

The **TALKING**
MACHINE
WORLD

*For dealers
 wholesalers
 & manufacturers
 of phonograph
 & radio products*

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



The Amazing New Musical Instrument

Brunswick Panatrophe

and

Brunswick Panatrophe

with Radiola



The Sign of Musical Prestige

Brunswick

Manufacturers

Established 1845

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PANATROPE — THE ENTIRE MUSICAL SCALE

Sonora

RADIOS—SPEAKERS and PHONOGRAPHS

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279 Broadway, New York

The Talking Machine World

Vol. 21. No. 11

New York, November 15, 1925

Price Twenty-five Cents

Lester E. Noble Elected Officer of Federal Corp.

Made Vice-president and General Manager of the Federal Radio Corp., Buffalo, N. Y.—Well Known in the Talking Machine Trade

BUFFALO, N. Y., November 7.—The Federal Radio Corp., of this city, manufacturer of Federal Ortho-sonic radio, announced this week the election of Lester E. Noble as vice-president and general manager of the company. Mr. Noble has been identified with the Federal organization for some time past, occupying the position of vice-president and sales manager, and his election to this new post is a fitting tribute to his exceptional merchandising ability and general knowledge of the radio industry. Mr. Noble will need no introduction to the talking machine trade, as for many years he was manager of the Victrola wholesale department of the Rudolph Wurlitzer Co. and included among his friends are dealers from coast to coast, as well as the leading members of the wholesale talking machine trade.

A. C. Stearns, Jr., formerly advertising manager of the Globe Electric Co., Milwaukee, Wis., has been appointed advertising manager of the Federal Radio Corp. and is doing splendid work in this position. Mr. Stearns brings to his new post a thorough knowledge of advertising and publicity as applied to the radio field, and he is working in close co-operation with Federal jobbers and dealers throughout the country.

New Thermodyne Jobbers Appointed by M. O. Giles

Sales Manager of Corporation Returns From Trade Centers in South and Middle West

M. O. Giles, sales manager of the Thermodyne Radio Corp., New York, returned to his desk recently after a lengthy trip to the Pacific Coast, which also included a visit to the leading trade centers in the South and Middle West. While on this trip Mr. Giles completed arrangements with a number of prominent wholesalers whereby they will give Thermodyne products adequate representation in their respective territories. At the present time Thermodyne sets have a nation-wide distribution, with a list of jobbers that includes prominent concerns in the music, electrical and automotive industries.

Among the recent Thermodyne jobbers appointed by Mr. Giles are the following: Miami Tire Co., Miami, Fla.; Bailey & Co., Atlanta, Ga.; Cinnard Electrical Co., Winston-Salem, N. C.; E. L. Taylor & Co., Richmond, Va.; Woodward, Wight & Co., New Orleans, La.; Listenwaller & Gough, San Francisco and Los Angeles, Cal.; Globe Electric Co., Seattle, Wash., and Empire Electric Co., Spokane, Wash.

D. T. Allen Visits New York

Don T. Allen, vice-president of the Carryola Co. of America, Milwaukee, Wis., manufacturer of Carryola portables, spent ten days in New York recently, making arrangements with various manufacturers of Carryola parts and calling on the local trade. While here Mr. Allen expedited the delivery of a very large quantity of parts entering into the construction of Carryola portables, in order to give the factory at Milwaukee an opportunity to keep pace with the requirements of Carryola jobbers and dealers.

W. D. Montgomery Accepts Important New Position

Now Sales Manager of the Fletcher-Wickes Co., Chicago, Manufacturer of Tone Arms, Loud Speakers, Reproducers and Other Products

CHICAGO, ILL., November 6.—W. D. Montgomery, who has been a well-known and popular figure in the talking machine trade for the past fifteen years, recently accepted the position of sales manager of the Fletcher-Wickes Co., this city, manufacturer of tone arms, reproducers, loud speakers and loud-speaker units. Mr. Montgomery, who has been active in both the wholesale and retail divisions of the music trade, throughout practically all of his business life, assumed his new duties on October 30, coincident with a reorganization of the sales department, the expansion of production and the introduction to the trade of a line of Fletcher loud speakers.

Years of experience in the talking machine field have made Mr. Montgomery thoroughly conversant with the problems of both manufacturer and dealer, for he once operated his own retail phonograph department in Pittsburgh, Pa., and was a prominent factor in the organization of the Pittsburgh Dealers' Association, of which he was vice-president. For five years he was associated with leading talking machine manufacturers, serving as salesman, special sales representative and assistant sales promotion manager.

When the United States entered the World War he enlisted and served overseas with the air forces. Upon his return he became interested in the Unit Construction Co., Chicago, a firm specializing in musical merchandise equipment, and served as district sales manager, a position in which he came in contact with many of the leading dealers of the country.

In January, 1923, Mr. Montgomery resigned from his position with the Unit Construction Co. to become special sales representative of the Brunswick-Balke-Collender Co., a post in which he gained a still larger number of friends in the trade and proved a valuable aid to Brunswick dealers. About a year later he was appointed special Eastern representative of the Bush & Lane Piano Co., Holland, Mich., manufacturer of Duo-Vox phonographs, making his headquarters in Philadelphia, the position which he held until his acceptance of the important post with the Fletcher-Wickes Co.

Southern Aluminum Co. Adler-Royal Distributor

Lambert Friedl, vice-president and general sales manager of the Adler Mfg. Co., Louisville, Ky., and New York city, announced this week the appointment of the Southern Aluminum Co., New Orleans, La., as a distributor of Adler-Royal phonograph and Neutrodyne radio products. This