected by the receiver for the Ware Radio Corp. as the exclusive distributor for the Ware

seven-tube sets in all territories exclusive of New York and Philadelphia.

This seven-tube Ware instrument originally was made to retail at \$250, but due to the fact that the company got into difficulty the court and receiver decided to liquidate. Thus this product is now being sold at reduced prices.

Channel-Swimming Mother Given R. F. I. Speaker

Mrs. Mille Gade Corson Presented With an R. F. I. Balanced Oval Cone Speaker Made by Radio Foundation, Inc.—An Artistic Product

Mrs. Mille Corson, who recently conquered the English Channel, was presented during the



Mrs. Corson and Her Radio Speaker week of the Radio World's Fair in New York City with an R. F. I. balanced oval cone speaker, made by Radio Foundation, Inc. Mrs. Corson, after a careful test, heartily endorsed the product. Radio Foundation, Inc., has produced this R. F. I. balanced oval cone speaker as a scientifically constructed cone which will convey both the high and low notes in music. The model, which is shown with Mrs. Corson in the accompanying photograph, was designed by A. Kimball & Sons from pure Renaissance sources and is made in old gold or statuary bronze.

A new music store was recently opened at 140 West Merrick road, Amityville, L. I., N. Y., by Granville M. Fisher and Victor E. Olsor

Ask for **“IRON HORSE”** Insist on

PADDED PROTECTION COVERS

OLIVE DRAB DENIM



12 Styles Padded Covers, Form Fitting, With Strap and Buckle Attached

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.

The representative line for all the new models of leading manufacturers of both talking machines and radio.

Perfectly made by a house specializing for many years in textiles.

Extra heavy padding, cushion-like, to prevent damages in making shipments.

Order now to insure prompt delivery for Fall business.

IN THE MUSICAL MERCHANDISE FIELD

Manufacturers of Musical Instruments and Accessories Meet in Buffalo, N. Y.

Many Important Matters Come Up for Discussion—Standardization of Ukuleles and Sales Promotion Plans Receive Attention—Raising Funds for Special Promotion Work

The most enthusiastic and successful meeting of the National Association of Musical Instrument & Accessories Manufacturers yet held took place at the Buffalo Athletic Club in Buffalo, on Friday and Saturday, October 1 and 2.

While a number of important matters were under discussion, chief attention was given to the standardization of ukuleles and the promotion of sales of fretted instruments and other products made by members of the association.

Under the action taken by the association, all members will submit for inspection all models of ukuleles now being made, as well as any new models which may be put on the market in the future. These instruments will be inspected by a committee consisting of H. C. Lomb, chairman, Waverly Musical Products Co.; H. L. Hunt, Charles H. Ditson & Co., and W. I. Kirk, Lyon & Healy, Inc. These men are all very favorably known in the industry and command the confidence of the entire association. They are, moreover, especially competent to decide whether or not a ukulele conforms to the standards which have already been adopted by the association. All instruments which are passed by the committee as standard will be so certified, according to the plan.

Instruction Sheets

William F. Ludwig, who with Walter Grover has been working since last March on a form of instruction sheet for playing ukuleles, as well as devising a trade-mark to be used on standard ukuleles, submitted copies of the instruction sheet and of a sticker reproducing the trade-mark. These were both approved by the association. Electrotypes will be made of the instruction sheets and they will be printed in lots of several hundred thousand and sold to members at actual cost of printing. A large supply of the stickers has already been prepared. Both the instruction sheet and the stickers will be copyrighted by the association, which will allow them to be used only by members in conjunction with ukuleles which have been passed as standard.

The standard ukuleles will all have a trade-mark sticker glued on the inside where it can be seen by the customer and an instruction sheet will be packed with each instrument. The instruction sheet not only provides simple directions for learning the rudiments of ukulele playing, but also urges the public to buy only ukuleles which have met the standards of the association.

Saturday morning was devoted largely to a discussion of co-operative work to promote the demand for fretted instruments and drums. Incidentally, all members present reported a remarkable increase in the demand for mandolins, and particularly for guitars. The discussion centered chiefly around methods of promoting the sales of ukuleles. Tentative plans for utilization of the radio were discussed, as well as a campaign of education with the music dealer to inform him of the possibilities of sales of fretted instruments and the proper methods to use. A committee, consisting of William F. Ludwig, Walter Grover and D. L. Day, was appointed to formulate definite plans to promote the sale of musical instruments.

To Raise Funds

A special appropriation was adopted which it is estimated will raise about \$6,000 per year

for two years for the purpose of financing the special promotional work. The assessment will be based upon sales, and will amount to approximately one-eighth of 1 per cent of annual sales. In order that the assessment may be pro rata, and at the same time prevent revealing the volume of business of any member, a classified system has been adopted. There are nine classes. The smallest is for those with sales under \$50,000 annually and has an assessment of \$62.50; and the largest consists of those with sales of \$1,000,000 or over annually, and has an assessment of \$1,250. The intervening classes have proportionate assessments.

Address of Walter M. Gotsch

The meeting opened Friday morning with a short address by Walter M. Gotsch, who said: "This is the first meeting of the current association year and I understand it's customary for the president to render a report of the achievements. Making a confession usually relieves a fellow and I must admit I have accomplished nothing of importance and this very minute I feel just like the Governor visiting Charles Schwab at his country estate. After being shown around the grounds, Mr. Schwab asked the Governor if he would like to walk up to the house for a little drink, and the Governor's reply was, 'Walk, hell, let's run.'

"The poet Burns tells us of the great advantage which accrues to us all if we could see ourselves as others see us, so if in my enthusiasm to further the interests of this marvelous industry a letter or remark should seem to be directed at any one particular firm or person, I pray none be offended.

"Eighteen years of affiliation with the music industries has made me feel more like an old-

timer than a youngster, and in reviewing the respected members of our association, isn't it gratifying to point with pride to competitive members and say we never copy styles or designs of one another and know that when your customer tells you 'I am getting a confidential 5 per cent' the deck is stacked. The grass always grows a much brighter green in the other fellow's yard, and I can say in all sincerity that the members in this association represent equally as much brain and ingenuity as any industry in this great country of ours, as it certainly requires a goodly portion of gray matter to successfully manufacture and sell string instruments upwards of five hundred dollars each. So, with this nucleus we have to work with, let us adopt the war-born phrase of 'carry on' for officers and directors present and future and every member be a good soldier and set up a high record for ourselves in order that we may contribute more effectively to the great industry of which we are a part—carry on."

The following were in attendance: D. L. Day, Bacon Banjo Co.; Guy Hart, Gibson, Inc.; Mr. Johnson, Globe Mfg. Co.; Walter M. Gotsch, Walter M. Gotsch Co.; Walter Grover, A. D. Grover & Son, Inc.; Jay Kraus, Harmony Co.; U. G. Leedy, Leedy Mfg. Co.; William F. Ludwig, Ludwig & Ludwig; H. H. Slingerland, Slingerland Banjo Co.; G. F. Chapin, Standard Musical String Co.; H. C. Lomb and Mr. Sparks, Waverly Musical Products Co.; J. R. Stewart, J. R. Stewart Co.; and Alfred L. Smith, Music Industries Chamber of Commerce.

It was voted to meet again at the Buffalo Athletic Club on Friday and Saturday, March 4 and 5, 1927.

Report King Sales Increase

DENVER, COL., September 4.—The Glidden-Marsh Music Co., featuring the King line of band instruments, made by the H. N. White Co., of Cleveland, O., reports an increase in the volume of sales of King band and orchestra instruments.

BRUNO

**THE OLDEST AND
LARGEST MUSICAL
MERCHANDISE HOUSE
IN AMERICA**

Exclusively Wholesale
ESTABLISHED 1834

C. BRUNO & SON, INC.
351-53 FOURTH AVE. NEW YORK CITY

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 143)

HOHNER Harmonicas and Accordions

THE WORLD'S BEST

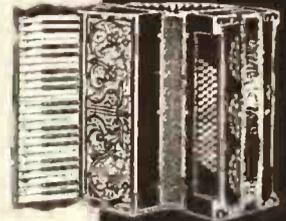


Are you turning your prospects away or turning them into customers?

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

Bacon Banjo Co. Reports Demand for Quality Banjos

Many Orders for Special High-Priced Instruments Received During Summer—Fred J. Bacon Returns From Tour of Mid-West

GROTON, CONN., October 4.—A quality market is noted by the Bacon Banjo Co., of this city, maker of B & D Silver Bell and B & D Super banjos. David L. Day, general manager of the company, reports that the factory has turned out a number of special high-priced instruments during the past Summer. He points to this marked demand for the highest grade instruments as an aid to putting the banjo business on a higher plane than ever before.

Frederick J. Bacon, president of the company, and banjo artist, has just returned to headquarters from a trip throughout the Middle West, during which he broadcast banjo music from various stations. Upon his return he found the following communication from W. C. Stoess, studio director of station WLW, Cincinnati, operated by the Crosley Radio Corp.: "We wish to take this opportunity of thanking you for the pleasure you afforded the large audience of WLW on the occasion of your recent radio ap-

pearance from this station, and we hope to have the pleasure of again presenting you." Mr. Bacon broadcast from station WLW through the courtesy of the Rudolph Wurlitzer Co., of that city.

Orders King Instruments

CLEVELAND, O., October 5.—A large order for King trombones and French horns was recently placed with the Robert L. White Co., local representative of the H. N. White Co., manufacturer of King band instruments, by the East Cleveland Board of Education. These instruments will be used by the Shaw High School band, one of the crack bands of this section. A bassoon and oboe of Koelert make were also ordered by the Board for the school orchestra.

Band Instrument Sales

WASHINGTON, D. C., October 6.—The United States Department of Commerce reports that during five months of this year, from March to July, inclusive, the sales of band instruments in the United States totaled \$2,583,555. Of these, \$942,590 were cup-mouthpieces, \$1,510,900 were saxophones and \$130,065 woodwind instruments.

Joseph Consentino Moves to New and Larger Store

Bacon Banjo Dealer Plans to Specialize Upon Higher Priced Instruments—Praises DeLuxe Silver Bell Banjo Made to His Order

LAWRENCE, MASS., October 5.—Joseph Consentino, of this city, has opened a new and larger studio. During the past year Mr. Consentino, who sells Bacon B & D banjos, made by the Bacon Banjo Co., of Groton, Conn., sold a large number of gold and silver Silver Bell banjos, among them being several of the styles 4 and 6. It is his plan in the new studio to specialize upon the higher priced banjos. As he is a banjo artist himself he recently ordered a style 8 special deluxe B & D Silver Bell banjo which was made to order for him at a cost of \$600. He was enthusiastic over the instrument and wrote a highly complimentary letter in regard to it to David L. Day and Frederick J. Bacon, of the Bacon Banjo Co.

Gaetz Music House Displays Handsome King Saxophone

COLUMBUS, O., October 7.—The Gaetz Music House, of this city, recently displayed a beautifully engraved King saxophone, which was one of the features of the H. N. White Co. exhibit at the annual convention of the Ohio Music Merchants' Association, held in this city last month. The instrument is said to be the only one so elaborately engraved and it attracted a great deal of attention from musicians.

Ties Up With Sousa Band

BOSTON, MASS., October 7.—John Philip Sousa and his famous band played to a capacity audience at a concert at Symphony Hall here recently. Mr. Sousa was given an ovation as he stepped to the platform to render the first selection. A comprehensive program of well-known band music was given, with march pieces occupying a prominent position. The Conn Boston Co. tied up with the appearance of the band, which is Conn-equipped, through a beautiful Sousa window which attracted thousands for days before the concert.

In Band Contest

The Slager Post Band and the Doud Post Fife and Drum Corps, American Legion musical organizations of Rochester, N. Y., have combined to enter the band contest being held at the American Legion convention in Philadelphia, October 11 to 16.

The NEW SUPER-LUDWIG DRUM

Parallel Snare Throw-Off
Individual Snare Adjustment
Perfect Snare Control



Patd. Jan. 1924 and Others Pending

The Sensation of the Drum World

Again Ludwig sets the pace with a new drum—the SUPER-LUDWIG with its many new advanced features.

INDIVIDUAL adjustment of snares, a parallel throw-off of snares and means for securing PERFECT snare control are but a few of the many new improved ideas to be found on this latest creation of Ludwig engineers and craftsmen.

It's a sales leader for the dealer who is on the alert to be up and ahead of the van that will follow.

Send to Us Now for Prices and Discounts

LUDWIG & LUDWIG

World's Largest Makers of Drums and Drum Accessories

1611 to 1627 No. Lincoln Street, CHICAGO

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 144)

Samuel Buegeleisen Discusses Better Methods of Promoting Sales of Violins

President of Buegeleisen & Jacobson, Well-known Musical Merchandise Wholesale House, Gives Some Merchandising Pointers That Should Prove of Vital Interest to the Trade

The proper merchandising of musical instruments is a subject in which Samuel Buegeleisen, head of the wholesale musical merchandise house of Buegeleisen & Jacobson, is vitally interested. In referring to the opening of the Fall season and the attendant increasing popularity of the violin, Mr. Buegeleisen stated:

"When people think of learning to play a musical instrument, 90 per cent or more think of the violin. When parents consider the musical education of their child, the first thing that enters their mind, especially if it is their boy, is the violin. And justly so, for the violin is the king of all instruments. The violin touches the heartstrings of every parent with the hope that their son will some time perform.

"Now is the season, timely in interest, for the music dealer to make the proper effort for his violin business. School has opened, the concert season is here and people's minds will be turned to music. The merchant who does not get his 90 per cent share of this business has no one to blame but himself.

"Violin sales cannot be made over the counter the same as a 10-cent article. The whole scheme of selling must fit. The slightest incident can spoil a sure sale. This brings to mind the time I was visiting one of the dealers in a Middle Western city. A gentleman walked into the store and asked to see a violin for his boy. The dealer carried a fair selection of violins and should have made the sale. The father of the boy, who had some knowledge of violin playing, began to try the violin's tone. Just as he began to play, as it usually happens, the player-piano and phonograph were also being demonstrated to prospective customers. The result was bad for the violin player and buyer. The unhappy customer said that he would come another day when it would be more quiet. That was a perfectly sure sale lost because of there being no provision made for trying instruments of all kinds away from the piano and phonograph.

"In most cases where phonographs are sold in connection with other musical merchandise the dealer is very particular to see that the rooms are soundproof in which he plays the various records, so that they will not interfere with each other. Does he give any such thought to his musical merchandise? One of these booths would be a fine place to set aside for demonstrating the tone of instruments.

"In larger cities the music dealer usually has a separate room where he displays violins, bows, cases, in fact everything pertaining to the violin. This dealer sells good violins because they are properly displayed. Even though a prospective customer comes into the store with a fixed idea as to what to pay for the instrument, when better ones are properly displayed and tried he is invariably induced to buy the one with the better tone. This can only be done when the scenery is set properly. A room of this nature will increase the violin sales of every store. It lends an entirely different atmosphere. Every farsighted dealer should set aside a portion of his store for his violins. With good violins, bows and accessories, a place of quietness and refinement, this part of his store will eventually become his best-paying division.

"A specific case of what was actually accomplished brings me back some years ago when I called on a very fine house in San Diego, Cal. At that time San Diego was not what it is to-day, but was growing rapidly. Our important dealer was making no particular effort on the violin line, but was doing fairly well because his line was complete and the

goods well known. In fact, he had worked up quite a nice business in old violins. I suggested that he take a corner in the rear of his establishment, about eight or ten square feet, and put in everything pertaining to the violin into this one little room, where a prospective customer could try violins without being interfered with. The business which he worked up in the violin field was surprising. The store became the center of the musical activity of this town. This little extra effort more than doubled his sales at once.

"It is surprising to note the psychological effect which large, well-chosen, well-displayed

violin outfit assortments have on a prospective customer and the public in general. Heretofore it was the custom to offer violins, bows and cases separately. Any dealer can imagine how much easier it is to sell a complete outfit as one item. The hand-to-mouth buying that has been going on in almost every line of business up to the present time is good enough for the dull months. But now, going on to the Fall season, is the time for the dealer 'to get out of his own way'; to get things started. The dealer who will make a proper display and go after the violin business will get it."

Buescher Saxes Sell Big

SALT LAKE CITY, UTAH, October 6.—The band instrument trade has been stimulated by the reopening of the school season, the band instrument and musical merchandise department of the Daynes-Beebe Music Co., Buescher representative, reports.

Vega

Why is
the VEGAPHONE

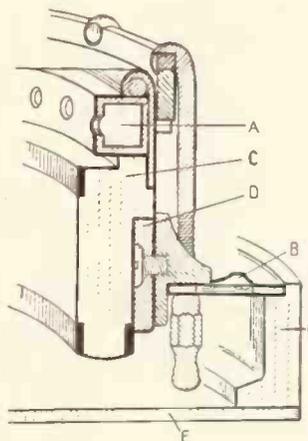
"The Artist's Choice"

TONE—the most essential quality of any banjo. The characteristic rich resonant tone of the Vegaphone has made thousands of admirers, and renowned artists everywhere have chosen this banjo for that reason. Its carrying power has amazed artists of repute, retaining the rich resonant and true Vegaphone tone quality.

STYLE—the rich, flashy and artistic presentation places the Vegaphone as the leader of banjo style. The figured curly maple finished in high, durable lustre, engraved pearl inlays and nickel or gold trimmings place the Vegaphone as a subject of art.

POPULARITY—on every continent and in every state in the Union there is a Vegaphone. Orchestramen, soloist and vaudeville presentations have made this banjo their ideal. The Vegaphone has become internationally known as "The Artist's Choice." Its popularity is unequalled.

CONSTRUCTION—choice materials, durability and superb workmanship are factors which have given the Vegaphone a reputation of withstanding every climatic condition and endless abuse.



Cross-section view of Vegaphone rim, flanges and resonator

A—The famous Tubaphone Tone Tube, a patented feature found only on the Vegaphone, rests on the laminated rim under the head, giving the Vegaphone that characteristic rich tone quality.

B—The patented Resonator Flanges give adequate resistance within the resonator. Fitted into a groove they strengthen the support of the resonator and emphasize the beauty of the Vegaphone.

C—The seven lap, Laminated Rim construction assures safety from warping, and is the basis for Vegaphone durable qualities. It is not marred by screws or bolts, but leaves a perfectly smooth inside rim.

D—The Bracket Band unit is fitted tightly on the laminated rim, and the counter-sunk bracket screw is therefore hidden from view, and does not mar the wooden rim, as shown in illustration D.

E—The Vegaphone Resonator Back has five laminations for strength and durability, and is finished in eight sectional designs of curly maple. The finish has a rich, high lustre that will not crack or check, but retain its smooth, polished surface.

F—The Resonator Rim has also five laminations so as to strengthen the support of the flanges and maintain its shape regardless of climatic conditions or abuse.

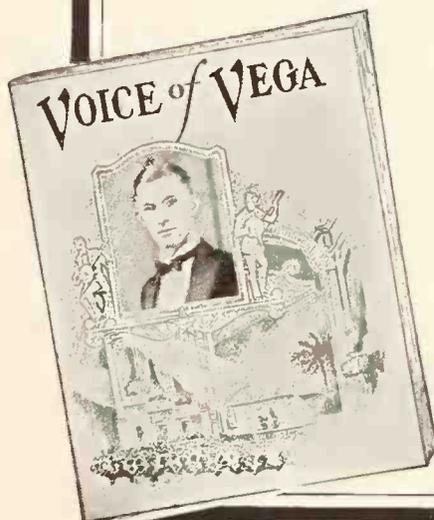
The amazing popularity of Vegaphone Banjos is indicative of the sterling qualities which have made them the Artist's Choice.

Write for catalogs and prices.

The **VEGA** Co.

Write for free copy of "Voice of Vega," a review on leading banjoists

161-73 Columbus Ave., Boston



IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 145)

Importance of High Caliber Men Shown by Success of H. A. Weymann & Son, Inc.

Success of Prominent Philadelphia Concern in a Large Measure Is Due to the Fact That the Sales Organization Is Composed of the Best Men Obtainable for the Work

PHILADELPHIA, PA., October 6.—H. A. Weymann & Son, Inc., of this city, makers of Weymann orchestra banjos, Weymann Keystone State string instruments, Buescher saxophone and band instruments, other nationally advertised musical merchandise lines and distributors of

keynote of the Weymann organization, and although our service department and executive staff are behind the individual salesman, the salesman himself must be fitted to effectively serve the dealer."

The quartet whose pictures appear herewith



E. J. McCormick



L. J. Urban



R. Burrows

Victor products, are one of the better known houses in the music industry and enjoy an excellent reputation in the fields which they cover. H. W. Weymann, head of the organization, in a recent conversation with The World gave generous credit for the success of the Weymann organization to their traveling sales staff. Realizing that the traveling staff is the visible contact between the house itself and its many dealers, H. A. Weymann & Son have given careful attention to the selection of the proper caliber men for this important work.

Mr. Weymann stated, in part: "Each representative is responsible for his own territory. A Weymann representative must not only be qualified to sell our own products and the products we distribute, but he must also be able to work with and co-operate with the dealer in his problems. Service has been the

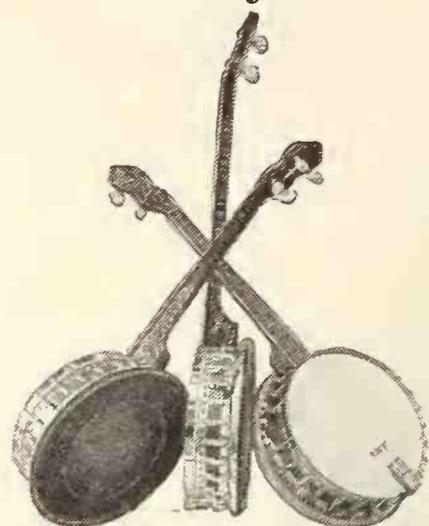
represent the present traveling sales staff of the Weymann organization. They are William H. Doerr, Ed. J. McCormick, Larry J. Urban and Roland Burrows. Mr. Doerr has been



W. H. Doerr

connected with the Weymann organization for the past thirty years. While the word quartet was used to indicate the number it is also representative of the close harmony that exists among the Weymann sales staff. Officials of the Weymann organization and the members of the sales staff are unanimous in predicting that the coming season will be one of the best ever experienced.

"Silver Bell" Banjos



Send for illustrated book of Prominent Orchestra and Professional Players

The Bacon Banjo Co., Inc.
GROTON - - - CONN.

Opening of Schools Renews Interest in Harmonicas

Interest in Harmonicas Is Not, However, Confined to Children—Adults Studying to Play—Hohner Has Display at Sesqui

Harmonica instruction in the playgrounds of various cities throughout the country during the Summer months has resulted in creating a heavy demand for harmonicas, according to Hohner dealers throughout the country. The opening of school and the resumption of the programs of school harmonica orchestras will do much to keep this strong interest throughout the Fall and Winter season. Although much has been said regarding school harmonica orchestras and the playground playing of harmonicas, the harmonica is in no sense of the word a child's instrument. Its popularity has reached to all ages and conditions in life. In Milwaukee evening classes in harmonica playing have been formed so that adults might learn to play this popular instrument.

The Hohner booth in the Palace of Liberal Arts at the Sesqui-Centennial Exposition has been visited by people from every section of the country. This attractive presentation has effected harmonica sales everywhere. The popularity of the harmonica at this world's fair is in no ways confined to the silent presentation, as the Sesqui Harmonica Band, which has traveled through several States, continues to bring publicity, not only to the Exposition itself but to the harmonica as well. Hohner dealers are expecting exceptional harmonica business this Fall and are almost universally tying up with the many features of publicity which the harmonica is receiving.

Ludwig & Ludwig Issue New Attractive Banjo Catalog

CHICAGO, ILL., October 6.—Ludwig & Ludwig, manufacturers of drums, drummers' accessories and banjos, recently issued to the trade an attractive folder, illustrating and describing the full line of Ludwig banjos, which includes the Kingston tenor model, the Kenmore plectrum model, two Ambassador models, tenor banjos; two Commodore models, plectrum; two Stratford models, plectrum; two Bellevue models, tenor; two Riviera models, plectrum, and two Capitol models, tenor banjos. The entire line is pictured and described in detail in this folder, which can be used by the dealer for counter distribution or to send to his mailing list.

THE QUICKEST SELLING MUSICAL NOVELTY ON THE MARKET

Played Like
a KAZOO

No Tissue
To Tear

Nothing
To Break

Made of
Aluminum

Easy to
Play and
Easier to
Sell



Makes All
Imitations

Compact and
Can Be
Carried In
Vest Pocket

Packed
4 Dozen
in a
Handsome
Lithographed
Counter
Display Box

\$5.20 Per Box of Four Dozen—\$13.50 Per Gross
Prices Subject to our usual Trade Discount

A Handsome Lithographed Display Card with Orders for One Gross

BUEGELEISEN & JACOBSON

5-9 Union Square

New York City, N. Y.

PLAYOL SELLS AT SIGHT

The Weymann Orchestra Banjo



FRED C. BUCK
Banjoist
Waring's
Pennsylvanians

Has won for itself the endorsement of banjoists the country over! Its fine tone qualities, its beauty — have created an unparalleled demand for this instrument.

Write TO-DAY for handsome catalog describing the Weymann line of Banjos, Mandolines, Guitars and Ukuleles. Agencies are still available for a few live dealers.

Address Dept. W

H.A. WEYMANN & SON, Inc.
1108 Chestnut St. Phila., Pa.

Ludwig Drum Scene Series

CHICAGO, ILL., October 5.—Ludwig & Ludwig, drum makers, recently announced a new series of Ludwig hand-painted and colored drum scenes for mounting on Ludwig bass drums only. Ludwig & Ludwig have developed a new process for hand-painting and hand-coloring figure scenes so as to flash brilliantly with blinker lights. The subjects of the new series are

"Spanish Dancers," "Nude Silhouette," "Pirouette and Clown," "Jazz Pirates," "Charleston Dancer" and "Bathing Girl."

H. N. White Co. Announces the New King French Horn

CLEVELAND, O., October 6.—The H. N. White Co., manufacturer of King band instruments, announces an addition to the line in the form of the new King French Horn, which has a number of outstanding features and which is expected to prove one of the most popular instruments of the entire line. The rotary valves of this instrument have a piston of hardened bronze, ground into the case with a clearance of only one-thousandth of an inch—the fit so close that oil will stop free action. The metal in the bell of the French horn is of uniform thickness with not over one-thousandth of an inch variation at any point. Another feature is that the guards which come in contact with the hands are of sterling silver, so that they will last indefinitely and will not discolor the hands.

Four Orchestras to Give Massed Concert in Austin

AUSTIN, TEX., October 5.—The success of the massed orchestral concert presented last year has influenced the J. R. Reed Music Co., of this city, to arrange a similar concert this year. The event will take place some time next month at the Majestic Theatre and four local orchestras will combine for a joint program. The performance this year will last two hours. According to plans, each orchestra will play several selections. Solos, novelties and other specialties will be given between the orchestral numbers and the concert will end with the four orchestras playing en masse.

"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.

Brook Johns Orders Deluxe Vega Banjo Made to Order

Instrument Has Pearl Fingerboard and Neck and Gold-Plated Rim Studded With Brilliants — Appeals to Eye as Well as Ear

BOSTON, MASS., October 5.—In addition to its regular line of Vega and Vegaphone banjos, the Vega Co., of this city, is very often called upon by prominent banjoists to produce special models to order. Brook Johns, well-known banjoist, who has been a Vega enthusiast for many years, recently placed an order with the Vega Co. for a banjo deluxe, which has been aptly termed a \$1,000 banjo. A pearl fingerboard and neck and gold-plated rim studded with brilliants and synthetic stones makes the banjo an instrument of beauty, not only to the ear but to the eye as well.

Dealers

WHO VIEW THE FUTURE WITH AN EYE TO PROGRESS SHOULD TIE UP WITH

Leedy

The New Professional FLOATING HEAD DRUM is conceded to be the most remarkable instrument yet achieved in "Drumdom."

"World's Finest Drummer's Instruments"



A New 96-Page Catalog "N" Mailed Free

The Satisfied Drummer Always Comes Back

Leedy Manufacturing Co., Indianapolis, Indiana



H. Emerson Yorke Heads New Brunswick Department

General Publicity Department Is Established by Brunswick Co.—Will Have Wide Range of Activities—Manager Well Fitted for Post

CHICAGO, ILL., October 11.—A new department has been created by the Phonograph Division of the Brunswick Co. to the end that the name Brunswick be kept constantly before the eyes of the public. This department will be known as the publicity department and its activities will cover a wide range, including the exploitation of artists through newspapers, publicity on instruments, records and artists in trade papers, radio, orchestra and theatrical publications, and the preparation of promotional broadsides on Brunswick products, together with the issuing of the new Brunswick magazine, Brunswick Topics, which is a picturized topical periodical of current events relating to Brunswick's national activities.

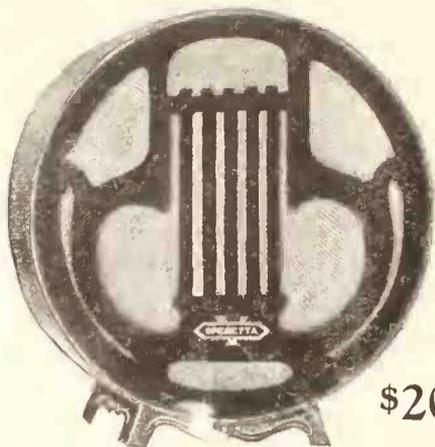
H. Emerson Yorke has been appointed head of the new department and his wide and varied experience fits him admirably for the position. For three years Mr. Yorke has been a member of the Brunswick organization in the posts of manager of the record department of the New York branch and in charge of sales promotion work for the Eastern Division of the company. More recently he has been engaged in the special demonstration program which is introducing the Panatrope to the country.

Before joining the Brunswick forces Mr. Yorke was for five years manager of the mechanical department of M. Witmark & Sons Co., during which period he formed innumerable friendships in the music trades, the theatre and associate businesses, which experience will undoubtedly stand him in good stead in his new capacity.

Record for Columbia Catalog

SEATTLE, WASH., October 5.—A recording expedition of the Columbia Phonograph Co. recently visited this city and made recordings of outstanding local orchestras and vocalists, including Jackie Souders' Orchestra. The Columbia recording crew was headed by Arthur Bergh, musical director of the company.

An auditorium model Victrola was an entertainment feature at the Oklahoma State Fair.



\$20

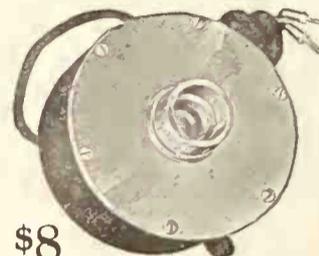
DEALERS
JOBBER

Write for discounts.
Literature sent free
upon request.

Operetta Unit

Victor's Operetta Unit excels in volume, quality of tone and clarity. Range 0 to 200 volts. Sample sent to any reliable Manufacturer or Jobber for test purposes.

List Price \$8.00



\$8

VICTOR RADIO CORPORATION

4321 N. Western Ave.

CHICAGO

Mastro-Ortholian Receiver Is Comprised of Two Units

CHICAGO, ILL., October 7.—A new development in radio receivers was introduced when the new Mastro-Ortholian receiver was placed on the market by Richard T. Davis, Inc., of this city. The Mastro-Ortholian is comprised of two units—a moveable master control cabinet and a full volume electrically operated reproducer.

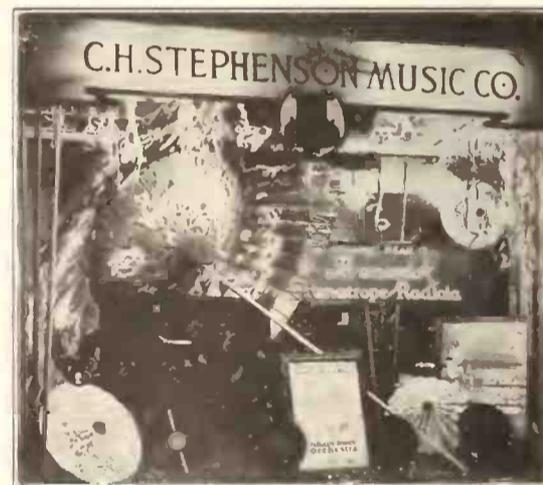
The control cabinet, which weighs about fifteen pounds, is covered with Fabrikoid and trimmed with bronze metal castings. It can be placed anywhere in the room to suit the user's convenience. The radio frequency amplification and detector are located in the control cabinet which receives its power supply through a small cable running to the speaker cabinet. The speaker cabinet contains all the audio and power amplification, together with special power reproducer and power supply operating on the house lighting circuit.

The Wurlitzer Piano Co. had an interesting exhibit at the Dayton, O., radio show featuring the Tel-O-Air receivers

Panatrope Attractively Shown in Window Display

North Carolina Brunswick Dealer Prepares Display That Attracts Much Attention

The C. H. Stephenson Music Company, of Raleigh, N. C., recently prepared the most intelligently arranged window display which has come to our attention for quite some time. Essentially a Summer display, its brilliant and many-hued sunshades and hangings literally compelled the attention of everyone in the vicinity. The Brunswick Panatrope occupied the



Eye-arresting Window

most prominent location in the window and was backed up with especially prepared hangers to identify the instrument readily. Although the window primarily featured the Panatrope, the record appeal was cleverly introduced through several of the most attractive posters of the Brunswick Window Display Service and four records displayed on easels close to the front windows.

At night many lights transformed the window into a veritable blaze of glory and Mr. Stephenson was complimented throughout the town for his achievement. The window was decorated by Mr. Stephenson, Jr., and is a part of a series of unusually effective Panatrope displays he has designed to use for the next few months.

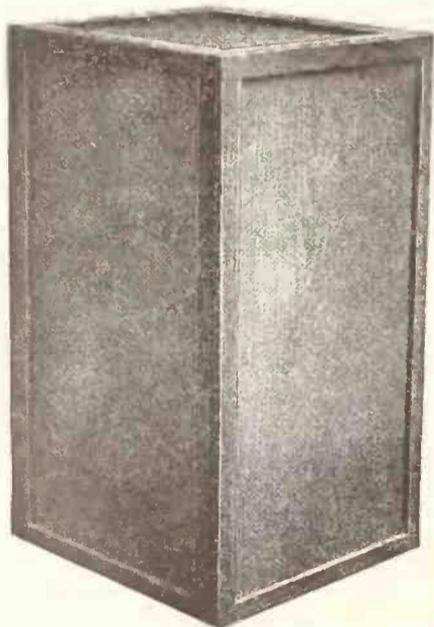
Walter Damrosch, directing the New York Symphony Orchestra, will begin his series of recitals on Saturday night, October 23, through a network of radio stations, comprising WEA, WEEL, WGA, WFI, WCAE, WWJ, WSAI, WTAM, WGN, KID, WCCO and WDAF. This marks a new era in the broadcasting of high-class music which will be appreciated by owners of radios throughout the nation. It is an important move.

"EMPIRE" PACKING CASES

Reinforced

3-ply

Veneer



Standard

for

Phonographs

and

Radio Sets

LET US FIGURE ON YOUR REQUIREMENTS

EMPIRE MANUFACTURING COMPANY

GOLDSBORO

N. C.

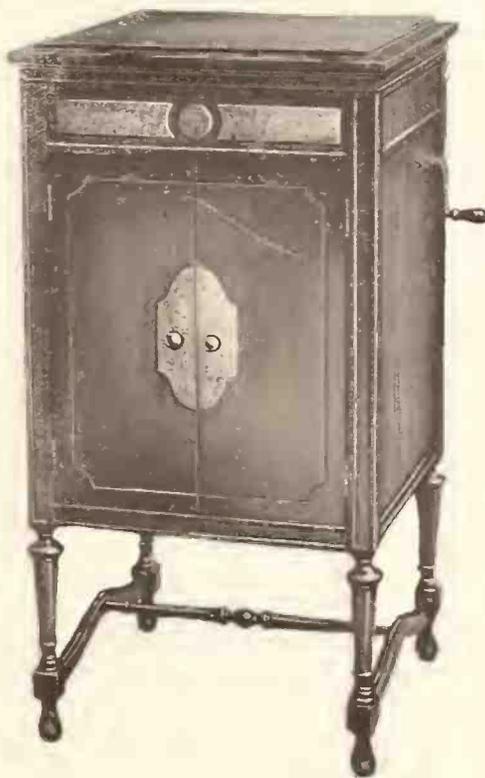
A BIG SALES LEADER
Model 125
OF
THE NEW
Pathephonic
 REG. U.S. PAT. OFF.



LINE

\$125

List Price



\$125

List Price

This popular model of the new Pathephonic line although the lowest priced model has all the refinements and the Pathephonic equipment to be found in the higher priced models. It is the only low-priced instrument on the market embodying the modern reproducing principle. It enables the dealer to offer the greatest value to be had in the new type of talking machine.

The new Pathephonic line has gone over big. The demand has already exceeded our expectations. Pathe dealers everywhere are finding that the Pathephonic line only needs to be demonstrated to be sold. "Only your ear will ever explain this instrument to you."

There are three other models at equally attractive prices

- Model No. 175 \$175
- Model No. 225 \$225
- Model No. 275 \$275

Write to-day for full information

PATHE PHONOGRAPH and RADIO CORP.

20 Grand Avenue

Brooklyn, N. Y.

Chicago Sales Office: 533 So. Wabash Ave., Chicago, Ill.

Zenith Co. Announces Two Handsome New Models

The Electrically Operated Super-Zenith and Zenith De Luxe Models Contain Distinct New Features That Will Make a Wide Appeal

CHICAGO, ILL., October 8.—The Zenith Radio Corp., of this city, is making its first trade jour-



Zenith De Luxe, Spanish Model

nal announcement of the year of two of its new products at the present time, namely, the electrically operated Super-Zenith and the Zenith De Luxe model, which operates without aerial or



Super Zenith

loop. The electric model secures both "A" and "B" power supply from the electric light socket through easily removable "A" and "B" power

units, which completely rectify and filter the current, making a practical and dependable battery elimination. The set uses no trickle charger, no storage batteries and no acids. The electrically operated six-tube Super-Zenith uses three stages of audio amplification, costs less than one cent an hour to operate, and is manufactured in three different models.

The Zenith ten-tube De Luxe model, one of them, the Spanish model, being shown herewith, contains the Zenith patented ten-tube circuit having five radio frequency tubes and five audio amplification tubes. All the De Luxe models operate from self-contained receiving plates, thereby eliminating the aerial and loop. Dual loud speakers faithfully reproduce all of the tones in the musical scale and every model has single control, electrically lighted dials and receives on wave lengths of 105 to 550 meters. Zenith De Luxe models were created by a famous designer of period art cabinets and are masterpieces of craftsmanship.

Fada Australia, Ltd., Is Capitalized at \$250,000

The organization of Fada Australia, Ltd., a new company capitalized at \$250,000, which will act as sole distributor for Fada radio products in the Commonwealth of Australia and in Tasmania, has been announced by F. A. D. Andrea, Inc., New York. Headquarters of the new company are in Adelaide, South Australia, and branches are being located at important distributing centers such as Melbourne, Victoria; Sydney, New South Wales; Brisbane, Queensland; Perth, West Australia, and Hobart, Tasmania. Outstanding figures in the broadcasting world in the Australian territory are included in the directorate of the concern.

This Australian sales outlet is the latest link in a world-wide chain, which includes Fada Radio, Ltd, of London and Fada Radio, Ltd., of Toronto, Canada. The initial order from the

For the Better Merchant
 High-grade Dry Cell CERTIFIED B. & C. Batteries and Dry Cell B. & C. Success Batteries
Manufactured by
SUCCESS BATTERY MANUFACTURERS
 35 Broadway Brooklyn, N. Y.

Australian distributing firm was said to be for 1,000 receivers and 1,000 Fada cones, including all models. The first shipment is on its way.

Announces Improvement in Carryola Master Portable

Instruments Now Being Delivered Are Attractively Finished in Striking Colors—Particularly Appropriate for Featuring in Holiday Season

MILWAUKEE, WIS., October 7.—The Carryola Co. of America, a leading manufacturer of portables



"The Master" Carryola Open with headquarters in this city, has just announced to the trade, through its jobbers, an important improvement in "The Master." Masters, now being delivered, are attractively em-



The Improved Portable Closed bossed and airbrushed in striking color contrast.

The additional eye-value, and sales appeal, of the new instrument will undoubtedly be met with immediate favor by the trade. An improvement of this kind, coming as it does on the very eve of the big portable selling season, is important news for dealers.

"The Master" is the leading instrument of the Carryola line. It is available in five colors of Du Pont Fabrikoid, and contains a number of interesting exclusive features, such as "the Silent motor," "Add-A-Tone reproducer," etc., which are well known throughout the industry.

New York Firm Chartered

The Electrophone Record Corp., New York, was recently incorporated at Albany with a capital stock of \$50,000. The incorporators are H. J. Sondheim, H. A. Cone and S. Bulmer.

COTTON FLOCKS
 Air floated, all injurious foreign matter eliminated for
Record and Radio Manufacturing
THE PECKHAM MFG. CO. 238 South Street Newark, N. J.

Clemetsen Phonographs



SIZE:
42 1/2" high
38" wide
22" deep

Style 80-B

Tone — Design — Workmanship — Quality

ANTON CLEMETSEN CO.

Cabinet Makers Since 1885

4223 W. LAKE STREET

CHICAGO, ILLINOIS

SLEEPER

THE MOST TALKED OF SETS IN NEW YORK *and* CHICAGO SHOWS

Sleeper Again Leads in Modern Features Offered in This Year's Models

To proven superiority in fundamentals of tone quality, simplicity of control, fine selectivity, and long range power, Sleeper now adds semi-electric operation, provision for power amplification and many other latest developments in radio engineering.

1. Wired for electric power devices
2. Wired for 171 power tube—with output transformer
3. Wired for new 200-A detectors
4. Five tubes with super-power transformers
5. Cushioned detector socket
6. Simple two-control tuning
7. Calibrated wave length scales
8. Reduction vernier condenser drives
9. Hinged panel for easy access
10. Amplion adjustable unit for Serenader tone chamber
11. Duco style two-toned brown mahogany cabinet finish
12. Compartments for 90 volts of B battery and 45 volts of "C"
13. Non-microphonic
14. Non-oscillating
15. Brilliant distance performers
16. Six months' guarantee.

Scout, Type 61, 35 inches long, 11 inches high, 11 inches wide. Shipping weight 50 pounds. Price \$100.

Serenader, Type 62 with built-in loud speaker; 35 inches long, 16 inches high, 11 inches wide. Shipping weight 60 pounds. Price \$125.00. Prices f. o. b. Long Island City.

"A wonderful piece of engineering"—"The finest set in the show"—"The best real value I've seen"—were the comments of hundreds who saw the new Scout and Serenader models at the radio shows.

Sleeper engineering has been distinctive and original since the earliest days of radio, but never has Sleeper offered more downright values and exceptional performance than this year.

Consider appearance: The panel is of extraordinary richness and beauty, made by a process new to radio, destined to establish a new trend in panel design just as surely as Sleeper led the way in 1924 to the use of etched metal panels.

Look at the fine proportions of both models. Note the simplicity of two controls, gold pointers controlled by reduction drives operating over scales calibrated in wave lengths. One battery switch for all current. One rheostat and one vernier for the dual condenser.

Open the panel—the entire chassis tips outward revealing an engineering layout that is a delight to the eye and a clinching sales argument.

Look at the super-power audio transformers made by Sleeper to give equal amplification of every tone from 100 to 5,000 cycles. They have made Sleeper sets famous for quality of reception.

The Serenader with its Racon 40-inch air column and adjustable Amplion unit has no competition at \$125.00 nor has the Scout at \$100.00.

Prompt delivery to authorized dealers

Sleeper Radio & Mfg. Corporation

GORDON C. SLEEPER, President

6th and Washington Aves.

Long Island City, N. Y.



Mohawk One-Dial Set Popularity Keeping Factory Busy in Order to Supply Demand

Aggressive Manufacturing and Merchandising Campaign and Policy of Exclusive Distributorship Bearing Fruit in Steadily Growing Popularity and Demand for Line

CHICAGO, ILL., October 6.—The Mohawk Corp. of Illinois, manufacturer of the Mohawk one-dial receiver, is enjoying an exceptional demand for its entire line, and the factory is now work-

most enthusiastic reception by the buying radio public.

The company some time ago decided upon an aggressive manufacturing and merchandising campaign in behalf of its product and is using as its slogan "The Pioneer and Originator of One-Dial Sets." Apparently the campaign is meeting with success in every part of the country, for well-known and responsible distributors have signed exclusive franchises taking care of important territories and providing for the capacity output of the Mohawk factory.

Otto N. Frankfort, general sales manager of the company, who is widely known in radio circles, is in charge of all phases of the merchandising plans, and is also directing the Mohawk



Mohawk Executives and One-Dial Chassis

Left to right: Louis Frankel, Treasurer; Otto Frankfort, General Sales Manager; Gustave Frankel, President; Douglas De Mare, Chief Engineer

ing to capacity to keep pace with the orders received from distributors and dealers. The company is particularly gratified at the fact that every model in the Mohawk line is sharing in this popularity and letters have been received from the company's representatives everywhere stating that the receivers are being accorded a

publicity campaign. The company is operating on a policy of exclusive distributorship, thereby permitting the jobber to work intensively in his specific territory and co-operate with the dealers to the best possible advantage, a factor that means much in aiding dealers secure sales volume.

Peerless Album Co. Adds New Portable to Its Line

New Instrument of High Quality Covered With Genuine Leather in Colors and Is Equipped With Double Spring Motor—Other Features

The Peerless Album Co., 638 Broadway, New York City, the well-known manufacturer of albums, which recently introduced to the trade a popular-priced portable talking machine, has now supplemented its line of portable instruments with a higher quality product.

This new Peerless portable is covered with genuine leather in attractive colors and is equipped with a Heineman double-spring motor, a quality tone arm and sound box and several added features which should assist substantially in developing sales.

Phil Ravis, head of the Peerless Album Co., in speaking of this latest product, recently said: "Our popular-priced portable won such quick success that we decided to extend our activities in this line. Due to this early experience we believe that there is a market for a high quality product at not too high a price, and one built with exceptional care with an aim to add considerably to the refinements. Although our album business has been steadily growing, the fact that we have taken on the manufacture of portables will in no wise limit our activities on albums and allied products. The dressing of a

portable case is similar to the work performed on the exterior of good albums, so we are really not departing very far from our selected line of work."

Major White President of Cheltenham Cabinet Makers

J. Andrew White, well-known broadcaster, has been elected president of the Cheltenham Cabinet Makers, Inc., New York City. This company has absorbed the Associated Radio Cabinet Manufacturers and taken over all the assets, designs, patterns and contracts of that company. Headquarters have been established at 36 West Forty-fourth street, where Major White will also direct the sales of the Andrew White "B" power supply.

Euphonic Phonograph Is Awarded High Trade Praise

Wasmuth-Goodrich Co. Receives Many Favorable Comments from Trade Throughout Country—Product Has Outstanding Features

PERU, IND., October 5.—The recent introduction by the Wasmuth-Goodrich Co. of the Euphonic phonograph has been commented upon very favorably by dealers throughout the country, for this company, which has been identified with the phonograph and cabinet industries for many years, has gained an enviable reputation that is well deserved. The Wasmuth-Goodrich organization has always held a prominent position in manufacturing circles and its latest product emphasizes the experience of the company in producing standard phonographs and the soundness of its manufacturing and merchandising policies. The company's plant at Peru, Ind., covers over 140,000 square feet of space and is one of the most modern and up-to-date plants in the Central West. Every facility for the production of a quality product is provided, and the factory employes are given ideal working facilities.

Through its long experience in the phonograph manufacturing field, the Wasmuth-Goodrich Co. has been able to conduct extensive experiments in search for the most advanced methods of sound reproduction. This year's instrument, the Euphonic phonograph, includes a newly designed tone chamber which utilizes distinctive, scientific principles and which, according to the company's dealers, gives splendid results. The latest type reproducer is also included in the equipment, and the executives of the factory have received many letters from Euphonic dealers referring to the quality of the reproduction and the lack of mechanical noises in the new Euphonic. Brown mahogany and walnut woods are being used extensively in this year's product with the adaptation of an antique finish that gives unusual beauty to the instruments.

In its sales policies the Wasmuth-Goodrich Co. has always endeavored to render a complete merchandising service to the dealer. Every possible co-operation is given to aid the retailer to make the Euphonic line increasingly popular and profitable, and an interesting advertising program is a part of the campaign to create consumer demand.

Among the radio expositions in the metropolitan territory which are scheduled to take place during the coming month is the annual exposition at Brooklyn, N. Y., which is scheduled for the week of October 30 to November 6 at the 106th Regiment Armory, Bedford avenue, and leading manufacturers, jobbers and dealers will participate.



**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.

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

Beauty - - Tone - - Range

THE McMillan Tel-o-Air combines everything you want in a Radio Receiver. A one-dial set—it is simple to operate. A patented compensator on the antennae condenser makes fine tuning a reality. Impedance coupling gives it beautiful tone quality—equal to any set at any price. It is a 6-tube Receiver—equipped to use a power tube and has a very low "B" battery consumption. Distant stations come in easily and with wonderful volume. Cabinets of beautiful design and exquisite workmanship. In no other receiver can you get the same quality of reception—combined with beauty of design at near the same price. A demonstration will convince your customers.

McMILLAN TEL-O-AIR



DeLuxe Highboy

Beautiful in design—it is made of genuine Walnut, with Curly Maple decoration. Built-in speaker with Utah Unit. Price,

\$175⁰⁰

Table Cabinet

Genuine American Black Walnut. A real decoration for any room. Price,

\$100⁰⁰



The Incomparable McMillan Five

A FINE 5-tube Tuned Radio Frequency Receiver—with specially made transformers and Vernier Dials. The McMillan Five means performance at a price below what you can get anywhere else. All models with built-in speakers have the famous Utah Unit.



McMillan No. 2

Console Type of genuine Mahogany. The greatest value in radio. Built-in speaker. Price,

\$71⁰⁰



McMillan No. 1

Table Cabinet in two-tone Mahogany. Price, \$50⁰⁰

Also made in very beautiful Walnut, at \$65.00



McMillan No. 3

Highboy Model. Two-tone Walnut of Colonial design. Built-in speaker. A big seller at

\$99⁵⁰



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.

POSITION WANTED—Talking machine and radio executive, twenty years' experience in both manufacturing and wholesaling, is open for a position where his thorough knowledge of the industry and sales managing ability can be used to the best advantage. Address "Box 1580," care The Talking Machine World, 383 Madison avenue, New York City.

WANTED—Phonograph salesman to represent Chicago manufacturer in Chicago and adjacent territory, calling on wholesale trade only. Address "Box 1581," care The Talking Machine World, 383 Madison avenue, 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 \$3,000 will handle. Can reduce. Bear investigation. Illness cause of selling. Address Newton Music Co., Newton, Kans.

FOR SALE

Full equipment to manufacture commercial and non-breakable records. Purchaser can supply us with all we now manufacture. A real opportunity—at less than half original cost. Address "Box 1579," care The Talking Machine World, 383 Madison Avenue, New York City.

FOR SALE

Fifty Gabel Entertainers, preferably to one party or separately if necessary. In perfect condition and embody all of the distinctive features of this well known machine. Address "Box 1582," care The Talking Machine World, 383 Madison Avenue, New York City.

RECORDS WANTED

Will purchase any complete stock of Victor or Brunswick records. Write stating your lowest cash price. PEOPLES OUTFITTING CO., 150 Michigan Avenue, Detroit, Mich.

WANT TO BUY

Submit your lowest possible cash price on any quantity of discontinued Victor or Brunswick Console model phonographs to Kahn & Levy, Galveston, Texas.

An Exclusive Franchise

With Four Hour Delivery Service Will Be Granted to Reliable Radio Dealer in Your City

To Handle High-Grade Nationally Advertised Radio Products

This is your opportunity to put your business on a sound, profitable basis by selling Radio Products having a minimum sales resistance because the demand has been created by nation-wide publicity. Write us for Catalog 91-D giving full information of our profitable plan for handling BREMER-TULLY, LIBERTY, SHERWOOD BROOKS, BALKITE, ALL AMERICAN, G. E. TUNGAR, THOROLA, MAJESTIC, UTAH, R. C. A. TUBES, etc., for your city with full dealer protection. Big, quick profits. Act now.

New England Mills Co.

Wholesale Distributors of High-grade Nationally Advertised Radio Products
Dept. 91-0 655 Washington Blvd., Chicago, Ill.

Distinctive Publicity for Columbia Race Recordings

Records for the Race Given Same Widespread Publicity as Are Other Columbia Products—Striking Example of Race Newspaper Ad

The Columbia Phonograph Co., New York, has been the subject of high praise throughout the industry and trade for the manner in which it is keeping the public informed of the merits of the phonograph and new recordings through a series of full-page newspaper advertisements and advertisements in national magazines. These presentations in the leading advertising mediums have been devoted to the new Columbia line of Viva-tonal phonographs and the New Process

Latest Summary of Exports and Imports of "Talkers"

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

WASHINGTON, D. C., October 7.—In the summary of exports and imports of the commerce of the United States for the month of August, 1926 (the latest period for which it has been

compiled), the following are the figures bearing on talking machines and records.

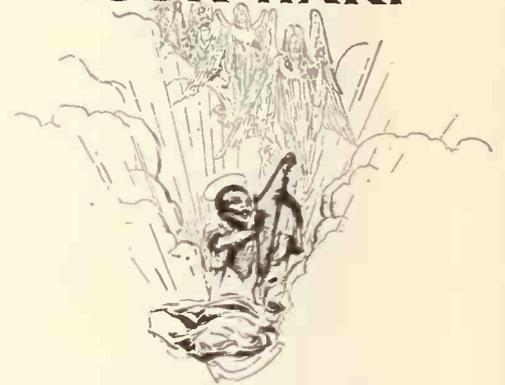
The dutiable imports of talking machines and parts during August, 1926, amounted in value to \$75,396, as compared with \$19,193 worth which were imported during the same period of 1925. The eight months' total ended August, 1926, showed importations valued at \$364,741; in the same period of 1925, \$287,986.

Talking machines to the number of 8,328, valued at \$249,502, were exported in August, 1926, as compared with 8,776 talking machines, valued at \$234,291, sent abroad in the same period of 1925. The eight months' total showed that we exported 67,176 talking machines, valued at \$2,051,451, as against 49,524 talking machines, valued at \$1,447,105, in 1925.

The total exports of records and supplies for August, 1926, were valued at \$180,894, as compared with \$147,103 in June, 1925. The eight months ending August, 1926, show records and accessories exported valued at \$1,419,942, as compared with \$1,104,935, in 1925.

The countries to which these instruments were sent during August and their values were as follows: United Kingdom, \$844; other Europe, \$6,544; Canada, \$11,825; Central America, \$7,802; Mexico, \$26,817; Cuba, \$25,896; Argentina, \$31,013; Chile, \$9,661; Colombia, \$22,071; Peru, \$9,922; other South America, \$33,537; China, \$2,265; Japan, \$936; Philippine Islands, \$13,141; Australia, \$18,590; New Zealand, \$4,134; other countries, \$24,324.

LITTLE DAVID PLAY ON YOUR HARP



THERE'S little David sitting up there on the clouds playing his harp among the angels. Listen while the Big Bethel Choir No. 1, Atlanta's magnificent Race choir of sixty mixed voices from Atlanta's finest Race church, sings "Little David Play on Your Harp." Hear those high notes soaring way, way up. Hear that bass going down, down, down. Hear them all—sixty of em—comin' in together. It's just wonderful.

Ask your dealer to play this Columbia Record

14157-D — 10-inch — 75c

Little David Play on Your Harp
Shout All Over God's Heaven

Big Bethel Choir No. 1

COLUMBIA PHONOGRAPH COMPANY
1819 Broadway, New York City

Columbia NEW PROCESS Records

THE RECORDS WITHOUT SCRATCH

Striking Race Advertisement

Columbia recordings of Masterworks recordings and the latest in popular dance and vocal music. The Columbia Co., however, is not content with putting these products before the public. The foreign language catalog is given the same widespread publicity and the Columbia race records are similarly treated.

The accompanying illustration is a striking example of the manner in which the Columbia Co. features its race records in race publications. Especially noteworthy is the tie-up between the illustration, in both subject and outline, with the title of the selection featured.

Business Manager of WLW

Announcement has been made of the appointment of Harry K. Randall as business manager of broadcasting station WLW, operated by the Crosley Radio Corp., Cincinnati, O. He will have charge of all commercial connections of the station which has become very popular in the Ohio Valley and surrounding territory.

FOR SALE

Equipment to demonstrate phonograph records

TEN AUDAK COUNTERS

With fixtures, including motors, discs, ear phones complete. Some of this equipment is unused, remainder in perfect order.

R. H. MACY & CO., Inc.

Broadway and 34th St. New York City

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	.30

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.....	.35
1 3/16"x.026x19', also Pathé.....	.70
1 3/16"x.026x17'.....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

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.



Harmo - Sonic shielded Chassis in a High-boy.

Harmo-Sonic*

Amplex

Setting a New Standard in Radio

The radio expert will marvel at the technical features embodied in the Amplex Harmo-Sonic* at such low prices. Six tubes—two-dial control—using tandem condensers—two stages of modified straight line T.R.F., using solenoid coils and solidly constructed condensers—three stages of resistance coupled audio frequency (Harmo-Sonic*) using metalized resistances and mica condensers. "C" Battery and power tube connections. Smooth variable controls for Clarity, Volume and Power. Long and short antennae clips. Genuine bakelite panel equipped with UX sockets and colored cable. Engineered and built employing concealed wiring and a sturdy system of riveting and flexible connections giving ruggedness, sturdiness and long life. Rich, gold-decorated, Bakelite panel and housed in attractive cabinets at prices that

HARMO-SONIC

is not merely a name—it is an amplification principle that opens a whole new field of radio enjoyment. It is a revelation in sound reproduction—rich, clear, full tones—high notes and low notes—so real, so natural, as if the broadcaster were in the same room with you. It is the latest triumph of Amplex engineers, backed by scientific production methods which have brought the price down to an amazingly low level.

* A type of amplification that synchronizes the over tones and the middle tones as well as the rich, sonorous beauty of the basso profundo.

HARMO-SONIC

6 Tubes—2 Dials
Shielded Chassis



NOW AVAILABLE

You can now install the Amplex Harmo-Sonic Chassis in any Console Cabinet. The same highly efficient Chassis as found in the table models, but especially

SHIELDED

Constructed for quick and easy mounting. Panel size 7"x18".

Made in two models.

Plain

\$35.50 list

Vernier

\$42.50 list

Set a New Standard in Radio



Model No. 49 . . \$49.50

Model No. 49 the biggest and fastest seller. The Amplex Harmo-Sonic Chassis with vernier dials and in an attractive sloping front, ornamented, walnut finish cabinet. Sturdily and "fool proofly" designed.



Model No. 39 . . \$39.50

Model No. 39 the efficient Harmo-Sonic six-tube, two-dial control Chassis in a sloping front cabinet. Easy to tune yet giving such tone quality, selectivity and DX that can only be secured with the most expensive radio receivers.

Some exclusive territories still open—write.

AMPLEX INSTRUMENT LABORATORIES

88 West Broadway

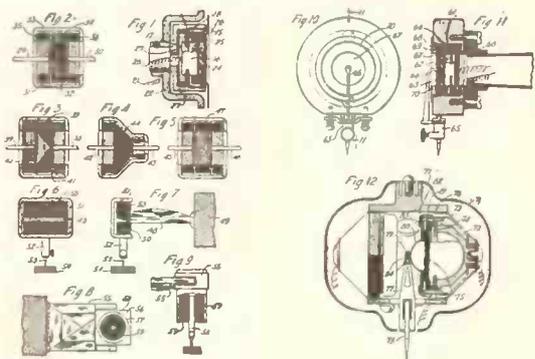
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New York City

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., October 8.—Vibration Responsive Device. Charles R. Moore, Maplewood, N. J., assignor to the Western Electric Co., Inc., New York. Patent No. 1,583,067.

This invention relates to mechanical coupling devices, and more particularly relates to coupling devices for acoustic vibrating systems such as telephone transmitters, receivers, phonograph reproducers and the like. An object of this invention is to provide a non-rigid elastic and dissipating coupling arrangement between a driving

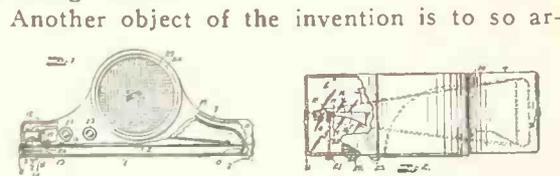


member and a driven member whereby the moving system will transmit mechanical vibratory energy without appreciable resonance effects. A further object is to provide an improved mounting for phonograph reproducers and the like.

Figure 1 represents this invention embodied in a telephone transmitter. Fig. 2 is a modification of this invention in which the foil sheets are disc shaped. Fig. 3 is a modification in which the foil packing composes annular rings having openings of different sizes. Fig. 4 is a modification in which the packing composes discs of varying diameters. Fig. 5 discloses a form of this invention in which solid discs alternate with annular rings to form the packing arrangement. Figs. 6 and 7 represent this invention as applied to piezo-electric crystals. Figs. 8 and 9 show an alternative arrangement for employing this invention with piezo-electric crystals. Figs. 10 and 11 illustrate this invention in a phonograph reproducer. Fig. 12 illustrates a push-pull phonograph reproducer employing this invention.

Sound Reproducing Horn. Simon D. Paddock, San Francisco, Cal., assignor to the Paddock Engineering Corp., same place. Patent No. 1,538,418.

This invention relates to a loud speaker horn for radio telephones or for phonograph reproducers, and an object of the invention is to produce a very effective horn without unduly increasing its size.



Another object of the invention is to so arrange the horn as to make use of the sonorous qualities of the wood of which both sides of the initial part of the horn is made to improve the effect of the tones produced.

Another object of the invention is to provide a casing for the horn which will have an improved appearance over many such casings, and to provide the space within which the radio apparatus may be installed, or inside of which the driving mechanism of the phonograph may be installed if the horn is used on a phonograph.

Another object of the invention is to provide means whereby the entire area of the bottom of the case may be used to improve the tone effect of the sounds passed therethrough, and since the inner and the outer bases are both made of thin wood, they act as extensive sounding boards to prevent the common metallic sounds of such apparatus.

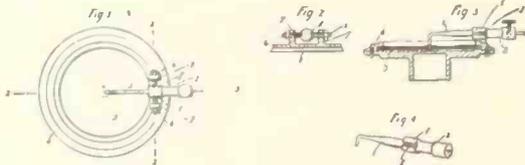
Another object is to provide means whereby the power of the horn may be regulated, holes with an adjustable damper being used to vary the horn effects.

Still another object is to provide a wooden tongue in the small part of the horn which will be connected to the diaphragm or to the phonograph reproducer box diaphragm to damp the vibrations and thereby reduce the metallic sounds produced.

Another object is to provide a casing for the apparatus which can be easily removed when necessary to examine the apparatus mounted on the base. Figure 1 is front elevation of apparatus with portions shown in section for purposes of illustration. Fig. 2 is a top view of the complete apparatus.

Stylus Mounting. Leon Baxter, Brooklyn, N. Y. Patent No. 1,585,525.

The present invention has reference to a mounting for the stylus bar of the sound box for phonographs or similar talking machines. An object is to produce a stylus bar from a single piece of suitable metal connected to the diaphragm of the sound box of a talking machine in such manner as to prevent rattling

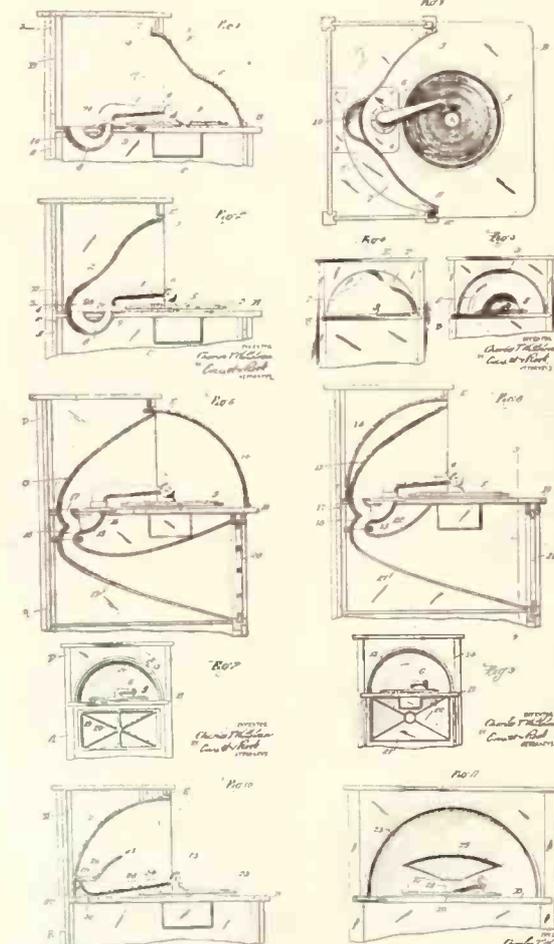


or pressure on the diaphragm either up, down or sideways.

Figure 1 is a view showing the improvement applied. Fig. 2 is a sectional view approximately on the line 2—2 of Fig. 1. Fig. 3 is a sectional view approximately of the line 3—3 of Fig. 1. Fig. 4 is a perspective view of the stylus bar.

Phonograph Cabinet. Charles T. Wittstein, Newark, N. J. Patent No. 1,585,454.

This invention relates in general to phonograph cabinets, and more particularly to the



projection and amplification of sound reproduced therein, one object of the invention being to provide an improved construction for projecting the sound upwardly and outwardly above the motor and tone arm supporting board

or partition of the cabinet, and improve the projecting and amplifying of the sound and the quality of the tone.

Another object of the invention is to provide a cabinet having a horn-like recess above the motor supporting partition, a portion of the walls of said recess being formed by said motor supporting partition and the remainder of said walls being formed by a structure having a configuration similar to a half horn formed by dividing a horn on its longitudinal axis mounted on or forming a continuation of said motor board, means being provided for admitting the sound from the tone arm of the instrument into the inner end of said recess, whereby the said horn-like recess amplifies and projects the sound outwardly above said motor board.

Figure 1 is a fragmentary vertical sectional view through the upper portion of a phonograph cabinet constructed in accordance with the invention showing the cover in closed position. Fig. 2 is a similar view showing the cover in open position for access to the reproducing mechanism, and for projecting and amplifying the sound. Fig. 3 is a horizontal sectional view taken on the line 3—3 of Fig. 2. Fig. 4 is a front elevation on a reduced scale of the invention shown in Fig. 1—3 showing the cover in a closed position, as shown in Fig. 1. Fig. 5 is a view similar to Fig. 4 showing the cover in an open position, as shown in Fig. 2. Fig. 6 is a view similar to Fig. 1 showing a modified form of the invention in which the sound is projected both above and below the motor board, the horn portion as shown in Fig. 2 being fixed with relation to the cabinet and an additional movable cover similar to that shown in Fig. 1 being utilized for enclosing the reproducing mechanism. Fig. 7 is a front elevation on a reduced scale of the invention shown in Fig. 6 with the cover in an open position. Fig. 8 is a view similar to Fig. 6 showing a modified construction of the horn beneath the motor board. Fig. 9 is a transverse sectional view taken on the line 9—9 of Fig. 8. Fig. 10 is a view similar to Fig. 2 showing another modified form of the invention. Fig. 11 is a front elevation of the construction shown in Fig. 10.

Unique Stationery

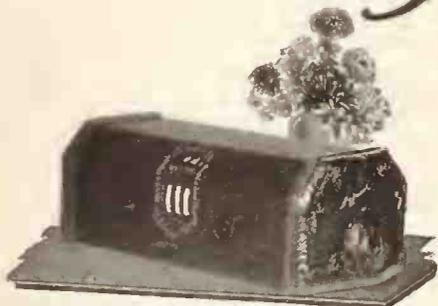
Putting novelty into the stationery of a retail establishment oftentimes has the effect of impressing the store and its products on the mind of the recipient of a letter or some other form of mail matter. Marx & Marx, Sacramento, Cal., phonograph record dealers, recently issued a unique letterhead in which the entire left side of the page was given over to "A Modern Dictionary of Some Musical Terms." Twenty-eight humorous definitions are given, a few of which are: Sharp,—One who writes music that sells; Double Sharp,—The publisher succeeding in selling the music written by sharp; Largo,—Slow motion of a musician on the way to pay a bill; Presto,—Lively gait of same musician en route to collect money.

A Winning Sales Plan

A talking machine dealer in the Middle West who entered the field a little more than a year ago has outstripped in sales volume many of his competitors who have been in business for years. This dealer, when he opened his store, determined to make his establishment the music center of the section of the city in which he was located. He encouraged the young people to make his establishment their headquarters. When artists visited the city he made it a point to be on the committee of welcome and he had visiting artists play in his store.

Richard T. Davis Introduces— Mastro-Ortholian

Movable Master Control with Power Reproducer



MOVABLE MASTER CONTROL UNIT—
Covered with sharkhide Fabrikoid leather. Ends and front plate finished with richly designed bronze metal casting. Beautifies with age as use brings out the highlights in bronze and in grain of Fabrikoid. Dimensions 19" wide, 7" high, 9" deep.



POWER REPRODUCING UNIT—
Finished in shaded walnut and dark trim, with grille and legs of artistically carved art wood—heralds a new era in radio cabinet design. Upright construction—requires less floor space than wider and bulkier models. Dimensions 48" high, 14" deep, 22" wide.



Vogue Cone Horn sells on one demonstration. Finished in brown crackle with a walnut grille and base of carved art wood, highlighted with gold giving a rich, antique gold finish. Dimensions 20" high, base 10½" long, 7½" wide.

The Mastro-Ortholian has been pronounced "the only really new development in this year's radio." Remote or Master Control gives the greatest utility of any system yet devised because the small control cabinet can be placed at your finger tips—alongside your favorite lounging place. No more jumping up to go over and tune your set.

The control cabinet contains only the radio frequency, station selector and volume control. The station selector is of the new localized drum type and there are two volume controls, one of which automatically controls the complete power supply. Perfect shielding—metal cabinet and complete separation from all audio. Power is received from Reproducer Cabinet through a small cable.

Power Unit Also Has Exclusive Features

The Mastro-Ortholian has a depth and fidelity of tone that is maintained at any stage of amplification. A double point cone is mounted in a specially designed resonance chamber which gives a superior reproduction of speech. Separating the audio and radio amplification in two cabinets eliminates any chance of howls from audio feed-back.

The Reproducer Cabinet contains all audio and power amplification (using tube CX-310) with special reproducer and power supply operating on 110 volt, 60 cycle A. C., also trickle charger and space for storage battery. List price Mastro-Ortholian (two units) less tubes and storage A-battery, \$345.00.

New—VOGUE SPEAKERS Modernize any Receiving Set

Model 10—NEW VOGUE CONE HORN—compact, attractive appearance of a cone with popular reproduction features of goose-necked horn. Pep, pitch, clarity, volume. Exclusive construction gives longer tonal travel than size indicates. List price \$30.00.

Model 30—ORTHOLIAN REPRODUCER—the same cabinet described in connection with the Mastro-Ortholian—contains new specially designed wood horn having tonal travel of over seven feet. Employs principle of metallic kick-off, essential to clear enunciation. Tonal reflex adds beauty and depth to base notes. List price \$85.00.

Model 32—LIGHT CIRCUIT POWER REPRODUCER—described in connection with Mastro-Ortholian, which can be used on any set. List price (less tubes) \$175.00.

Write for Dealer Proposition

RICHARD T. DAVIS

INCORPORATED

MANUFACTURERS OF

Vogue Radio Products

Davis Building, 5252 Broadway, Chicago, U. S. A.

Buffalo Victor Dealers Have Interesting Meeting

More Than 200 Dealers Gather at Meeting and Banquet Held Under Auspices of Buffalo Talking Machine Co. and Curtis N. Andrews

BUFFALO, N. Y., October 6.—More than two hundred Victor dealers attended a very interesting and successful meeting and banquet held on September 30 at the Hotel Statler in this city, under the auspices of the two Victor jobbers in Buffalo, Curtis N. Andrews and the Buffalo Talking Machine Co. In addition to Victor dealers there were also present at the meeting factory representatives of the Victor Talking Machine Co., with Roy A. Forbes, manager of sales and merchandise for the Victor Co., as the principal speaker.

The toastmasters at the dinner were O. L. Neal, president of the Buffalo Talking Machine Co., and Curtis N. Andrews, whose introduction of the various speakers gave the dealers an adequate idea of the purpose and aims of this interesting meeting. The new Tuscany Electrola, the latest product of the Victor Talking Machine Co., was demonstrated at the dinner and was the subject of enthusiastic applause. In presenting Mr. Forbes to the dealers Mr. Andrews paid a deserved tribute to the present status of Victor activities, stating that every factor of the Victor industry was looking forward to permanent prosperity. He also related briefly some of Mr. Forbes' past activities in the Victor industry, pointing out that his many years' association with the retail sale of Victor merchandise had qualified him admirably to discuss dealer problems effectively.

Mr. Forbes in his address gave the dealers an intimate idea of the aims and desires of the Victor Co. so far as dealer co-operation was concerned, and he also pointed out that the four fundamentals for the successful merchandising of Victor products are openmindedness and study, clean stocks, quality, and sustained effort. Using these four fundamentals as the basis for his talk, Mr. Forbes offered an inspiring and most interesting address which was received with keen appreciation by the dealers.

Among the other speakers on the program were the two Victor jobbers in Buffalo, R. S. Cron, Victor district sales manager in the New York division, and W. D. Andrews, well-known Victor jobber in Syracuse, who was an invited guest at the meeting.

Mfrs. Radio and Phonograph Hardware

Patented Dec. 9, 1919, Oct. 25, 1921, Nov. 7, 1922. Canada Applied.
The Most Dependable Automatic Cover Support on the Market.

Automatic Stop.

PATENTS PENDING ON DESIGN
11 Hinge for Drop Door
12 Sliding Drop Door Support.

Pat. Jan. 31, 1919. Others pending.

LET US ESTIMATE on tools dies and metal stamping

PLATING in nickel gold, brass, copper, etc.

Patents Applied For.
22 Invisible Stop Door Hinge

VERY ATTRACTIVE DOOR PULLS IN DIFFERENT STYLES

STAR MACHINE & NOVELTY CO., Inc.
9-11 WATSESSING AVE.
Bloomfield, N. J.

RADIO AND PORTABLE COVER SUPPORTS

Announce Vita-Phonic Brass Tone Arm and Reproducer

Joseph E. Rudell Places New Products on Market—Both Tone Arm and Reproducer Are Being Sold Direct to Dealer

The Rudell Vita-Phonic brass tone arm and the Vita-Phonic reproducer are two new products which have just been introduced to the trade by Joseph E. Rudell, New York. They are not being sold through jobbers, but direct to the dealer, and Mr. Rudell states that both new products are enjoying a splendid volume of sales.

The Rudell Vita-Phonic tone arm is made of brass, with a continual taper from the reproducer to the base, similar to that of band instruments. This outstanding feature provides perfect sound waves from the reproducer to the amplifier. The base is constructed to give the tone arm a ball-bearing action, thus eliminating unnecessary friction. The finish of the base is in ebony black.

The Vita-Phonic reproducer is equipped with a highly sensitive diaphragm, which is said to give faithful reproduction to all high and low notes in the phonograph record. Mr. Rudell states that surface noise is reduced to a minimum, the large diaphragm permitting longer vibration, which produces lifelike tone.

E. T. Cunningham Urges Tie-up With Football Games

Tube Manufacturer Issues Attractive Leaflet Advising the Buying of New Tubes to Assure Reception of Football Games Broadcast

A timely piece of sales promotion literature, based on the wisdom of buying fresh radio tubes for reception of the football games now being broadcast, has been prepared for dealers by E. T. Cunningham, Inc., New York. This leaflet contains a complete schedule of the leading college football games this Fall and is for distribution by the dealer to the public.

A snappy sales argument on Cunningham radio tubes is based on the thought that a radio set can be no better than its tubes, and Cunningham tubes in a receiving set tend to remind the radio listener of a perfectly organized team on the gridiron, each tube being manufactured to do brilliant individual and team work.

R. K. Smith Visited Gotham

R. K. Smith, radio sales manager of the Kellogg Switchboard & Supply Co., Chicago, Ill., was a recent visitor to New York, making his headquarters at the offices of the Boley-Oliver Co., Eastern representative for Kellogg products. Mr. Smith was on his way to Chicago after a very successful trip which included a visit to the Pacific Coast, where he appointed the well-known house of Sherman, Clay & Co. as a Kellogg dealer. He also called on the trade at Philadelphia, Indianapolis, Kansas City and Boston, returning to Chicago in time for the opening of the Radio Show in that city.

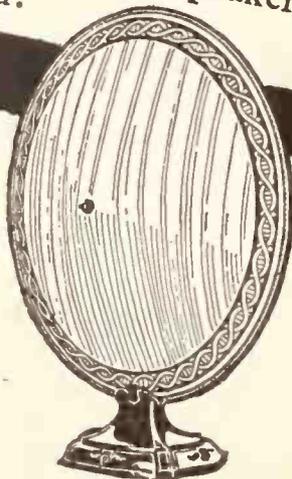
In a chat with The World, Mr. Smith stated that business conditions throughout the country were excellent, the majority of the dealers reporting an increase of approximately 50 per cent in their radio sales as compared with last year. He found the new Kellogg sets enjoying marked popularity wherever he visited.

A Correction!

In the advertisement of the Utah Radio Products Co. in The World of September, the height of the new Utah "Cone" speaker was given as 12½ inches. This should have read 17½ inches. In passing it might be noted that this "Cone" speaker, which is the latest addition to the Utah line, has proved exceedingly popular with the trade and orders have been pouring into the factory in a most satisfactory fashion. Other Utah speakers include the "Book" model, the "Standard," the "Junior," "Superflex" the "Supreme" and the Utah "Phonospeaker." The line has won the widespread approval of dealers and public, the many distinctive features of the products being responsible for their popularity.

We are distributors of the famous **Farrand Speaker**

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



Also the new Farrand "B" Eliminator and "B" Eliminator combined with Power Amplifier

North Ward Radio Corp.

367 Plane St.

Newark, N. J.

GLEANINGS *from the* WORLD *of* MUSIC

Attractive Window Displays of Sheet Music Have Proven Their High Value

A Well-arranged Window Not Only Serves to Attract the Attention of the Public to the New Publication but Can Be Developed to Encourage Self-service Within the Store

In recent years the sheet music industry has been fortunate in having a number of window display contests for retailers. Aside from the prizes for the winners there is considerable value in the interest that is aroused in the value of such displays which demonstrate the importance of the store front.

Publishers and others appropriate funds for window contests because they realize the value of such displays. Naturally it is not advisable to have such contests too often for some of the interest would thus be dissipated. The windows, however, and all other store-front space are valuable and important in the weeks when there are no contests. One of the big features of the contest is the educational value connected with these special showings.

A demonstration of the value of the window has been given in recent years by many new modern designs for retail store fronts. The trend is to enlarge the window space and arrange the whole store front so that not only does the window attract passers-by through the space that is flush with the street, but also through tricky entrances which give much window space in what would ordinarily be the foyer.

In the large business centers there is no question about the value of frontage. Therefore, to design the front of the store in a manner that gives window space to an elongated entrance proves that the modern architect and progressive dealer considers the advertising value of such entrances in expensive locations as an investment which furthers the interest of the shop and lures a greater number of people to the counters.

Relative to the manner of arranging store fronts is the planning of the interior scheme. The store fronts are valuable in luring prospective purchasers, but the arrangement of stock and counters certainly is just as important. After a prospective customer is lured into the store, many sales are closed through the attractive manner in which the goods are offered.

It is true that all material in the stock of a sheet music store does not lend itself readily to display purposes and it is the devising of methods for showing such goods that marks the difference between a progressive and a non-

progressive dealer. Popular sheet music does lend itself for display purposes. So do music books of all kinds. It is the standard material, teaching pieces and music issued for particular groups that are more difficult to show in the attractive manner.

Some of the more modern stores have available for the perusal of persons interested in particular type of offerings a grouping of such material in binders. Thus the customer is able to inspect the material in a leisurely manner and to some extent be a self-salesman.

Any method that can be designed to encourage customers to serve themselves adds considerably to the yearly volume of sales. Such activities do not, of course, dispense with the need for specialized salesmen. A stock of standard sheet music particularly covers so many

phases and is produced to meet such varied tastes that it is hardly possible with such a voluminous amount of goods to simplify selling methods. But making as much of the material as possible readily available and encouraging self-service is advantageous and doubtless adds to volume. As a matter of fact, the simplification of such sales gives the sales staff so much more time to take care of the more difficult clientele.

The purchasing public is attracted to stores which serve them with the greatest ease and in the least time, so as much material as will lend itself to direct sales methods should be arranged accordingly. Probably the most successful direct merchandisers of modern times are the syndicate stores. Here practically every customer waits upon himself. The sales girl only wraps up the goods and rings the register. Everything is displayed on open counters so it can be picked up, handled and selected by the customer. All sheet music stocks, of course, cannot be handled in this manner, but some of them can, and that portion should be arranged in a similar manner to aid sales.

Popular Music Business on Upward Trend According to the Jobbers

September Sales Proving Greatly in Excess of Those of Corresponding Month of 1925 — Situation Creates Optimism Regarding Fall Possibilities

Popular publishers, like other producers of goods, are naturally enthusiastic over the sales possibilities of their products. They must be optimists because they are dealing in goods of uncertain quantities, for there is no way for them to tell, other than through public response, just how large a sale particular offerings will have.

The jobber of popular music is, because of his position, the best judge of the sales situation as it affects the entire industry. While none of the larger publishers is given to exaggeration it is quite possible during specific periods that one specific house would be operating along more successful lines than would some of its contemporaries.

To have, then, every jobber in the industry state that the September sales of this year are far exceeding the sales of 1925 is good evidence that there is distinct revival in sales of popular music. This renewed activity in sales was felt in the late Summer months and, continuing over into the early Fall with a normal season ahead, is a most encouraging situation

This renewed activity is reflected in the plans of most publishers for the Fall season. The arrangements for Fall campaigns are generally under way and these are marked by a feeling of assurance in the months to come. Practically all of the publishers announce the addition of Fall releases to their catalogs and in every instance these are accompanied by plans to further the exploitation of these selected offerings.

There is much other evidence of the return of unusual interest in popular music. The manufacturers of popular records all announce substantial increases in sales. One chain of syndicate stores increased its popular record sales during the month of August 40 per cent over the previous month. This is a huge increase and represents something other than a mere sales spurt. The increase is so large that with the usual allowance for sale fluctuations the gain will still be tremendous.

The Edward B. Marks Music Co. announces that William Wiemann, formerly associated with the theatrical field, has joined its organization.

"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



THAT'S A
GOOD GIRL



I'M ON MY
WAY HOME



BECAUSE I
LOVE YOU



ELSIE
SCHULTZ-
EN-HEIM



OLD
FASHIONED
SAL

ABOVE SONGS FEATURED BY ORCHESTRA AND VAUDEVILLE ACTS FROM COAST TO COAST
IRVING BERLIN INC., 1607 BROADWAY, NEW YORK

Many Interesting Publications in Feist Catalog for Fall Promotion

Comedy Songs, Ballads and Production Numbers All Represented in the Catalog Developed by That Prominent Publishing House for Coming Activities

Leo Feist, Inc., has just issued a comedy song by Gus Kahn and Ted Fiorito called "My Girl Has Eye Trouble." This number was recently tried out in vaudeville and the response was so enthusiastic that the professional department of the Feist organization immediately arranged a campaign to further its interests.

Other Feist numbers that are being used in opening up the Fall campaign for that house include "Just a Bird's-eye View" (Of My Old Kentucky Home), another number by Gus Kahn and music by Walter Donaldson. This is the type of song that has achieved fame for Donaldson and it bears all the earmarks of duplicating the popularity of some of his earlier successes. Donaldson is also responsible for "It Made You Happy When You Made Me Cry." In this case the composer has contributed both the words and music.

A dramatic waltz ballad called "I've Lost All My Love For You" is also among the early Fall offerings. This number is by Lewis and Young, Harry Akst and Al Piantadosi, all sure-fire writers. Lewis and Young, together with Mabel Wayne, are also responsible for "In a Little Spanish Town" (On a Night Like This).

A popular standard ballad by John Golden and Raymond Hubbell called "Your Heart Looked Into Mine" also is in the Feist new list. This song will not only be heard in vaudeville, but from present plans it will be heard frequently as an encore number in concert programs.

Two other numbers are on the Feist schedule for exploitation. One is a new mother song of original type entitled "Calling Me Home" and the other is entitled "Beside a Garden Wall," a melodious fox-trot song.

The above activities on new issues in the Feist catalog, following the close of the Summer season by that house which established a new record in sales, assures unusual activity to the professional and sales department of the organization.

It might be pointed out also that besides having one of the feature songs, "Adorable," in this season's "Vanities," and with the musical show "Castles in the Air" playing both New York and

Chicago, and several productions on the road for which Feist published the music, the company's activities are to be added to through the early opening on Broadway of several other musical comedies which give every promise of scoring a success.

Musical Comedies Again Coming Into Their Own

Announcements of Four New Productions Indicate a Revival of Interest in Operettas and Better Classes of Musical Shows

A critic in one of the New York Sunday papers recently remarked that of the opening of the new Fall productions the musical shows were of a better standard than the dramatic productions. Viewing the musical successes of last year and those already open and scheduled for early presentation, it can be readily seen that there is a new era for the musical comedy in America. It is true that some of these are of the operetta type with foreign background, but modernized sufficiently to meet American tastes.

There is some sign of the passing of the musical revues which were in a measure only glorified vaudeville and elaborate girl shows. This is not to say that there is no further room for this type of offering. There are several productions in this category that are American institutions and doubtless these can be continued but hardly with many profitable additions to the ranks.

The success of the operetta type of show brings back to the musical comedy two distinct values. First, a libretto which leaves something that can be remembered and, secondly, some outstanding vocal gems. The first has an educational value, appeals to the mentality and makes for an evening well spent, or at least not a total loss, and the second would indicate that we have reached a period of higher musical taste, the public demanding something more than a current topical song as its musical food.

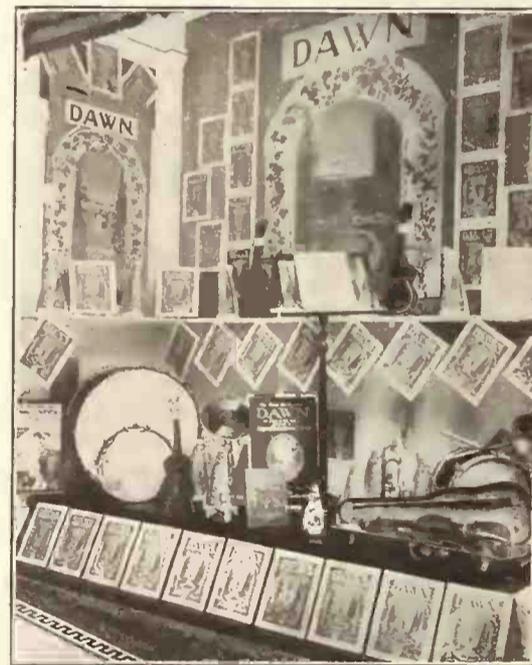
As far as the music publisher is concerned and the trade in general the new type of musical

comedy brings the larger returns. The songs last much longer, making possible wider interest and larger gross sales. The productions themselves have a longer life, as witness the continuance of "Blossom Time," which has been a huge money-maker for all concerned. This show really was the cause of the renewed interest in the operetta, as its unusual success aroused the interest of other producers and justified investments in this type of offering.

Weymann Features "Dawn" in Special Window Display

Philadelphia Concern Makes an Effective Tie-up With Presentation of Successful Pallma Number by Benjamin Franklin Orchestra

PHILADELPHIA, PA., October 4.—H. A. Weymann & Son, Inc., of this city, recently featured "Dawn" in a special window display, and tied up with the presentation of the num-



A Window That Attracted

ber by the Stanley Theatre, of this city, as well as the Benjamin Franklin Concert Orchestra, broadcasting from Station WFI, and other local musical organizations which featured the song.

As a background for the window, the title page of the song was represented in color. The huge oil painting was twelve feet in height and framed with copies of the number, while in the foreground there was a border of the covers of the song. The display was arranged because of the growing popularity of "Dawn" in Philadelphia and it proved so effective that it was continued for three consecutive weeks and constantly aroused interest.

Credit for the window is given to Elmer A. Naylor, manager of the sheet music department of H. A. Weymann & Son. "Dawn," published by the Pallma Music Publishers, Chicago, is one of the most successful of the art songs.

IF MY BABY COOKS AS GOOD AS SHE LOOKS

(I'll Be Hungry All the Time)

AND THE TUNE IS EVEN BETTER THAN THE TITLE
EDW. B. MARKS MUSIC CO., 223 W. 46th St., New York

"You Can't Go Wrong With Any FEIST Song"

"I'VE LOST ALL MY LOVE FOR YOU"
The Dramatic Waltz Ballad
 by LEWIS and YOUNG
 HARRY AKST and AL. PIANTADOSI

"WHERE'D YOU GET THOSE EYES?"
Its lively rhythm and catchy chorus made it instantly popular
 by WALTER DONALDSON

"IN A LITTLE SPANISH TOWN"
(ON A NIGHT LIKE THIS)
 An Exquisite Waltz Song by
 LEWIS and YOUNG
 and MABEL WAYNE

© LEO FEIST 1926

Constant Supplies of Fresh Music Will Help Keep Instruments in Use

The Part That the Sheet Music Dealer Can Play in Supplying Professional and Amateur Musicians With the Necessary Music and Keeping Their Interest as Musicians Alive

Late reports from the Middle West, where orchestras have been on strike in the photoplay and other theatres, show that despite the fact that the exhibitors and other theatre owners lowered their admission prices, a large part of their clientele refused to be lured into the theatres. This again demonstrates the part that music plays in conjunction with the showing of motion pictures.

An Eastern daily paper, recognizing this power of music to fill theatres, has announced to its readers a questionnaire through which it is hoped to get a cross-section view of how much credit is given to the musical features by the average photoplay enthusiast.

Some years ago several prominent motion picture exhibitors admitted that music was 40 per cent of the attraction. Inasmuch as at the time this statement was made there was a dispute between a music publishers' organization and an exhibitors' association the figures certainly could not be considered an overestimation of the value of music.

S. L. Rothafel, known as "Roxy" and who is building a \$7,000,000 theatre in New York, said to be the largest such playhouse in the world, has in his tentatively arranged programs made music about 80 per cent of the attraction. As Roxy is considered a genius and is noted for not going very far wrong, his figures bear unusual weight.

Music plays a far larger part in the life of the country than the average person admits. We are prone to think of the United States as a nation that if not unmusical is only going through its primary period of education in this direction. On the other hand, there are figures

to show that we have advanced much further than is generally acknowledged. Some time ago it was estimated by an authority in the "Musical Observer" that over 30,000,000 people in the United States played musical instruments. That means that over 25 per cent of the entire population are some sort of musicians. These figures are based upon the amount of musical instruments that have been sold through legitimate music dealers and cannot be described as an overestimation.

Now the majority of musical instruments must have music in order for the owner to get the most good out of such property. If the music dealer can sell millions of instruments to musicians and the musically inclined, he is the one that is most fitted to keep up the interest and arouse the enthusiasm in a continuance of the instrument's use. This can best be accomplished by seeing that the instrument owner has new music.

All too many instruments have been sold in recent years without any record being kept of the purchaser's name and address. Some of this failure to keep such records has been due to carelessness on the part of the sales force. Another weakness has been the fact that many instruments were sold through dealers who had no sheet music department, therefore were not always particularly interested in how much enthusiasm was shown later for the cause of music by purchasers.

All dealers handling educational material should find a list of the owners of musical instruments most valuable in creating sales for musical publications. As a co-operative move those dealers who do not handle music pub-

lications of any type should compile a record of the owners of such instruments and see that the same is placed in the hands of a retailer who is able to serve such owners with further wants in sheet music, books, etc.

This has an important bearing on the future interest in music by present-day purchasers of instruments. Many sales are made to the young and it is only by having a record of such purchasers and seeing that the interest in the instruments is kept at a healthy pitch that the market for future musical instrument sales can be enlarged.

When it is said that there are over thirty million owners of musical instruments in the United States that does not necessarily mean that there is a continuance of interest in the instruments purchased. It might be well to take a census of these sales and see what became of the instruments or just how much present-day interest is shown in music by past purchasers. Having thirty million owners of musical instruments and thirty million people playing such instruments are, of course, two different propositions. It will probably be found that too large a percentage of this great total of musical instruments is lying idle. Here, however, is a large market for much sheet music, books and educational material, but is a fertile field also for the sale of other musical instruments after owners have thoroughly mastered their past purchases.

Such sales certainly denoted a first interest in music, and having that early interest it is up to the industry itself, through its manufacturers, publishers, distributors and retailers, to find a means of arousing secondary and continued interest.

The Xlnt Music Publishing Co., formerly of Hinsdale, Mass., has opened a professional office in the Columbia Theatre Building, New York City. The company is introducing through vaudeville performers two songs, "Sweetest Girl" and "Love Me As I Love You."

"I Aint 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

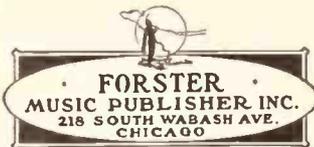


EDITION

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

New Feist Song by Gus Kahn and Joe Burke

"While the Years Go Drifting By" Likely to Be Hit Number—Publisher Enthusiastic Over Its Retail Sales Possibilities

The new Feist song, "While the Years Go Drifting By," is an offering by Gus Kahn and Joe Burke. These two writers have been responsible for many hit songs of the past, and Gus Kahn is more recently remembered for his American lyrics to the European success, "Barcelona."

It is said that Leo Feist, Inc., had this song for the past several months but was awaiting the opening of the Fall season before presenting it. The professional department of the Feist organization is enthusiastic over the possibilities of this new contribution and, considering the fact that the personnel believes sincerely in the Feist slogan, "You can't go wrong with any Feist song," the extra emphasis they place upon "While the Years Go Drifting By" should add to the immediate interest on the part of the dealer.

The song is said to be an unusual combination of lyric and melody. It is most easy to play and a type that should be welcome in every home.

Milton Weil Music Co. Increases Capitalization

The Milton Weil Music Co., Inc., the popular Chicago publishing house, recently increased its capitalization from \$25,000 to \$50,000. The company plans to extend its activities and the enlargement of its capital stock is to care for expansion.

This company has had unusual success during recent years and at present is exploiting several popular numbers which are having a wide

sale. These include "Looking at the World Through Rose Colored Glasses," "Stars" (Are the Windows of Heaven), "Talking to the Moon," "I'd Love To Call You My Sweetheart," "Sorry and Blue" and others.

Irving Berlin, Inc., Has Large Catalog for Season

"How Many Times" Proving Particularly Successful, but Several Other Numbers Are Setting Interesting Popularity Records

Irving Berlin's fox-trot, "How Many Times," is one of the most popular numbers of the season, in both song and dance form, and its sales have been steadily increasing. Despite the fact that "How Many Times" is only one of the many numbers in the Irving Berlin, Inc., catalog that are helping sales, it would appear from present indications to be one of this company's outstanding numbers this Fall.

Other popular numbers in the Berlin catalog which are having unusual activity are "When the Red, Red Robin Comes Bob, Bob, Bobbin' Along," "Trudy," "Tonight's My Night With Baby," "And Then I Forgot," "Old-fashioned Sal" and "Pretty Cinderella."

"Neapolitan Nights" Is Featured by Clark

Los Angeles Hotel Biltmore Orchestra Gives Special Interpretation to Popular Number

California has long been noted for its popular dance orchestras. Many of these have achieved national fame and not a few of them have arrived at such importance as to be given long contracts for public appearances in Chicago, New York and elsewhere. A mention of those orchestras which were original California combinations but which later were among the outstanding orchestras of the country would include many of the familiar names.

At present in Los Angeles Don Clark and His Los Angeles Hotel Biltmore Orchestra is among the most popular on the Coast. The name of this combination is already familiar to the East and doubtless later will make appearances in the East and Middle West while on a tour.

One of the numbers the Don Clark Orchestra featured last week in the Hotel Biltmore ballroom is the waltz success "Neapolitan Nights." It gives a special interpretation to this number which has done much to add to the success of "Neapolitan Nights" in Los Angeles.

New Publishing House

The State of New York has granted a certificate of incorporation to the Lewis Music Publishing Co. The incorporators are B. Rothenberg and L. Van Pelt.

Golden and Hubbell Write Waltz Ballad

Well-known Theatrical Producer Co-author of "Your Heart Looked Into Mine,"—Number Is Published by Leo Feist, Inc.

John Golden, who in recent years has made over a million dollars in the theatrical field as producer of "Lightning," "Seventh Heaven" and other dramas, was formerly a most successful writer of songs. In his earlier days he understood the public's taste in popular music and was able to write some unusual commercial successes. With this background and considering the fact that he no longer needs to make his livelihood through music, it can be taken for granted after leaving off song writing endeavors for so long a period that anything that he would produce would be through inspiration.

John Golden has returned, at least temporarily, to the writing field, as the firm of Leo Feist, Inc., announces a waltz ballad called "Your Heart Looked Into Mine," lyric by John Golden and music by Raymond Hubbell.

Past history must be delved into once more, for his collaborator in this instance, while long a director of the Hippodrome Orchestra, New York City, has not written any songs in recent years. He will be remembered, however, over a decade ago as the writer of some musical shows and his name is indelibly marked in songdom as the composer of the famous "Poor Butterfly."

The Feist staff believe "Your Heart Looked Into Mine" is a high-class ballad, which will have a wide popular appeal. Both lyrically and musically it will command attention and every one in the trade will doubtless eagerly wait to see the results attained by these writers in catering to modern taste.

Frank Damrosch, director of the Institute of Musical Art, and Mrs. Damrosch returned recently from their annual visit to Europe on the Hamburg-American liner "Deutschland." Mr. Damrosch said conditions in European musical circles had improved since his previous visit.

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
It's Hot!

CHARLESTON HOUND
(FOX TROT)
Arrangement by Louis Katzman
HEY! HEY!

What's the Matter Now?
Nuf Sed!

How Could I Be Blue
Try this One!

ORCH. Small 35¢ Large 40¢

CLARENCE WILLIAM, MUS. C. PUB. CO. INC. 1547 B'way, N.Y.

The 2nd Biggest Hit in Europe!

"BARCELONA"

Copyrighted by CECIL LENNOX Ltd, London (A $\frac{3}{8}$ Spanish Fox Trot!) 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"

Lyrics by RAYMOND B. EGAN *Especially arranged for orchestra by FERDIE GROFÉ* Music by STEVE PASTERNAK and RICHARD A. WHITING

General Distributor Gaining in Importance in the Standard Field

His Services of Particular Value to the Buyer of Music in Small Quantities and Also Save Publishers Much Detail Work—Ability to Buy From One Source Appreciated

Music jobbers who up to recent years only carried the most needed publications of the standard type for distribution to dealers are developing this division of their business on a more elaborate scale. The plan is to be able to serve the dealer more efficiently and in cases wherever possible pick up what are termed in the trade "shorts" for quick delivery.

One distributor has been able to enlarge his activities in this direction considerably and doubtless with profit, although in many instances the orders require more than the usual labor and are often small in size. Many of the standard publishing houses have encouraged the legitimate jobber to carry full stocks of their catalogs, though this service is not always advantageous to the large buyer of standard music, who particularly wishes to take advantage of special stock offers, etc., from the original publishing source.

In the popular end of the sheet music business the publisher appreciates even more the activities carried on by the distributor. With the exception of large buyers of popular music the jobber is able to serve the dealer much more quickly and efficiently than the publisher. Naturally, throughout the month the dealers' orders of popular music are often small in size and the cost of keeping such accounts can be more advantageously passed on to the distributor, who is not only able to fill the small order for the individual publisher's prints but is able to complete the order by including the numbers from all catalogs. Thus there is a saving in shipping cost, time in checking over the goods and in delivery.

Publishers in recent years, particularly those in the popular field, have often expressed the opinion that the dealer did not buy in sufficient quantities to care for the needs and the sales created in his community. This problem of buying goods as needed is not exclusive with the sheet music industry. In fact, all lines of manufacturing and distributing have recognized this situation as a post-war and deflation period situation.

There has arisen a new school of thought among some of the manufacturers and other well-known banking executives who deem this new method of buying as the most healthy one. They produce figures to show that the situation is working out to the advantage of the country and to all manufacturing and producing interests. If this is so, and there is considerable evidence to support this contention, the present method of buying by the merchant will likely remain a permanent feature of present-day business practices.

Such buying methods have been in effect in the popular sheet music industry for several years and there is very little likelihood of its changing in this particular channel unless distribution and sales methods change in other fields. This situation brings more and more into prominence the activities of the music distributor, who is generally located in large centers and who can in most instances make overnight deliveries. The jobber, therefore, from present indications will continue to enlarge his interests and add to his importance. He seems to be an ideal factor when considering present-day music distribution.

"Beside a Garden Wall" Wins Wide Popularity

New Feist Number Being Played Widely by Orchestras and Selling Well From Counters

"Beside a Garden Wall," one of the newest issues of Leo Feist, Inc., looks like a surprise success because it has been taken up by orchestra leaders everywhere and made a feature number. Recently Abe Lyman and His Orchestra playing in Chicago had to respond seven times when playing "Beside a Garden Wall," which would indicate that, besides orchestra leaders, the general public has shown a decided preference for this new offering.

The song has been demonstrated in some Eastern stores with the result that it has been a magnet for music counters. This, of course, is welcome news to every sheet music dealer, as songs that will lure folks to music counters mean not only sales of the particular number being demonstrated but invariably result in additional sales as well.

A New Forster Hit

During the last week in September Jesse Crawford, organist and Victor record artist, introduced "Within the Prison of My Dreams," a ballad fox-trot, at the Chicago Theatre. The number was written by Mrs. Jesse Crawford, who is also a featured artist at the Chicago Theatre, and was published by the Forster Music Publishers, Inc., Chicago.

The Youngstown Music Co., of Youngstown, O., successor to the McMahon Piano Co., announces a sheet music department will be installed soon on the main floor of the store located in the downtown district. G. C. Lydrickson is general manager of this handsome establishment.

The MUSICAL SENSATION OF THIS GENERATION!

JAMES W. ELLIOTT'S **GLORIOUS** *in* **"CASTLES The AIR"**

Book & Lyrics by RAYMOND W. PECK Music by PERCY WENRICH

With The Following Beautiful Songs—

"Lantern Of Love"	"Baby" (The Fox Trot Lullaby)
"Land Of Romance"	"The Rainbow Of Your Smile"
"My Lips, My Love, My Soul"	"The First Kiss Of Love"
"I Would Like To Fondle You"	"The Other Fellow's Girl"

"YOU CAN'T GO WRONG WITH ANY 'FEIST' SONG"

The MOST BEAUTIFUL MUSICAL PLAY The WORLD HAS EVER SEEN



EUROPEAN HEADQUARTERS

68 Milton St. (Fore St.) E. C. 2. Clerkenwell 1448



Optimism Permeates British Industry in Spite of Handicap of Coal Strike

Announcement by the Columbia Co. of the New Viva-tonal Phonograph Stimulates the Trade Generally—New Edison Bell Shares—Applications for Space at British Fair Pouring in

LONDON, ENGLAND, October 3.—Despite the long-continued coal dispute and the consequent paralyzing of industry generally throughout the country, but which, however, shows signs of an early collapse, there is more than mere optimism in talking machine circles. Fresh impetus to the wonderful activities of the leading companies and indeed of the trade generally has certainly been given by the tremendous publicity obtained by the Columbia Co. for its new "Viva-tonal" instrument. Last month's record issues, too, held further examples of the great strides in recording art that the recording companies continue to make, and the influence for good on sales that the improving broadcasting programs afford is still being felt. Foreign markets are being increasingly exploited, as figures recently issued show. British musical instruments in general are finding their way in the overseas markets in rapidly increasing quantities, but the leading place in these figures is easily taken by gramophones and records. Not the least satisfactory of these figures are those relating to Germany which for years figured as the overwhelming opponent of the British music trade. Now she is buying British-made gramophones and records in tremendous quantities. Other Continental countries are also buyers, and in quite a number of cases—in spite of almost

prohibitive import duties, the purchase of British-made gramophones and records is in excess of the actual local manufacture, a very satisfactory condition.

New Edison Bell Shares

Messrs. Edison Bell Ltd., which until a few months ago traded under the name of J. E. Hough, Ltd., and when with the change was made a public company, has just invited applications at par for the whole of the company's Preference capital comprising 150,000 seven and a half per cent Cumulative Preference shares of £1 each. The ordinary capital of £150,000 is already issued and it is stated that the directors have underwritten 75,000 of the Preference shares, of which they have taken 55,000 shares, which will be allotted in full. There are outstanding £40,000 first and £29,100 second debentures, but these are to be paid off out of the proceeds of the present issue, which will also provide additional working capital to enable the company to take full advantage of the increasing demand for its products,—the well-known Edison Bell "Winner," "Velvet Face," and other gramophone records, gramophones, "Edison Bell" specialties, radio instruments, etc. The prospectus shows total net assets amounting to £289,211, including the net proceeds of the present issue, but excluding

good will, and after deducting the dividend of 10 per cent declared on the ordinary shares since June 30, 1926. Thus the amount of the Preference capital is covered nearly twice. Profits are certified to have increased from £16,922 in the year to June 30, 1922, to £40,520 in 1925-1926, the figures being arrived at after providing for depreciation, but before charging Government taxation, interest, etc. The prospectus also states that the average annual profit for the last five years is sufficient to cover the Preference dividend nearly two and a half times, while the profit for last year was more than three and a half times the amount of such dividend.

With the changes of personnel and management that have occurred recently and the well-maintained prestige of the firm during its long career, together with the boom for records that has been experienced these last two or three years and which shows no signs of diminishing, the additional new capital should enable the company to launch out on larger and even more ambitious schemes than it has done in the past.

The Columbia "Viva-tonal" in England

The much-talked of Columbia surprise that has engaged the interest of talking machine circles here for the last few months has at last materialized, and, as far as the general public is concerned, has created quite a sensation. The company secured for the launching of the new machine the utmost publicity, obtaining the attendance at a luncheon in the Connaught Rooms on September 16 of nearly five hundred musicians and journalists. The result was reflected in the

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 162)

next day or two in prominent editorial space being devoted to the new instrument in all the leading journals of the country. Sir George Croydon-Marks, C.B.E., J.P., the chairman of the company, occupied the chair, and was supported in his introduction of the new instrument by Sir Henry Wood and Sir Henry Coward, after which a public demonstration of the machine was given in conjunction with new Columbia electrical records. Comparison was afforded with Grafonola introduced to the trade in 1923 in the same luncheon chamber, and the improvement was as marked over the 1923 machine as the improvement of that machine was over previous models.

The Duophone Unbreakable Records

Within a day or two of mailing this "letter" the first issue of the new Duophone Unbreakable records will be made. The list of artists to appear on the records has already been given and forms an imposing array. Supplies will be available early in October, and I understand that practically all the first year's supplies are already booked up. I have heard some of the first pressings and can say without hesitation that, if the subsequent issues are as good as these samples, the company should do an extremely fine business.

British Industries Fair

Despite the serious effects of the coal stoppage, applications for space in the London section of the British Industries Fair, to be held in February next from the 21st to March 4, are reaching the Department of Overseas Trade daily. I understand the total area applied for already amounts to over 90 per cent of the whole area occupied at the last fair. Among the Gramophone firms who have already booked space are: A. J. Balcombe, Ltd., G. A. Bryan, Ltd., The Cabinet Gramophone Co., The Crystalate Manufacturing Co., Ltd., The Garrard Engineering & Manufacturing Co., Ltd., The Golden Melody Co., L. E. Jaccard, The Johnson Talking Machine Co., Ltd., The Peter Pan Gramophone Co., Ltd., Portable Gramophone Co., Ltd., Smith & Co. (Gramophones) Ltd., The S. M. T. Gramophone Co., Ltd., J. Stead & Co., Ltd., The Vocalion Gramophone Co., Ltd.

Lectures in Gramophony

Evidence of the importance of the gramophone in the music trade scheme of things is reflected in the syllabus recently issued for the 1926-27 session of The Music Trades School. Hitherto, the subjects taught have had mainly

to do with the pianoforte, string and brass instruments. For this session is also arranged a gramophone department, and pupils taking the full time day classes will take gramophony as part of the curriculum. The syllabus covers: Principles of sound production and amplification, reproducers, motors and regulation of mechanism, adjustments, replacements and maintenance. For evening students there is a general course in applied acoustics, pneumatics and gramophony divided as follows: 1. Principles of tone propagation, treated experimentally. 2. Function of the pianoforte soundboard and gramophone diaphragm. 3. Graphic treatment of resonance, peaks, etc. 4. The pneumatic principles involved in the player-piano. 5. Commercial and general purpose wireless sets. A representative of the Columbia Graphophone Co. is to sit on an advisory committee of the school.

The Leipzig Fair

According to reports, the Autumn Leipzig Fair was poorly attended, and although still a pretentious exhibition, as far as the music industries are concerned, it is gradually assuming less importance. Although buyers from South America, Greece, Australia, China, Japan and the Baltic States placed occasional orders, the extent of business done was small. The report goes on to say that the gramophone and small goods sections of the industry were very thinly represented. A new gramophone, called the "Ultrapphon," of which as yet I have been unable to obtain full details, was shown. It is in the shape of a tube, reminding one of a clumsily built iron stove, about a yard high, and built after the style of a gramophone, for use with ordinary gramophone records, but with two horns and two coupled needle-holders.

Brief Paragraphs of Interest

Scotland is holding its second Music Week as this issue of The World goes to press. The leading Gramophone companies are taking a big share in the activities. Both the Columbia and His Master's Voice companies are giving lectures and gramophone recitals all over the country, and the former company is issuing a special "Music Week" record, retailing at 6d.

Messrs Perophone Ltd., of City Road, this city, announce a new cabinet gramophone, the "Micro-Perophone," with many distinctive features, and the trade awaits its actual appearance with keen interest, for H. J. Cullum, the managing director, is one of the keenest as well as one of the most experienced gramophiles in

the country, and has done a tremendous business with his well-known "Pixie Grippa," and "Grippa" models.

Louis Sterling, managing director of Columbia Graphophone Co., has placed £50 in the hands of the editor of a prominent music trade paper here, to be distributed as prizes for the best window displays of gramophone goods reproduced in that paper during the next few months. The competition will start in November and no restriction is placed on the display of any line of goods. Retailers can dress their own windows in their own fashion.

Particulars of the bankruptcy proceedings in connection with the Rex Gramophone Co., London, show: liabilities of £3,168; assets of £60. Largest creditors, the Parlophone Co., Ltd., Ruhl Ltd. The Gramophone Co., Ltd., has enlarged its office premises in New Oxford street.

According to reports via Germany, the Austrian market for musical instruments is in a parlous condition, though there is a strong demand for gramophones and records. The home production cannot satisfy the demand and orders are going mostly to Germany, Czechoslovakia and England despite heavier import duties.

The position of Gramophone shares on the market as I write is as follows: Columbia Graphophone Co., 10s shares, 54s 6d., Gramophone Company, £1 shares @ 65s, the Vocalion Gramophone Co., 5s 9d.

The "Gramatable" is the name given to a new style of gramophone recently put on the market by the True-Note Gramophone Manufacturing Co., of 7, New Compton street, London. It is a combination of table and instrument, made in three styles of dining tables, Queen Anne, Rectangular and Jacobean, four feet by three feet one inch, and which unfold when meals are out of the way, revealing a Phono attachment (of which I wrote in a recent issue).

Probably the most notable record issued during September was the His Master's Voice recording of Marcel Dupre, the world-famous French organist, playing on the Queen's Hall organ Cesar Franck's "Piece Heroique." It is certainly a remarkable organ record.

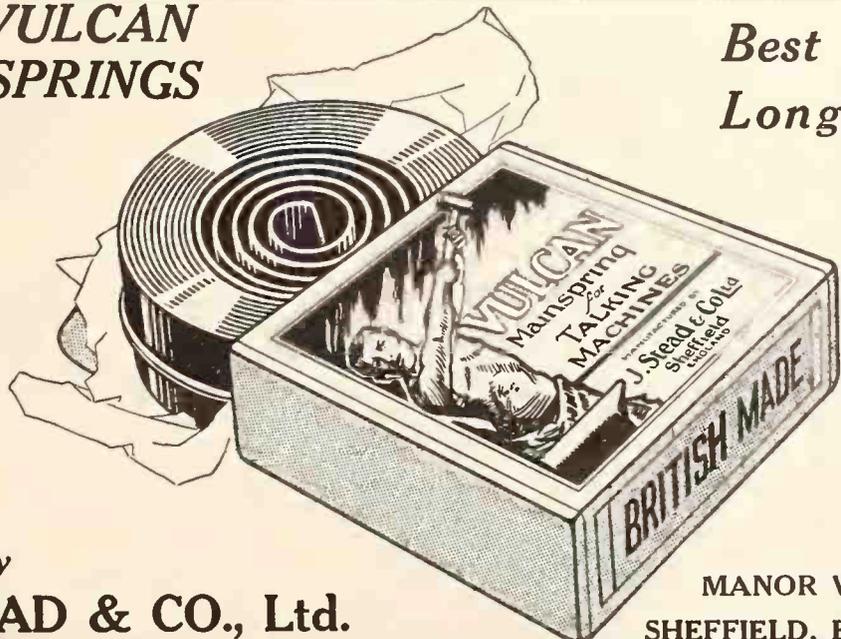
Quick Thinking Often Closes a Difficult Sale

It often takes quick thinking to make a sale, hold a sale, or keep the customer satisfied, and at times logic does not compete with expediency in framing the answer that brings the desired results. Radio salesmen have what may be called a stock series of answers for those who want to know why their receivers do not bring in distant stations regularly, but the prize would seem to go to a snappy youth at the Radio Show. A determined-looking woman paused at the booth of a prominent manufacturing company and explained that she had owned one of that particular make of receivers for something over a year, had succeeded in bringing Los Angeles in very clearly some months ago, but had been unable to duplicate the performance. Her idea was that the company should make good by exchanging her old set for a newer model. "Did Los Angeles come in loudly?" inquired the salesman. The answer was affirmative. "Did you increase the volume after picking up the station?" queried the salesman. "Oh, yes," said the customer, and it came in as loudly as WEAF. "That's your trouble right there," replied the salesman. "You strained the set by making it too loud on the distant station. After it has rested a year you should be able to get Los Angeles again, but next time be sure not to make it too loud or your set will be ruined." The woman expressed her sincere thanks for the information and passed on just in time to prevent salesmen and dealers in the booth from passing out from laughter.

POINTS ABOUT SPRINGS (12)

We have been asked to give our opinion on the "knocking" that often happens in the spring-barrel whilst a motor is running. In our opinion this is caused by the small margin of space allowed for the spring to unwind freely. The "knocking" often disappears when a smaller spring is fitted, and it is absent in the case of motors not fitted with a barrel. To overcome this trouble, it is a good plan to force a liberal amount of good grease between the coils and also smear the bottom of the barrel liberally before fitting. We should, however, like other opinions, and we cordially invite you to write and give us your ideas on this question.

USE VULCAN MAINSPRINGS



Best in the Long Run!

Made by J. STEAD & CO., Ltd.

MANOR WORKS SHEFFIELD, ENGLAND

Advance RECORD BULLETINS for November, 1926

Columbia Phono. Co., Inc.

- CELEBRITY SERIES**
- 7114-M "1812" Overture, Solennelle, Parts I and II, Op. 49 (Tschaikowsky), Sir H. J. Wood and New Queen's Hall Orch. 12
- 7115-M "1812" Overture, Solennelle, Parts III and IV, Op. 49 (Tschaikowsky), Sir H. J. Wood and New Queen's Hall Orch. 12
- 7116-M "1812" Overture, Solennelle, Part V, Op. 49, (Tschaikowsky), Sir H. J. Wood and New Queen's Hall Orch. 12
- 4036-M Lakme: Dans la foret (In the Forest) (Delibes)—Tenor Solo Charles Hackett 10
- 7117-M Villanelle (Pianelli; Arranged by Salmon)—Violoncello Solo Felix Samond 12
- Serenade Espagnole, Op. 20, No. 2 (Glazounow)—Violoncello Solo Felix Samond 12
- 2042-M 'Tis the Last Rose of Summer (Moore)—Soprano Solo Maria Kurenko 10
- The Lass With the Delicate Air (Arne)—Soprano Solo Maria Kurenko 10
- DANCE MUSIC**
- 738-D Mary Lou—Fox-trot, with Vocal Chorus by Charles Kaley, Ipana Troubadours (S. C. Lanin, Dir.) 10
- In a Little Garden—Fox-trot, with Vocal Chorus by Charles Kaley, Ipana Troubadours (S. C. Lanin, Dir.) 10
- 720-D Trudy—Fox-trot, with Vocal Chorus by Ray Stillwell, Fred Rich and His Hotel Astor Orch. 10
- Ting-a-Ling the Bells'll Ring (From "The Cocoanuts")—Fox-trot, with Vocal Chorus by Ray Stillwell, Fred Rich and His Hotel Astor Orch. 10
- 734-D Moonlight on the Ganges—Fox-trot, Fred Rich and His Hotel Astor Orch. 10
- Play Gypsies—Dance Gypsies (From "Countess Maritza")—Fox-trot, Fred Rich and His Hotel Astor Orch. 10
- 716-D While the Years Go Drifting By—Fox-trot, with Vocal Chorus, Art Kahn and His Orch. 10
- Hello, Baby!—Fox-trot, with Vocal Chorus by Ruth Etting Art Kahn and His Orch. 10
- 719-D And Then I Forget—Fox-trot, with Vocal Chorus The Little Ramblers 10
- My Cutey's Due at Two-to-two To-day—Fox-trot, with Vocal Chorus, The Little Ramblers 10
- 713-D Cryin' for the Moon—Fox-trot, Al Handler and His Alamo Cafe Orch. 10
- Mandy—Fox-trot, Al Handler and His Alamo Cafe Orch. 10
- 723-D She's Still My Baby—Fox-trot, The Buffalodians 10
- Would Ja?—Fox-trot The Buffalodians 10
- 725-D Wasn't It Nice? (From "Ziegfeld's American Revue")—Fox-trot, Harry Reser's Syncopators 10
- Turkish Towel—Fox-trot, Harry Reser's Syncopators 10
- 726-D Since We Parted—Fox-trot, with Vocal Chorus by Charles Fulcher, Charles Fulcher and His Orch. 10
- Blue Georgia Moon—Fox-trot, Charles Fulcher and His Orch. 10
- 735-D Too Tight—Fox-trot, New Orleans Wanderers 10
- Papa Dip—Fox-trot, New Orleans Wanderers 10
- 727-D Spanish Mamma—Fox-trot, Cook and His Dreamland Orch. 10
- Here Comes the Hot Tamale Man—Fox-trot, Cook and His Dreamland Orch. 10
- INSTRUMENTAL MUSIC**
- 724-D Tough Pickin'.... Roy Smeck-Carson Robison 10
- Twilight Echos.... Roy Smeck-Carson Robison 10
- 731-D Love's Dream After the Ball—Intermezzo, Eagle Trio 10
- The Herd Girl's Dream (Traum Der Sennlerin)—Idyl. Eagle Trio 10
- VOCAL NUMBERS**
- 715-D While the Years Go Drifting By—Vocal Duet, Ford-Glenn 10
- Cryin' for the Moon—Vocal Duet, Ford-Glenn 10
- 722-D Precious—Vocal Ruth Etting 10
- Her Beaus Are Only Rainbows—Vocal, Ruth Etting 10
- 737-D I Can't Keep You Out of My Dreams, Art Gillham (the Whispering Pianist) 10

- Hello Little Girl of My Dreams, Art Gillham (the Whispering Pianist) 10
- 732-D Barcelona—Male Quintet, The Singing Sophmores 10
- I'd Love to Meet That Old Sweetheart of Mine—Male Quintet, The Singing Sophmores 10
- 736-D Ya Gotta Know How to Love, Five Locust Sisters 10
- Who Wouldn't—Vocal Harmonies, Ethel-Dorothea Ponce 10
- 717-D Looking at the World Through Rose Colored Glasses Vaughn Le Leath 10
- The Good Bad Girl—Comedienne, Vaughn De Leath 10
- 718-D There's a New Star in Heaven To-night—Rudolph Valentino—Vocal, Vernon Dalhart 10
- I Lost a Wonderful Pal—Vocal, Vernon Dalhart 10
- 712-D I Can't Get Over a Girl Like You (From "Rufus Lemaire's Affairs")—Vocal, Milton Watson—Piano Accomp. by Paul Ash 10
- The Journey's End—Vocal, Milton Watson—Piano Accomp. by Paul Ash 10
- 733-D Elder Bigby's Discourse—Parts 1 and 2—Vocal Ed McConnell 10
- 730-D My Wild Irish Rose—Male Quartet, Shannon Quartet 10
- Heidelberg—Stein Song (From "The Prince of Pilsen")—Male Quartet, Shannon Quartet 10
- SACRED MUSIC**
- 721-D Sometime We'll Understand—Vocal, Justine Lawrie 10
- My Lord and I—Vocal Justine Lawrie 10
- 729-D Whispering Hope—Vocal Duet, Oliver Marshall-Doris Doe 10
- Somewhere a Voice Is Calling—Vocal Duet, Oliver Marshall-Doris Doe 10
- MARCHES**
- 728-D Under the Double Eagle—March, Columbia Band 10
- Lights Out—March Columbia Band 10
- FAMILIAR TUNES—OLD AND NEW**
- 15094-D Going Back to Jericho—Vocal, "Dock" Walsh 10
- In the Pines—Vocal "Dock" Walsh 10
- 15095-D My Carolina Home—Vocal Duet, Riley Puckett-Bob Nichols 10
- I'm Drifting Back to Dreamland—Vocal, Riley Puckett 10
- 15096-D Going Down to Lynchburg Town—Intro: Don't Let Your Deal Go Down, Blue Ridge Highballers 10
- Wish to the Lord I Had Never Been Born—Vocal Luther B. Clarke 10
- 15097-D S.A.V.E.D.—Vocal, Gid Tanner-Faith Norris 10
- Where Did You Get That Hat—Vocal, Gid Tanner-Faith Norris 10
- 15093-D Sitting at the Feet of Jesus—Vocal Trio, The Wisdom Sisters 10
- Amazing Grace—Vocal Trio, The Wisdom Sisters 10

- Fantaisie aux divins mensonges (Wanton, Fancy, So Divine) Lakme (Delibes) in French, Jose Mojica 10
- 51809 I'll Take You Home Again, Kathleen (Westendorf) Leedy-Vibratone Bells, Signor Lou Chiha "Friscoe" 10
- Andantino (Lemare) Leedy-Vibratone Bells, Signor Lou Chiha "Friscoe" 10
- 82348 Cavatina (Bohm) Violin Carl Flesch 10
- Elegie (H. W. Ernst, Op. 10) Violin Solo, Carl Flesch 10
- 51823 Sinking of the Titanic (Singing, Harmonica and Guitar) Ernest V. Stoneman 10
- The Blue Ridge Mountaineer
- Wreck of the C. & O. (or "George Alley"), Singing, Harmonica and Guitar, Ernest V. Stoneman 10
- The Blue Ridge Mountaineer
- 51827 There's a New Star in Heaven To-night (Rudolph Valentino) (Brennan-Mills-McHugh) Singing, Violin and Guitar Vernon Dalhart 10
- An Old Fashioned Picture (Carson Robison) Singing, Violin and Guitar Vernon Dalhart 10
- FLASHES**
- 51811 I Can't Get Over a Girl Like You (Loving a Boy Like Me)—Fox-trot (from "Lemaire's Affairs") (Ruskin-Broones) Jack Albin's Orch. 10
- Wasn't It Nice—Fox-trot (from Ziegfeld's "No Foolin") (Caesar-Friml) Jack Albin's Orch. 10
- 51822 How Many Times—Fox-trot (Berlin), Golden Gate Orch. 10
- Vocal Refrain by Johnny Ryan
- Adorable—Fox-trot (Ford-Wynburn), Golden Gate Orch. 10
- Vocal Refrain by Johnny Ryan
- 51814 Looking at the World Through Rose Colored Glasses—Fox-trot (Malie-Steiger), Golden Gate Orch. 10
- Vocal Refrain by Arthur Fields
- Ain't We Carryin' On—Fox-trot (Frisch-Bergere) ... B. A. Rolfe (Trumpet Virtuoso) and His Palais d'Or Orch. 10
- 51815 She Belongs to Me—Fox-trot (Johnson-Razaf-Denniker), Harold Stern and His Hotel Belleclair Orch. 10
- Black Bottom—Fox-trot (from "George White's Scandals") (De Sylva-Brown-Henderson), Harold Stern and His Hotel Belleclair Orch. 10
- 51817 Play Gypsies—Dance Gypsies—Fox-trot (from "Countess Maritza") (Smith-Kalman), B. A. Rolfe (Trumpet Virtuoso) and His Palais d'Or Orch. 10
- The One I'm Looking for—Fox-trot (from "Countess Maritza") (Smith-Kalman), B. A. Rolfe (Trumpet Virtuoso) and His Palais d'Or Orch. 10
- 51821 Oo Gle Oo Gle Ee—Fox-trot (Steele-Heagney), B. A. Rolfe (Trumpet Virtuoso) and His Palais d'Or Orch. 10
- While the Years Go Drifting By—Fox-trot (Kahn-Burke) ... B. A. Rolfe (Trumpet Virtuoso) and His Palais d'Or Orch. 10
- 51820 Up and At 'Em—Novelty Fox-trot (Pettis-Goering) Golden Gate Orch. 10
- Me Too—Fox-trot (Woods-Tobias-Sherman), Golden Gate Orch. 10
- Vocal Refrain by Arthur Fields
- 51824 You Need Someone to Love—Fox-trot (Olsen-Kilfeather-Frey) Golden Gate Orch. 10
- Vocal Refrain by Arthur Fields
- Would-Ja?—Novelty Fox-trot (Arthur Herzog, Jr.-Sherwin) Golden Gate Orch. 10
- 51825 Climbing Up the Ladder of Love—Fox-trot (from Earl Carroll's Vanities—Fifth Edition) Klages-Greer) Duke Yellman and His Orch. 10
- Ev'ry Little While—Fox-trot (Steele-Heagney), Duke Yellman and His Orch. 10
- 51826 Bass Ale Blues (Napoleon-Signorelli-Jackson), Joe Candullo and His Everglades Orch. 10
- Meadly Blues (Levan), Joe Candullo and His Everglades Orch. 10

Edison Disc Records

- ALREADY RELEASED SPECIALS**
- 51812 Barcelona (Kahn-Evans) Male Voices, National Male Quartet 10
- The Gang That Sang "Heart of My Heart" (Ryan) Male Voices National Male Quartet 10
- 51816 Someone Is Losin' Susan (Turk-Meyer) Vocal Duet The Ponce Sisters (Ethel-Dorothea) 10
- Put Your Arms Where They Belong (for They Belong to Me) (Davis-Santly-Ackman) Vocal Duet The Ponce Sisters (Ethel-Dorothea) 10
- 51813 Dancing Stars (Joe Green) Xylophone Solo, Joe Green 10
- Dance of the Toy Regiment (Shilkret-Green) Xylophone Solo Joe Green 10
- 51818 My Hawaiian Serenade (Davis-King), Walter Scanlan-Helen Clark 10
- The Far-Away Bells (Furber-Gordon), Walter Scanlan 10
- 51819 It's Breaking My Heart to Keep Away From You (Romm-Squires) James Doherty 10
- If I Can't Have You (Lucas-Stept) James Doherty 10
- 51807 Just a Melody (Robison) Male Voices With Violin, Cello and Guitar, Vernon Dalhart-Carson Robison 10
- When You're Far Away (Carson Robison) Male Voices With Violin, Cello and Guitar, Vernon Dalhart-Carson Robison 10
- 82347 Bianca al par di neve alpina (White as the Snow on the Alps) Huguenots (Meyerbeer) In Italian Jose Mojica 10

Edison Blue Amberol Records

- 5123 Sour Wood Mountains—Country Dance of the Southern Mountaineers with Singing, Fiddlin' Powers and Family 10
- 5167 One Little Smile (Before We Say Farewell)—Hawaiian Guitars and Vocal Refrain, Hilo Serenaders 10
- 5188 When the Work's All Done This Fall—Singing, Harmonica and Guitar, Ernest V. Stoneman—The Blue Ridge Mountaineer 10
- (Continued on page 166)

"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"

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by GUS KAHN and TED FLORITO

"JUST A BIRDSEYE VIEW"

(Of My Old Kentucky Home)

JUST A PERFECT SONG!

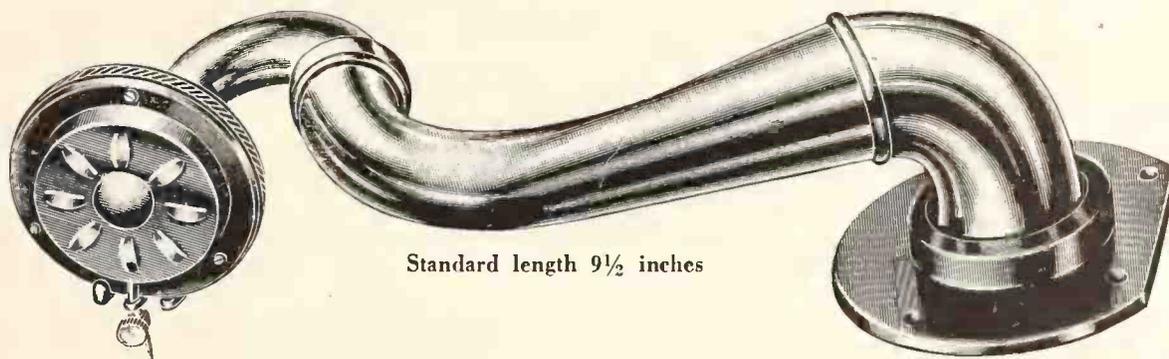
A happy-go-lucky singable lyric - and, Oh boy! - WHAT A TUNE! Absolutely SURE-FIRE!

by GUS KAHN and WALTER DONALDSON

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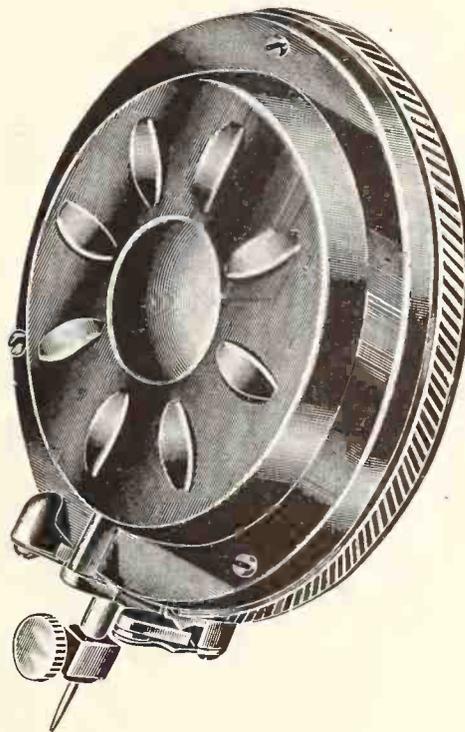
Standard length 9½ inches

The Rudell Vita-Phonic tone arm is made of high grade brass with a continual taper from the reproducer to the base. It is similar to that of band instruments. This outstanding feature enables the full deliverance of perfect sound waves from the reproducer to

the amplifier. The base is constructed to give the tone arm a ball bearing action, eliminating unnecessary friction. The finish of the base is in ebony black, which harmonizes beautifully with the nickel or gold tone arm.

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The Vita-Phonic Reproducer is equipped with a highly sensitive diaphragm that gives faithful reproduction to all the high and low notes in the record. The natural tone qualities are rendered with increased tonal quality and volume, while surface noise is reduced to a minimum. The large diaphragm permits longer vibrations which produce the life-like tone. The Vita-Phonic Reproducer is of rigid construction and made to give utmost satisfaction.



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ADVANCE RECORD BULLETINS FOR NOVEMBER—(Continued from page 164)

- 5196 Wild Bill Jones—Singing, Harmonica and Guitar, Ernest V. Stoneman—The Blue Ridge Mountaineer
5198 Wreck of the C. & O. (or "George Alley")—Singing, Harmonica and Guitar, Ernest V. Stoneman—The Blue Ridge Mountaineer
5204 Blue Bonnet—You Make Me Feel Blue, Frank Braidwood—The Cowboy Baritone
5206 Cross Your Heart—Fox-trot (from "Queen High")Markels Orch.
5207 Out in the New Mown Hay—Tenor Duet, Arthur Hall-John Ryan
5208 When the Red, Red, Robin Comes Bob, Bob, Bobbin' Along—Fox-trotGolden Gate Orch.
5209 I'd Climb the Highest Mountain if I Knew I'd Find You—TenorCharles Harrison
5210 Lucky Day—Fox-trot (from "George White's Scandals")Duke Yellman and His Orch.
5211 Glory of the Yankee Navy MarchSousa's Band
5212 Day Is Dying in the West—Mixed Voices, Metropolitan Quartet
5213 Crazy Quilt—Fox-trot, B. A. Rolfe (Trumpet Virtuoso) and His Palais d'Or Orch.
5214 Meet Me in Old Philly Billy (for I'll Be There)—Male VoicesNational Male Quartet

- Bob, Bobbin' Along—Fox-trot, Paul Whiteman and His Orch. 10
20167 I'll Fly to Hawaii—Fox-trot, Gus C. Edwards and His Orch. 10
Cryin' for the Moon—Fox-trot, Gus C. Edwards and His Orch. 10
20165 I'd Love to Meet That Old Sweetheart of MineHenry Burr-Peerless Quartet 10
Put Your Arms Where They Belong, Henry Burr 10
20176 EleanorVictor Salon Orch. 10
Out of the Dusk to YouVictor Salon Orch. 10
20175 Wedding of the WindsWaltz, Mario Perry 10
Estudiantina WaltzMario Perry 10
RainbowShannon Quartet 10
Red WingShannon Quartet 10
20171 Rovin' GamblerKelly Harrell 10
New River TrainKelly Harrell 10
20172 La Paloma—Fox-trot, Nat Shilkret and the Victor Orch. 10
O Sole Mio—Waltz, Nat Shilkret and the Victor Orch. 10

- Oh! Doctor the Blues—Singing, with Organ and Eddie Heywood and Trumpet by Robert Cheek, Da, Da Blues—Contralto-Baritone Duet, with Piano by Eddie Heywood and Trumpet by Robert CheekButterbeans and Susie 10
My Daddy's Got the Mojo, But I Got the Say So—Contralto-Baritone Duet, with Piano by Eddie Heywood and Trumpet by Robert Cheek, Butterbeans and Susie 10
40686 She Belongs to Me—Fox-trot, with Chorus by Ray StillwellGotham Nightingales 10
For My Sweetheart—Fox-trot, Mike Markels' Orch. 10
40687 Crazy Quilt—Fox-trotThe Goofus Five 10
Sadie Green, The Vamp of New Orleans—Fox-trotThe Goofus Five 10
40688 That's My Girl—Fox-trot, with Chorus by Tom StacksThe Jazz Pilots 10
She Knows Her Onions—Fox-trot, with Chorus by Tom StacksThe Jazz Pilots 10
40690 Heebie Jeebies—Fox-trot, with Chorus by Ernest HareThe Goofus Five 10
Tuck in Kentucky and Smile—Fox-trot, with Chorus by Billy JonesThe Goofus Five 10
40691 Cherie, I Love You—Tenor-Baritone Duet, with Piano Accomp.Okeh-Kut-Ups 10
Lay Me Down to Sleep in Carolina—Tenor-Baritone Duet, with Piano Accomp., Okeh-Kut-Ups 10
40692 Miami Storm—Tenor, with Violin and Guitar Accomp.Vernon Dalhart 10
Stars (Are the Windows of Heaven)—Tenor, with Violin and Guitar Accomp., Vernon Dalhart 10
45061 Show Me the Way to Go Home—Singing, with Guitar and Fiddle Accomp., Henry Whitter-Fiddler Joe 10
Hand Me Down My Walking Cane—Singing, with Guitar and Fiddle Accomp., Henry Whitter-Fiddler Joe 10
40689 A Child of the King—Baritone, with Orch. Accomp.Homer A. Rodeheaver 10
The Old-Fashioned Meeting—Baritone, with Orch. Accomp.Homer A. Rodeheaver 10

LIST FOR OCTOBER 22

- 20197 Why Do Ya Roll Those Eyes?—Medley Fox-trot, Paul Whiteman and His Orch. 10
Me Too—Fox-trot, Paul Whiteman and His Orch. 10
20196 That's My Girl—Fox-trot, Ted Weems and His Orch. 10
Someone Is Losin' Susan—Fox-trot, Philip Spitalny and His Orch. 10
20193 There's a New Star in Heaven To-night, Vernon Dalhart 10
An Old-Fashioned PictureVernon Dalhart 10
20198 Six Feet of PapaAileen Stanley 10
Looking at the World Through Rose-Colored GlassesAileen Stanley 10

- Oh! Doctor the Blues—Singing, with Organ and Eddie Heywood and Trumpet by Robert Cheek, Da, Da Blues—Contralto-Baritone Duet, with Piano by Eddie Heywood and Trumpet by Robert CheekButterbeans and Susie 10
My Daddy's Got the Mojo, But I Got the Say So—Contralto-Baritone Duet, with Piano by Eddie Heywood and Trumpet by Robert Cheek, Butterbeans and Susie 10
40686 She Belongs to Me—Fox-trot, with Chorus by Ray StillwellGotham Nightingales 10
For My Sweetheart—Fox-trot, Mike Markels' Orch. 10
40687 Crazy Quilt—Fox-trotThe Goofus Five 10
Sadie Green, The Vamp of New Orleans—Fox-trotThe Goofus Five 10
40688 That's My Girl—Fox-trot, with Chorus by Tom StacksThe Jazz Pilots 10
She Knows Her Onions—Fox-trot, with Chorus by Tom StacksThe Jazz Pilots 10
40690 Heebie Jeebies—Fox-trot, with Chorus by Ernest HareThe Goofus Five 10
Tuck in Kentucky and Smile—Fox-trot, with Chorus by Billy JonesThe Goofus Five 10
40691 Cherie, I Love You—Tenor-Baritone Duet, with Piano Accomp.Okeh-Kut-Ups 10
Lay Me Down to Sleep in Carolina—Tenor-Baritone Duet, with Piano Accomp., Okeh-Kut-Ups 10
40692 Miami Storm—Tenor, with Violin and Guitar Accomp.Vernon Dalhart 10
Stars (Are the Windows of Heaven)—Tenor, with Violin and Guitar Accomp., Vernon Dalhart 10
45061 Show Me the Way to Go Home—Singing, with Guitar and Fiddle Accomp., Henry Whitter-Fiddler Joe 10
Hand Me Down My Walking Cane—Singing, with Guitar and Fiddle Accomp., Henry Whitter-Fiddler Joe 10
40689 A Child of the King—Baritone, with Orch. Accomp.Homer A. Rodeheaver 10
The Old-Fashioned Meeting—Baritone, with Orch. Accomp.Homer A. Rodeheaver 10

Victor Talking Machine Co.

LIST FOR OCTOBER 1

- 20127 Tannhauser—Pilgrims' Chorus, Victor Male Chorus 10
Trovatore—Anvil Chorus, Victor Mixed Chorus 10
20132 Stars and Stripes Forever—March, Sousa's Band 10
The Fairest of the Fair—March, Sousa's Band 10
20140 Breezin' Along (With the Breeze), The Revelers 10
Moonlight on the GangesThe Revelers 10
20130 Humoresque (Dvorak)Venetian Trio 10
Berceuse from Jocelyn (Godard)Venetian Trio 10
20121 Rustle of Spring (Sinding, Op. 32, No. 3), Hans Barth 10
Narcissus (Nevin, Op. 13, No. 4)Hans Barth 10
20129 Nearer My God to TheeMark Andrews 10
Abide With MeMark Andrews 10
20011 Cavalleria Rusticana—Intermezzo, Victor Concert Orch. 10
Tales of Hoffman—Barcarolle, Victor Concert Orch. 10
20131 Hawaiian Waltz Medley, Frank Ferera-John K. Paaluhi 10
Kilima WaltzFrank Ferera-John K. Paaluhi 10
20135 The Boll WeevilCarl Sandburg 10
Negro SpiritualsCarl Sandburg 10
20137 Pretty Little DearFrank Crumit 10
Get Away Old Man, Get Away, Frank Crumit 10

HUMOROUS MONOLOG

- 20136 Virginian Judge (Southern Court Scene—4th Session—Part 1)Walter C. Kelly 10
Virginian Judge (Southern Court Scene—4th Session—Part 2)Walter C. Kelly 10

DANCE RECORDS

- 20138 The Birth of the Blues—Fox-trot, Paul Whiteman and His Orch. 10
Countess Maritza—Fox-trot, Paul Whiteman and His Orch. 10
20141 Ting-a-Ling—WaltzWaring's Pennsylvanians 10
Sleepy Head—WaltzWaring's Pennsylvanians 10

RED SEAL RECORDS

- 6591 Moonlight Sonata, Part 1 (Beethoven, Op. 27, No. 2)Harold Bauer 12
Moonlight Sonata, Part 2 (Beethoven, Op. 27, No. 2)Harold Bauer 12
6592 Moonlight Sonata, Part 3 (Beethoven, Op. 27, No. 2)Harold Bauer 12
Gavotte in F Major (Beethoven-Bauer), Harold Bauer 12
6589 Nocturne in E Flat (Chopin-Popper), Pablo Casals 12
Prelude (Chopin-Sievekink)Pablo Casals 12
1165 At Dawning (Cadman-Rissland)Fritz Kreisler 10
Andantino (Lemare-Saenger)Fritz Kreisler 10
3040 Aida—La fatal pietra (The Fatal Stone) In ItalianRosa Ponselle-Giovanni Martinelli 10
Aida—Morir! si pura e bella! (To Die! So Pure and Lovely) In Italian, Rosa Ponselle-Giovanni Martinelli 10
3041 Aida—O terra addio—Part 1 (Farewell, Oh Earth) In Italian, Rosa Ponselle-Giovanni Martinelli 10
Aida—O terra addio—Part 2 (Farewell, Oh Earth) In Italian, Rosa Ponselle-Giovanni Martinelli 10
6584 Blue Danube Waltz (Strauss), Leopold Stokowski-Philadelphia Symp'y Orch. 12
Tales from the Vienna Woods—Waltz (Strauss), Leopold Stokowski-Philadelphia Symp'y Orch. 12
1171 No Night There (Clements-Danks), Marion Talley 10
In the Garden (C. Austin Miles)Marion Talley 10
6587 Pagliacci—Prologue—Part 1 (Si Puo!—a Word) (Leoncavallo) Italian, Lawrence Tibbett 12
Pagliacci—Prologue—Part 2 (Un nido di memorie) (A Song of Tender Memories), Lawrence Tibbett 12

NEW RED SEAL CLASS

- 4000 Absent (Glenn-Metcalf)Richard Crooks 10
A Dream (Cory-Bartlett)Richard Crooks 10
9000 Boss o' the HooseSir Harry Lauder 12
Sossie McLeanSir Harry Lauder 12
4001 Home Sweet Home (Payne-Bishop), Alberto Salvi 10
Old Folks at Home (Foster)Alberto Salvi 10
9005 Lohengrin—Bridal Chorus (Wagner), Chorus and Symphony Orch. 12
Lohengrin—Prelude, Act III (Wagner), Symphony Orch. Conducted by Albert Coates 12
9006 The Valkyrie—Fire Music—Part 1 (Wagner), Symphony Orch. Conducted by Albert Coates 12
The Valkyrie—Fire Music—Part 2 (Wagner), Symphony Orch. Conducted by Albert Coates 12
9007 The Twilight of the Gods—Siegfried's Journey to the Rhine—Part 1 (Wagner), Symphony Orch. Conducted by Albert Coates 12
The Twilight of the Gods—Siegfried's Journey to the Rhine—Part 2 (Wagner), Symphony Orch. Conducted by Albert Coates 12

LIST FOR OCTOBER 8

- 20146 Her Beaus Are Only Rainbows—Fox-trot, Waring's Pennsylvanians 10
Bolshhevik—Fox-trotWaring's Pennsylvanians 10
20147 While the Years Go Drifting By—Fox-trot, Art Landry and His Orch. 10
That's Annabelle—Fox-trot, Art Landry and His Orch. 10
20148 I Can't Get Over a Girl Like You (Loving a Boy Like Me)Aileen Stanley-Billy Murray 10
Who Wouldn'tAileen Stanley-Billy Murray 10

LIST FOR OCTOBER 15

- 20177 Trudy—Fox-trot, Paul Whiteman and His Orch. 10
When the Red, Red, Red Robin Comes Bob,

Okeh Records

- 8381 I Must Have It—Contralto, with Piano, Clarinet and Banjo Accomp.Sippie Wallace 10
Kitchen Blues—Contralto, with Piano Accomp. by Hersal ThomasLillian Miller 10
8389 Humored and Patted Blues—Contralto, with Accomp. by Erby's Fidgety Five, Victoria Spivey 10
Blue Valley Blues—Contralto, with Accomp. by Erby's Fidgety FiveVictoria Spivey 10
8396 The King of the Zulus (At a Chit' Lin' Rag)—Fox-trot, with Talk by Clarence Babcock, Louis Armstrong and His Hot Five 10
Lonesome Blues—Fox-trot, with Vocal Chorus by Louis Armstrong, Louis Armstrong and His Hot Five 10
40679 That's Why I Love You—Fox-trot, with Vocal Chorus by Ray Stillwell, Gotham Nightingales 10
Bobadilla—Fox-trotGotham Nightingales 10
40680 I Never Knew What the Moonlight Could Do (Till the Night I Met You)—Fox-trot, with Vocal Chorus by Paul Hagan, Abe Essig and Ritz-Carlton Casa Valencia Orch. 10
Climbing Up the Ladder of Love (From Earl Carroll's "Vanities")—Fox-trot, with Vocal Chorus by Paul Hagan, Abe Essig and Ritz-Carlton Casa Valencia Orch. 10
40681 Ting-a-Ling (The Waltz of the Bells)—Waltz, The Yellow Jackets 10
Falling in Love With You—Waltz, The Yellow Jackets 10
40682 Whadda You Say, We Get Together?—Tenor-Baritone Duet, with Piano Accomp., Okeh-Kut-Ups 10
And Then I Forget—Tenor-Baritone Duet, with Piano Accomp.Okeh-Kut-Ups 10
45060 My Pretty Snow Dear—Singing, with Guitar and Harmonica by E. V. Stoneman and Fiddle by Fiddler JoeE. V. Stoneman-Fiddler Joe 10
Silver Bell—Singing, with Guitar and Harmonica by E. V. Stoneman and Fiddle by Fiddler Joe, E. V. Stoneman-Fiddler Joe 10
8382 A Glass of Beer, a Hot Dog and You—Fox-trot, with Chorus by Clarence Todd, Okeh Melody Stars 10
Look Out, Mr. Jazz—Fox-trot, with Chorus by Clarence ToddOkeh Melody Stars 10
8383 Heebie Jeebies—Contralto, with Accomp. by Perry Bradford's Mean Four, Alberta Hunter 10
Everybody Mess Around—Contralto, with Accomp. by Piano and Trumpet, Alberta Hunter 10
8384 M C Blues—Singing, with Piano Accomp. by Aletha DickersonMarie Grinter 10
East and West Blues—Singing, with Piano Accomp. by Aletha DickersonMarie Grinter 10
8385 Your Eyes Are Wide Open (But You Are Fast Asleep)—Contralto, with Piano Accomp., Wiley-Wiley 10
Dear Old Companion—Contralto, with Piano Accomp.Wiley-Wiley 10
8386 In Some Lonesome Graveyard—Spiritual; Vocal Quartet, with Piano Accomp., Rigoletto Quartet of Morris Brown University 10
I've Got a Home in That Rock—Spiritual; Vocal Quartet with Piano Accomp., Rigoletto Quartet of Morris Brown University 10
40683 Trudy—Vocal and Instrumental Novelty, Johnny Marvin 10
Pretty Cinderella—Vocal and Instrumental NoveltyJohnny Marvin 10
40684 I'd Love to Meet That Old Sweetheart of Mine—Fox-trot, with Chorus by Larry Murphy, Araby Garden's Orch. 10
She's Still My Baby—Fox-trot, with Chorus by Larry MurphyAraby Garden's Orch. 10
40685 Minnie Wagner's Surrender—Tenor, with Accomp. by Guitar, Fiddle and Harmonica, Vernon Dalhart 10
Billy Richardson's Last Ride—Tenor, with Accomp. by Guitar, Fiddle and Harmonica, Vernon Dalhart 10
8379 Big Fat Ma and Skinny Pa—Fox-trot, with Vocal Chorus by Louis Armstrong, Louis Armstrong and His Hot Five 10
Sweet Little Papa—Fox-trot, Louis Armstrong and His Hot Five 10
8380 In That Day—Spiritual; Singing, with Piano Accomp.Arizona Dranes 10
8387 Ain't Gonna Lay My Religion Down—Spiritual; Sermon, with SingingRev. J. M. Gates 10
The Dying Gambler—Spiritual; Sermon, with SingingRev. J. M. Gates 10
8388 I'm Gonna Die With the Staff in My Hand—Spiritual; Sermon, with Singing, Rev. J. M. Gates 10
There's One Thing I Know—Spiritual; Sermon, with SingingRev. J. M. Gates 10
8390 Messin' Around—Fox-trot, Cookie's Gingersnaps 10
Baby o' Mine—Fox-trot, Richard M. Jones' Jazz Wizards 10
8391 I'm Gonna Dodge the Blues, Just Watch and See—Singing, with Organ and Fiddle Accomp.,

- Oh! Doctor the Blues—Singing, with Organ and Eddie Heywood and Trumpet by Robert Cheek, Da, Da Blues—Contralto-Baritone Duet, with Piano by Eddie Heywood and Trumpet by Robert CheekButterbeans and Susie 10
My Daddy's Got the Mojo, But I Got the Say So—Contralto-Baritone Duet, with Piano by Eddie Heywood and Trumpet by Robert Cheek, Butterbeans and Susie 10
40686 She Belongs to Me—Fox-trot, with Chorus by Ray StillwellGotham Nightingales 10
For My Sweetheart—Fox-trot, Mike Markels' Orch. 10
40687 Crazy Quilt—Fox-trotThe Goofus Five 10
Sadie Green, The Vamp of New Orleans—Fox-trotThe Goofus Five 10
40688 That's My Girl—Fox-trot, with Chorus by Tom StacksThe Jazz Pilots 10
She Knows Her Onions—Fox-trot, with Chorus by Tom StacksThe Jazz Pilots 10
40690 Heebie Jeebies—Fox-trot, with Chorus by Ernest HareThe Goofus Five 10
Tuck in Kentucky and Smile—Fox-trot, with Chorus by Billy JonesThe Goofus Five 10
40691 Cherie, I Love You—Tenor-Baritone Duet, with Piano Accomp.Okeh-Kut-Ups 10
Lay Me Down to Sleep in Carolina—Tenor-Baritone Duet, with Piano Accomp., Okeh-Kut-Ups 10
40692 Miami Storm—Tenor, with Violin and Guitar Accomp.Vernon Dalhart 10
Stars (Are the Windows of Heaven)—Tenor, with Violin and Guitar Accomp., Vernon Dalhart 10
45061 Show Me the Way to Go Home—Singing, with Guitar and Fiddle Accomp., Henry Whitter-Fiddler Joe 10
Hand Me Down My Walking Cane—Singing, with Guitar and Fiddle Accomp., Henry Whitter-Fiddler Joe 10
40689 A Child of the King—Baritone, with Orch. Accomp.Homer A. Rodeheaver 10
The Old-Fashioned Meeting—Baritone, with Orch. Accomp.Homer A. Rodeheaver 10

Gennett Lateral Records

POPULAR DANCE RECORDS

- 3771 Chinese Moon—Fox-trotMatt's Melody Kings 10
Oh, If I Only Had You—Fox-trot, with Vocal Chorus by Irving EdwardsMatt's Melody Kings 10
3772 That Night in Araby—Fox-trot, with Vocal Specialty by Bert Lewis, The Royal Troubadours 10
Petrushka—Fox-trotThe Arabian Knights 10
3773 Dream of Love and You—Fox-trot, with Vocal Chorus by Leroy Montesanto, Willie Creager and His Orch. 10
Leave Me Something to Remember—Vocal Chorus by Leroy Montesanto, Willie Creager and His Orch. 10
3774 Why Do Ya Roll Those Eyes?—Fox-trot, with Vocal Chorus by Leroy Montesanto, Willie Creager and His Orch. 10
(This Is My) Lucky Day—Fox-trot, with Vocal Chorus by Leroy Montesanto, Willie Creager and His Orch. 10
3777 Stars (Are the Windows of Heaven)—Fox-trot, with Vocal Chorus by Arthur Fields, Willie Creager and His Orch. 10
Alabama Stomp—Fox-trot, Harry Pollock's Club Maurice Diamonds 10

POPULAR VOCAL RECORDS

- 3775 Sweet Little Mammy—Duet, with Accomp. by Broadway StrollersMeyers-Nelson 10
Lay Me Down to Sleep in Carolina—Duet, with Accomp. by Broadway StrollersMeyers-Nelson 10
3776 Moonlight on the Ganges—Duet, with Accomp. by Broadway StrollersMeyers-Nelson 10
She Put a Little Powder on Her Nose—Vocal, with Piano Accomp.Billy Jones 10
3770 There's a New Star in Heaven To-night (Rudolph Valentino)—TenorVernon Dalhart 10
An Old Fashioned Picture—Tenor, Vernon Dalhart 10
3778 May I Sleep in Your Barn To-night, Mister? (Old-Time Mountain)—Tenor, with Violin, Guitar and Harmonica Accomp., Ernest Stoneman 10
The Girl I Left Behind in Sunny Tennessee (Old Time Mountain)—Tenor, with Violin, Guitar and Harmonica Accomp., Ernest Stoneman 10
3769 Silver Bell (Old-Time Mountain)—Tenor, with Violin, Guitar and Harmonica Accomp., Ernest Stoneman 10
Pretty Snow, Dear (Old-Time Mountain)—Tenor, with Violin, Guitar and Harmonica Accomp.Ernest Stoneman 10

Champion Records

- 15139 There's a New Star in Heaven To-night (Rudolph Valentino)Vernon Dalhart 10
An Old-Fashioned PictureVernon Dalhart 10
15140 Birth of the Blues—Fox-trot, The Georgia Collegians 10
Alabama Stomp—Fox-trot, The Alabama Serenaders 10
15141 That Night in Araby—Fox-trot, Wally Spencer's Hoosiers 10
Chinese Moon—Fox-trotJohnnie's Radio Band 10
15142 Dream of Love and You—Fox-trot, The Georgia Collegians 10
Why Do Ya Roll Those Eyes?—Fox-trot, Johnnie's Radio Band 10
15143 Oh, If I Only Had You—Fox-trot, The Georgia Collegians 10
Leave Me Something to Remember, The Georgia Collegians 10
15144 Sweet Little MammyHarlan-Roberts 10
Lay Me Down to Sleep in CarolinaHarlan-Roberts 10
15145 Moonlight on the GangesArthur Fields 10
Baby FaceHonolulu Trio 10
15146 Kamchameha MarchHonolulu Trio 10
Waikiki Is Calling Me—Waltz, Ferera's Hawaiian Serenaders 10
15147 Papa's Billy GoatVernon Dalhart 10
Purty PollyAbe Morris 10
15148 Birdie—Old-Time FiddleJennings Bros. 10
Cripple Creek—Old-Time FiddleJennings Bros. 10
15149 Stars (Are the Windows of Heaven), The Georgia Collegians 10
CheritzaWally Spencer's Hoosiers 10

- 15159 Lucky Day—Fox-trotThe Georgia Collegians
- Petrushka—Fox-trot Bobby Jones and His Orch.
- 15160 I Don't Want Nobody But You,
Nathan Glantz and His Orch.
- Ting-a-Ling the Bells'll Ring,
Nathan Glantz and His Orch.

Pathe Phono & Radio Corp.

NOVEMBER RECORDS NO. 1
DANCE RECORDS

- 36504 Mountain Greenery (From "Garrick Gaieties")—
Fox-trotHappy Hour Orch.
- Peggy's Du—Fox-trotHappy Hour Orch.
- 36505 On the Riviera—Fox-trot, with Vocal Chorus by
John RyanTuxedo Dance Orch.
- You're Gonna Miss Me Someday—Fox-trot, with
Vocal Chorus by John Ryan.....Tuxedo Dance Orch.
- 36506 And Then I Forget—Fox-trot, with Vocal
Chorus by Ray Stillwell.....Happy Hour Orch.
- Blue Hawaiian Moonlight—Waltz, with Vocal
Chorus by Ray Stillwell.....Happy Hour Orch.
- 36507 I'd Love to Meet That Old Sweetheart of Mine
—Fox-trotVirginia Creepers
- Never Had—Fox-trotRockaway Ramblers
- 36508 Yours With Love and Kisses—Fox-trot, with
Vocal Chorus by Vernon Dalhart,
The Virginia Creepers
- My Pal Jerry—Fox-trot, with Vocal Chorus by
John RyanTuxedo Dance Orch.
- 36509 Who Could Be More Wonderful Than You—
Fox-trotRockaway Ramblers
- Wha Cha Ma Call It—Fox-trot.Palace Garden Orch.
- 36510 Me Too—Fox-trot, with Vocal Chorus by Irving
KaufmanPalace Garden Orch.
- Take Your Time—Fox-trot, with Vocal Chorus
by John RyanOle Olson and His Orch.
- 36511 Ace in the Hole—Fox-trot,
Black Diamond Serenaders
- Mellophone Stomp—Novelty Fox-trot...Goof Moyer
- 36512 Any Ice To-day, Lady?—Fox-trot, with Vocal
Chorus by L. O'Keefe.....Lanin's Arcadians
- Ain't We Carryin' On—Fox-trotThe Frolickers
- 25192 I Don't Want Nobody But You—Voice and
UkuleleCliff Edwards (Ukulele Ike)
- Who Could Be More Wonderful Than You—
Voice and Ukulele...Cliff Edwards (Ukulele Ike)

POPULAR VOCAL RECORDS

- 32200 While the Years Go Drifting By—Voice and
OrchestraBetty Morgan
- And Then I Forget—Voice and Orchestra,
Betty Morgan
- 32201 The Birth of the Blues—Voice and Piano,
Willard Robison
- Deep River Blues—Voice and Piano.Willard Robison
- 32202 Barcelona—QuartetThe Singing Troubadours
- Out in the New Mown Hay—Vocal Duet,
Radio Jacks
- 32203 There's a New Star in Heaven To-night (Ru-
dolph Valentino)—TenorW. Terry
- An Old-Fashioned Picture—Tenor...Vernon Dalhart

NOVEMBER RECORDS NO. 2
DANCE RECORDS

- 36513 Lay Me Down in Carolina—Fox-trot, with Vocal
Chorus by L. O'KeefeLanin's Arcadians
- That's My Girl—Fox-trot, with Vocal Chorus by
Arthur FieldsThe Virginia Creepers
- 36514 Cryin' for the Moon—Fox-trot, with Vocal
Chorus by Lester O'Keefe.....Lanin's Arcadians
- Trudy—Fox-trot, with Vocal Chorus by Arthur
FieldsThe Virginia Creepers
- 36515 The Birth of the Blues—Fox-trot, with Vocal
Chorus by Arthur Fields.....Tuxedo Dance Orch.
- Play Gypsies, Dance Gypsies—Fox-trot,
McLaughlin's Melodians
- 36516 The Two of Us—Fox-trot, with Vocal Chorus
by Irving KaufmanThe Virginia Creepers
- Fair Helen—Fox-trotThe Frolickers
- 36517 I'm Going to Park Myself in Your Arms—Fox-
trotLanin's Arcadians
- I Never Knew What the Moonlight Could Do—
Fox-trotMcLaughlin's Melodians
- 36518 She's Still My Baby—Fox-trot,
Frank Signorelli and His Orch.
- Someone Is Losin' Susan—Fox-trot,
McLaughlin's Melodians
- 36519 Trail of My Dreams—Fox-trot, with Vocal
Chorus by A. Hall..John Sylvester and His Orch.
- I Want You—Waltz, with Vocal Chorus by
Arthur FieldsStillman's Orioles
- 36520 Would Ja?—Fox-trotPalace Garden Orch.
- My Little Nest—Fox-trot, with Vocal Chorus by
A. Hall.Mike Speciale and His Rendezvous Orch.
- 25193 Pretty Cinderella—Voice and Ukulele,
Cliff Edwards (Ukulele Ike)
- Don't Be Angry With Me—Voice and Ukulele,
Cliff Edwards (Ukulele Ike)
- 25194 He's Still My Baby—Voice and Orchestra,
Miss Lee Morse and Her Blue Grass Boys
- Sad and Lonesome Little Pickaninny—Voice and
GuitarMiss Lee Morse
- 32205 Baby Face—Voice and Orchestra,
Jay C. Flippen and His Gang
- Sadie Green—Voice and Orchestra,
Jay C. Flippen and His Gang
- 32206 The Devil Is Afraid of Music—Voice and Piano,
Willard Robison
- Lonely Acres in the West—Voice and Piano,
Willard Robison

POPULAR VOCAL RECORD

- 32204 Have You Forgotten?—Tenor.....Irving Kaufman
- Everybody's Mother Was Somebody's Pal—
TenorIrving Kaufman

Regal Records

DANCE RECORDS

- 8120 I Wonder What's Become of Joe—Fox-trot,
Joe Candullo and His Everglades Orch.
- She's Still My Baby—Fox-trot,
Sam Lanin's Troubadours
- 8121 I Don't Mind Being All Alone—Fox-trot,
Irwin Abrams' Dance Orch.
- Cryin' for the Moon—Fox-trot.Imperial Dance Orch.
- 8122 I'd Love to Meet That Old Sweetheart of Mine
—Fox-trotIrwin Abrams' Dance Orch.
- My Little Nest—Fox-trot...Hollywood Dance Orch.
- 8123 I Wish I Had My Old Gal Back Again—Waltz,
Adrian Schubert's Salon Orch.
- School Day Sweethearts—Waltz,
Adrian Schubert's Salon Orch.
- 8124 That Night in Araby—Fox-trot,
Hollywood Dance Orch.
- I Never Knew What the Moonlight Could Do—
Fox-trotIrwin Abrams' Dance Orch.
- 8125 Hi-Diddle-De-Dee—Fox-trot ...Imperial Dance Orch.
- I Wonder Who—Fox-trot ...Imperial Dance Orch.
- 8126 Cross Your Heart (From "Queen High")—Fox-
trotMizzouri Jazz Band
- Blowin' Off Steam—Fox-trot,
Joe Candullo and His Everglades Orch.
- 8127 Lay Me Down to Sleep in Carolina—Fox-trot,
Sam Lanin's Troubadours

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- No One But You Knows How to Love—Fox-trotAl Lentz's Dance Orch.
- 8128 Who Could Be More Wonderful Than You—
Fox-trotSam Lanin's Troubadours
- Will You Wait for Me—Fox-trot,
Hollywood Dance Orch.
- 8129 Morocco Blues—Fox-trot,
Joe Jordan's Ten Sharps and Flats
- Old Folks' Shuffle—Fox-trot,
Joe Jordan's Ten Sharps and Flats
- 8130 Susie's Feller—Fox-trotAl Lentz's Dance Orch.
- Sweet Thing—Fox-trotAl Lentz's Dance Orch.

PIANO SOLO

- 8131 That's Why I Love You—Piano Solo, with
Vocal RefrainJimmy Andrews
- Looking at the World Through Rose-Colored
Glasses—Piano Solo, with Vocal Refrain,
Jimmy Andrews

VOCAL RECORDS

- 8132 When the Red, Red Robin Comes Bobbin' Along
—Contralto Solo, with Piano Accomp.
Hotsy Jarvis
- Breezin' Along With the Breeze—Contralto
Solo, with Piano Accomp.....Hotsy Jarvis
- 8133 Someone Is Losin' Susan—Tenor Solo, with
Orch. Accomp.Irving Kaufman
- Here I Am—Baritone Solo, with Orch. Accomp.,
Arthur Fields
- 8134 Because I Love You—Tenor Solo, with Orch.
Accomp.Irving Kaufman
- I Always Think of You—Tenor Solo, with
Orch. Accomp.Franklyn Baur
- 8135 She Says the Cutest Things—Male Voice, with
PianoWhispering "Ed"
- She Knows Her Onions—Male Voice, with
Piano Accomp.Whispering "Ed"
- 8136 Stars Are the Windows of Heaven—Tenor
Solo, with Novelty Accomp.....Vernon Dalhart
- Meet Me at Twilight—Tenor Solo, with Nov-
elty Accomp.Vernon Dalhart
- 8137 Looking at the World Through Rose-Colored
Glasses—Male Duet, with Piano Accomp.,
The Radio Imps
- I Don't Mind Being All Alone—Male Duet, with
Piano Accomp.The Radio Imps
- 8138 That's Why I Love You—Tenor Solo, with Orch.
Accomp.Irving Kaufman
- Sweet Little Girl, You Made My Dreams Come
True—Tenor Solo, with Orch. Accomp.,
Irving Kaufman
- 8139 For My Sweetheart—Tenor Solo, with Orch.
Accomp.Billy Jones
- It's Too Late To Be Sorry Now—Tenor Solo,
with Orch. Accomo.Irving Kaufman

- EDDIE PEABODY BANJO RECORD
- 8141 Where'd You Get Those Eyes?—Banjo Solo,
with Vocal RefrainEddie Peabody
- Baby Face—Banjo Solo, with Vocal Refrain,
Eddie Peabody
- HAWAIIAN GUITAR RECORD
- 8142 Dreamy Swanee Lullaby—Duet, with Vocal Re-
frainFerera-Paaluhi
- Sun-Kist Hawaii—Duet, with Vocal Refrain,
Ferera-Paaluhi
- RACE RECORD
- 8143 What's the Matter Now—Comedienne, with
Jazz Orch. Accomp.....Bessie Brown
- Ain't Much Good in the Best of Men Nowadays
—Comedienne, with Jazz Orch. Accomp.,
Bessie Brown
- PIPE ORGAN RECORD
- 8140 There's a New Star in Heaven To-night (Ru-
dolph Valentino)—Pipe Organ...Norbert Ludwig
- Let's Be the Same Again—Pipe Organ,
Norbert Ludwig

Harmony Records

DANCE RECORDS

- 257-H Because I Love You—Waltz, with Vocal
Chorus by Frank Bessinger,
WMCA Broadcasters 10
- Blame It on the Waltz—Waltz,
WMCA Broadcasters 10
- 258-H I'm on My Way Home—Fox-trot, with Vocal
Chorus by Frank Bessinger,
I Never Knew What the Moonlight Could Do
—Fox-trot, with Vocal Chorus by Irving
KaufmanBroadway Bell Hops 10
- 253-H Who Could Be More Wonderful Than You?
Fox-trot, with Vocal Chorus by Irving
KaufmanBroadway Bell Hops 10
- Don't Be Angry With Me—Fox-trot, with
Vocal Chorus by Irving Kaufman,
Broadway Bell Hops 10
- 256-H Just a Bird's Eye View (Of My Old Kentucky
Home)—Fox-trot, with Vocal Chorus by Tom
StacksThe Night Club Orch. 10
- Hum Your Troubles Away—Fox-trot, with
Vocal Chorus by Tom Stacks,
The Night Club Orch. 10
- 251-H Black Bottom (From "George White's Scand-
als")—Fox-trot, with Vocal Chorus by Paul
HaganThe Astorites 10

(Continued on page 168)

ADVANCE RECORD BULLETINS FOR NOVEMBER—(Continued from page 167)

- Hugs and Kisses (From Earl Carroll's "Vanities")—Fox-trot, with Vocal Chorus by Paul HaganThe Astorites 10
- 244-H Petrushka—Fox-trot, with Vocal Chorus by Arthur FieldsManhattan Dance Makers That Night in Araby—Fox-trot, Lou Gold and His Orch. 10
- 249-H Pretty Cinderella—Fox-trot, with Vocal Chorus by Frank Bessinger.The Harmonians Stars—Fox-trot, with Vocal Chorus by Radio FranksThe Harmonians 10
- 246-H I Don't Mind Being All Alone—Fox-trot, with Vocal Chorus by Billy West, Lou Gold and His Orch. 10
- I Never Cried Before I Met You—Fox-trot, WMCA Broadcasters 10
- 260-H I've Got the Girl—Fox-trot, Joe Candullo and His Everglades Orch. 10
- I Just "Wanna" Be Known as Susie's "Feller" Fox-trot, Joe Candullo and His Everglades Orch. 10
- 250-H When You Waltz With the One You Love—Waltz, with Vocal Chorus by Frank BessingerBar Harbor Society Orch. 10
- Kiss of Spring—Waltz.....Melody Waltz Orch. 10
- 245-H St. Louis Hop—Fox-trot.....University Six I'd Leave Ten Men Like Yours to Love One Man Like Mine—Fox-trot, Original Indiana Five 10
- 248-H Old Folks' Shuffle—Fox-trot, Blue Grass Foot Warmers 10
- Charleston Hound—Fox-trot, Blue Grass Foot Warmers 10
- VOCAL SELECTIONS**
- 261-H Because I Love You—Vocal.Irving Kaufman I'm on My Way Home—Vocal, Irving Kaufman 10
- 252-H Hum Your Troubles Away—Novelty Singing QuartetThe Harmonizers 10
- Just a Bird's Eye View (Of My Old Kentucky Home)—Novelty Singing Quartet, The Harmonizers 10
- 239-H Lay Me Down to Sleep in Carolina—Vocal DuetHarmony Brothers 10
- Where'd You Get Those Eyes—Vocal Duet, Harmony Brothers 10
- 254-H Sing Katie—Vocal Duet, Jack Kaufman-Al Campbell 10
- It Won't Be Long Now—Vocal Duet, Jack Kaufman-Al Campbell 10
- 255-H Why Do You Roll Those Eyes—Vocal Duet, Harmony Brothers 10
- Love Me—Vocal DuetHarmony Brothers 10
- 259-H Mary LouHoney Duke and His Uke 10
- Pretty Cinderella.....Honey Duke and His Uke 10
- 247-H Oh, Lord! I Done What You Told Me To, The Spiritual Singers 10
- Steal Away to Jesus.....The Spiritual Singers 10

Domino Records

- DANCE RECORDS**
- 3786 I'd Love to Meet That Old Sweetheart of Mine—Fox-trotIrwin Abrams' Dance Orch. Will You Wait for Me?—Fox-trot, Imperial Dance Orch. 10
- 3793 Cross Your Heart (From "Queen High")—Fox-trotImperial Dance Orch. Sweet Thing—Fox-trotAl Lentz's Dance Orch. 10
- 3789 Who Could Be More Wonderful Than You?—Fox-trotSam Lanin's Troubadours She's Still My Baby—Fox-trot, Sam Lanin's Troubadours 10
- 3787 I Wonder What's Become of Joe—Fox-trot, Joe Candullo and His Everglades Orch. Cryin' for the Moon—Fox-trot.....Missouri Jazz Band 10
- 3783 I Don't Mind Being All Alone—Fox-trot, Irwin Abrams' Dance Orch. Blowing Off Steam—Fox-trot, Joe Candullo and His Everglades Orch. 10
- 3790 That Night in Araby—Fox-trot.Imperial Dance Orch. My Little Nest—Fox-trot.....Imperial Dance Orch. 10
- 3784 School Day Sweethearts, W. Adrian Schubert's Salon Orch. I Wish I Had My Old Gal Back Again, W. Adrian Schubert's Salon Orch. 10
- 3788 Susie's Feller—Fox-trotAl Lentz's Dance Orch. No One But You Knows How to Love—Fox-trot, Al Lentz's Dance Orch. 10
- 3785 Hi-Diddle-Diddle—Fox-trotMissouri Jazz Band That Captivating Rhythm—Fox-trot, Missouri Jazz Band 10
- 3792 Lay Me Down to Sleep in Carolina—Fox-trot, Sam Lanin's Troubadours I Never Knew What the Moonlight Could Do—Fox-trotIrwin Abrams' Dance Orch. 10
- 3791 Old Folks' Shuffle—Fox-trot, Joe Jordan's Ten Sharps and Flats Morocco Blues—Fox-trot, Joe Jordan's Ten Sharps and Flats 10
- EDDIE PEABODY BANJO RECORDS**
- 3804 Baby Face—Banjo Solo, with Vocal Refrain, Eddie Peabody Where'd You Get Those Eyes?—Banjo Solo, with Vocal RefrainEddie Peabody 10
- VOCAL RECORDS**
- 3795 Because I Love You—Tenor Solo, with Orch. Accomp.Irving Kaufman When I Knew You Were Mine—Tenor Solo, with Orch. Accomp.Howard Clarke 10
- 3796 When the Red, Red Robin Comes Bobbin' Along—Contralto Solo, with Piano Accomp., Hotsy Jarvis Breezin' Along With the Breeze—Contralto Solo, with Piano Accomp.....Hotsy Jarvis 10
- 3794 Looking at the World Through Rose-Colored Glasses—Male Duet, with Piano Accomp., The Radio Imps I Don't Mind Being All Alone—Male Duet, with Piano Accomp.....The Radio Imps 10
- 3798 That's Why I Love You—Tenor Solo, with Orch. Accomp.Irving Kaufman It's Too Late to Be Sorry Now—Tenor Solo, with Orch. Accomp.Irving Kaufman 10
- 3799 She Knows Her Onions—Male Voice, with Piano Accomp.Whispering "Ed" She Says the Cutest Things—Male Voice, with Piano Accomp.Whispering "Ed" 10
- 3801 For My Sweetheart—Tenor Solo, with Orch. Accomp.Billy Jones Here I Am—Baritone Solo, with Orch. Accomp., Arthur Fields 10
- 3800 Someone Is Losin' Susan—Tenor Solo, with Orch. Accomp.Irving Kaufman Sweet Little Girl, You Made My Dreams Come True—Tenor Solo, with Orch. Accomp., Irving Kaufman 10
- 3797 Stars Are the Windows of Heaven—Tenor Solo, with Novelty Accomp.Vernon Dalhart Meet Me at Twilight—Tenor Solo, with Novelty Accomp.Vernon Dalhart 10
- PIANO SOLO**
- 3803 Looking at the World Through Rose-Colored

- Glasses—Piano Solo, with Vocal Refrain, Jimmy Andrews That's Why I Love You—Piano Solo, with Vocal RefrainJimmy Andrews 10
- PIPE-ORGAN RECORD**
- 3802 There's a New Star in Heaven To-night (Rudolph Valentino)—Pipe OrganNorbert Ludwig Let's Be the Same Again—Pipe Organ, Norbert Ludwig 10
- RACE RECORD**
- 1833 What's the Matter Now?—Comedienne, with Jazz Orch. Accomp.Bessie Brown Ain't Much Good in the Best of Men Nowadays—Comedienne, with Jazz Orch. Accomp., Bessie Brown 10
- HAWAIIAN GUITAR RECORD**
- 0161 Sun-Kist Hawaii—Duet, with Vocal Refrain, Ferera-Paaluhi Dreamy Swanee Lullaby—Duet, with Vocal RefrainFerera-Paaluhi 10

Banner Records

- DANCE RECORDS**
- 1811 I'd Love to Meet That Old Sweetheart of Mine—Fox-trotIrwin Abrams' Dance Orch. Will You Wait for Me?—Fox-trot, Imperial Dance Orch. 10
- 1812 Cross Your Heart (From "Queen High")—Fox-trotImperial Dance Orch. Sweet Thing—Fox-trotAl Lentz's Dance Orch. 10
- 1813 Who Could Be More Wonderful Than You?—Fox-trotSam Lanin's Troubadours She's Still My Baby—Fox-trot, Sam Lanin's Troubadours 10
- 1814 I Wonder What's Become of Joe—Fox-trot, Joe Candullo and His Everglades Orch. Cryin' for the Moon—Fox-trot.....Missouri Jazz Band 10
- 1815 I Don't Mind Being All Alone—Fox-trot, Irwin Abrams' Dance Orch. Blowing Off Steam—Fox-trot, Joe Candullo and His Everglades Orch. 10
- 1816 That Night in Araby—Fox-trot.Imperial Dance Orch. My Little Nest—Fox-trot.....Imperial Dance Orch. 10
- 1817 School Day Sweethearts—Waltz, Adrian Schubert's Salon Orch. I Wish I Had My Old Gal Back Again—Waltz, Adrian Schubert's Salon Orch. 10
- 1818 Susie's Feller—Fox-trotAl Lentz's Dance Orch. No One But You Knows How to Love—Fox-trot, Al Lentz's Dance Orch. 10
- 1819 Hi-Diddle-Diddle—Fox-trotMissouri Jazz Band That Captivating Rhythm—Fox-trot, Missouri Jazz Band 10
- 1820 Lay Me Down to Sleep in Carolina—Fox-trot, Sam Lanin's Troubadours I Never Knew What the Moonlight Could Do—Fox-trotIrwin Abrams' Dance Orch. 10
- 1821 Old Folks' Shuffle—Fox-trot, Joe Jordan's Ten Sharps and Flats Morocco Blues—Fox-trot, Joe Jordan's Ten Sharps and Flats 10
- EDDIE PEABODY BANJO RECORD**
- 1822 Baby Face—Banjo Solo, with Vocal Refrain, Eddie Peabody Where'd You Get Those Eyes?—Banjo Solo, with Vocal RefrainEddie Peabody 10
- VOCAL RECORDS**
- 1823 Because I Love You—Tenor Solo, with Orch. Accomp.Irving Kaufman When I Knew You Were Mine—Tenor Solo, with Orch. Accomp.Howard Clarke 10
- 1824 When the Red, Red Robin Comes Bobbin' Along—Contralto Solo, with Piano Accomp., Hotsy Jarvis Breezin' Along With the Breeze—Contralto Solo, with Piano Accomp.....Hotsy Jarvis 10
- 1825 Looking at the World Through Rose-Colored Glasses—Male Duet, with Piano Accomp., The Radio Imps I Don't Mind Being All Alone—Male Duet, with Piano Accomp.....The Radio Imps 10
- 1826 That's Why I Love You—Tenor Solo, with Orch. Accomp.Irving Kaufman It's Too Late to Be Sorry Now—Tenor Solo, with Orch. Accomp.Irving Kaufman 10
- 1827 She Knows Her Onions—Male Voice, with Piano Accomp.Whispering "Ed" She Says the Cutest Things—Male Voice, with Piano Accomp.Whispering "Ed" 10
- 1828 For My Sweetheart—Tenor Solo, with Orch. Accomp.Billy Jones Here I Am—Baritone Solo, with Orch. Accomp., Arthur Fields 10
- 1829 Someone Is Losin' Susan—Tenor Solo, with Orch. Accomp.Irving Kaufman Sweet Little Girl, You Made My Dreams Come True—Tenor Solo, with Orch. Accomp., Irving Kaufman 10
- 1830 Stars Are the Windows of Heaven—Tenor Solo, with Novelty Accomp.Vernon Dalhart Meet Me at Twilight—Tenor Solo, with Novelty Accomp.Vernon Dalhart 10
- PIANO SOLO**
- 1831 Looking at the World Through Rose-Colored Glasses—Piano Solo, with Vocal Refrain, Jimmy Andrews That's Why I Love You—Piano Solo, with Vocal RefrainJimmy Andrews 10
- PIPE ORGAN RECORD**
- 1832 There's a New Star in Heaven To-night (Rudolph Valentino)—Pipe Organ.....Norbert Ludwig Let's Be the Same Again—Pipe Organ, Norbert Ludwig 10
- RACE RECORD**
- 1833 What's the Matter Now?—Comedienne, with Jazz Orch. Accomp.Bessie Brown Ain't Much Good in the Best of Men Nowadays—Comedienne, with Jazz Orch. Accomp., Bessie Brown 10
- HAWAIIAN GUITAR RECORD**
- 2133 Sun-Kist Hawaii—Duet, with Vocal Refrain, Ferera-Paaluhi Dreamy Swanee Lullaby—Duet, with Vocal RefrainFerera-Paaluhi 10

U. S. Music Co.

Title	Composer	Played by
Me Too—Fox-trot		Lee Sims
That's My Girl—Fox-trot		Robert Billings
Ting-a-Ling the Bells'll Ring—Fox-trot		Jack Pierce
Mary Lou—Fox-trot		Robert Billings
Because I Love You—Waltz		Harold Wansborough
The Miami Storm—Song; Waltz		Robert Billings
Cross Your Heart (From "Queen High")—Fox-trot		Robert Billings
And Then I Forget—Fox-trot		Lee Sims
I Wonder What's Become of Joe?—Fox-trot		Lee Sims

- How Could Red Riding Hood?—Fox-trot.....Lee Sims That Night in Araby—Fox-trotJack Pierce 10
- SPECIAL RELEASES**
- WORD ROLLS**
- Lonely Hawaii—Hawaiian Waltz, Sweet Thing—Fox-trotRobert Billings I Never Knew What the Moonlight Could Do—Fox-trot, Robert Billings 10
- My Cutey's Due at Two-to-Two To-day—Fox-trot, Jack Pierce 10
- Milwaukee March—Song, The Crepe on the Old Cabin Door—Waltz, Guernsey-Thompson I'd Love to Call You My Sweetheart—Fox-trot.....Lee Sims 10
- Out in the New Mown Hay—Fox-trot.....Jack Pierce Meadow Lark—Fox-trotLee Sims 10
- Don't Be Angry With Me—Fox-trotJack Pierce Gone Again Gal—Fox-trotLee Sims 10
- Lay My Head Beneath a Rose—Waltz, Harold Wansborough She Belongs to Me—Fox-trot.....Eubie Jones 10
- FOREIGN WORD ROLLS**
- Bablinka—Polka—BohemianV. F. Fiser There's a New Star in Heaven To-night (Rudolph Valentino)—Italian, Il Est Quelque Part Un Coeur—Waltz—French, Cri-Cri—Chanson Vecue—FrenchFlouron-Leojac 10
- Fleurs D'Amour—FrenchCharles-Padilla Stasys (Daina-Sokis)—LithuanianVanagaitis Godeles (Pavedu Liudui Girai)—Lithuanian.....Vanagaitis 10
- Fridolinka—Polka—Polish, Nos Cocurs Emus N'Ouhlieront Jamais (Rudolph Valentino)—French, (1) Oi Mergele. (2) As Mergyte—Lithuanian, Hubicka Polka (Kiss Polka)—Bohemian, Voleny Valcik—Bohemian, Une Valse Avec Vous—French, Si J'avais Su—Fox-trot—French, Marja—Polish. 10
- FOREIGN ROLL—MUSIC ONLY**
- Ceska Sousedska—Valcik—BohemianLouis Vitak 10
- AUTO ART**
- These Rolls for Reproducing and Expression Player-Pianos Using Standardized Tracker Bar
- INSTRUMENTAL ROLLS—MUSIC ONLY**
- Auto-Art Expression Test, Hark! Hark! The Lark (Serenade from "Cymbeline") (Schubert)Carlos Fabri 10
- La Traviata (Verdi)—SelectionMcNair Ilgenfritz Murmuring Zephyrs (Jensen)McNair Ilgenfritz 10
- Barber of Seville (Rossini)—Selections.....McNair Ilgenfritz
- LIBRARY EDITION—WORD ROLLS**
- My Lord's Gonna Move This Wicked Race—Negro SpiritualFairie Mae Asken Thanks Be to God—SongRobert Billings 10
- I Heard You Go By—SongRobert Billings Death's Black Train Is Coming—Negro Spiritual, Silver Wing—An Indiana Love Song, Cherie, I Love You—BalladRobert Billings 10
- At Peace With the World—BalladRobert Billings Adoration (Ilgenfritz)—SongMcNair Ilgenfritz 10
- LIBRARY EDITION—MUSIC ONLY**
- Ich Liebe Dich (I Love You) (Grieg)—Transcription, McNair Ilgenfritz Morris Dance (From "Henry the Eighth") (German), Alfons Bacon-McNair Ilgenfritz 10
- Country DanceMcNair Ilgenfritz Lucia De Lammermoor.....Carlos Fabri 10
- I'Pagliacci (Leoncavallo)—SelectionsMcNair Ilgenfritz

L. E. Gillingham Returns to Japan After Long Visit

L. E. Gillingham, assistant general manager of the Nipponophone Co., Tokyo, Japan, manufacturer of phonographs and records, sailed from Vancouver this week on the "Empress of Russia" to resume his duties with this company. Mr. Gillingham is widely known in phonograph circles everywhere, for he has been identified with the industry for many years and is recognized as one of the leading authorities on record manufacture and production. He spent several months in this country getting acquainted with various factors of the record industry, and taking care of special activities for his company. The Nipponophone Co., of which J. R. Geary is president, has attained remarkable success in Japan in the manufacture and sale of phonographs and records. The company, under Mr. Geary's direction, has built up a wonderful business and its permanent success is assured, for it has under exclusive contract for a long period of years practically all of the high-class Japanese artists. Mr. Gillingham has been identified with the organization for a number of years and has been an important factor in its success.

A new talking machine department was installed at Lipman, Wolfe's, Portland, Ore.

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.

Frederic Hermann Thorens Visits L. H. Junod & Co.

Representative of Swiss Motor Manufacturing Firm Plans Several Weeks' Stay in This Country to Arrange for Representation

Frederic Hermann Thorens, of the well-known firm of Hermann Thorens, Ste. Croix, Switzerland, manufacturer of the Thorens phonograph motor, arrived in New York recently. His visit at this time is due to the sudden death of L. H. Junod, former consul general of Switzerland and head of the firm of L. H. Junod & Co., New York, for many years exclusive agents in the United States for Thorens phonograph motors. Mr. Thorens is making his headquarters at the offices of L. H. Junod & Co., 104 Fifth avenue, New York, and will be here for several weeks studying conditions with a view to making new arrangements for the continued representation of his firm.



Frederic H. Thorens

In an interview with a representative of The World, Mr. Thorens paid a remarkable tribute to the outstanding personality and ability of Mr. Junod, and expressed the opinion that his place in business and international relationships would be exceedingly difficult to fill.

Mr. Thorens, who is the eldest son of Hermann Thorens, founder and active head of the firm, stated that the factory at Ste. Croix, Switzerland, is now working at full capacity, employing approximately 1,000 workmen. The Thorens phonograph motor has always enjoyed increasingly satisfactory sales in the United States, and Mr. Thorens fully anticipates that the future will be as successful as the past.

Ingenious Folder Announced Viva-tonal Columbia Line

Beautifully Executed Piece of Sales Promotion Material Makes Direct Tie-up With Columbia Co. Double-page Advertisement

An original piece of Viva-tonal Columbia sales promotion material has made its appearance in the form of an unusually attractive, cleverly constructed folder that makes a direct tie-up with the Viva-tonal Columbia double spread, two-color advertisement which is to appear in the Saturday Evening Post issue of October 23.

Lithographed in six colors and gold, it is undoubtedly one of the most beautiful pieces of printed matter ever distributed by the Columbia Co. Its beauty is equaled only by the ingenious manner in which the product is presented. In this there is outstanding evidence of very careful, clever planning and artistic production.

For its Saturday Evening Post advertisement, Columbia has for its predominating point the fact that a hearing of the Viva-tonal Columbia reveals a heretofore unknown quality of music that is like "the opening of doors long closed." The tie-up to this "opening-of-doors" idea is accomplished in the Columbia folder by a unique series of folds.

Opening the first fold, one is confronted with a beautifully colored reproduction of two massive Gothic doors—closed; the heading predicts "The opening of doors long closed!" The two flap "doors" open at a touch and there revealed in the doorways are striking illustrations of characters, from the opera "Faust." In one door stands Mephistophele, singing and representing the deepest of basses. In the other

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a beautiful Marguerite, also singing, represents the highest of sopranos.

Graphic illustrations of the scale and its highest and lowest notes lead to the respective headings, "All the sonority of the deepest bass" and "All the purity of the highest notes." Interesting copy, pertaining to the respective

illustrations and headings, relates why, from now on, in the Viva-tonal Columbia, the music lover has available for his enjoyment the full range of music in all its forms. Open the final fold and there are portrayed in attractive colors the various Viva-tonal Columbia models with complete descriptions and prices.

A C B Z A C D F H K L N P Q S U A X V B D F G I J L N P Q S U V X Z V C E F H J K W O P R T A C E M O N
 G F Y H J K W M N P Q R S T U V W X Y Z A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
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The Starr Portable Phonograph or Gennett Portophone with Gennett Records

The Starr Portable or the Gennett Portophone with Gennett Records offers an unbeatable combination to launch forth on a big fall selling campaign.

The new Gennett releases with their timeliness, vivacity, smoothness and excellence of recording and the smart cleancut appearance and clear far-carrying tone of both the Starr Portable and Gennett Portophone present all any dealer could desire to meet the season's selling opportunity.

These Portables may be had either under the Starr or Gennett name plate. Colors are black, brown, red, gray, green and blue. Light in weight, ruggedly constructed, handsomely finished, attention compelling. Will meet the demands of the most critical.

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CLEVELAND
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NEW YORK



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Williamsport—W. A. Myers

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Providence—J. A. Foster Co. (Amberola only)

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UTAH

Ogden—Proudfit Sporting Goods Co.

VIRGINIA

Richmond—The C. B. Haynes Co., Inc.

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St. Thomas—Edison Phonograph Distrib. Co.
Vancouver—Kent Piano Co., Ltd.
Winnipeg—Babson Bros. (Amberola only)

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COLORADO

Denver—Edison Phonograph Distributing Co.

GEORGIA

Atlanta—Phonographs, Inc.

ILLINOIS

Chicago—Edison Phonograph Distributing Co.

LOUISIANA

New Orleans—Diamond Music Co., Inc.

MASSACHUSETTS

Boston—Pardee-Ellenberger Co., Inc.
Iver Johnson Sporting Goods Co. (Amberola only)

MICHIGAN

Detroit—Phonograph Co., of Detroit

MISSOURI

Kansas City—Edison Phonograph Dist. Co.
St. Louis—Silvertone Music Co.

MONTANA

Helena—Montana Phonograph Co.

NEW JERSEY

Orange—Edison Phonograph Distributing Co.

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Orange, N. J.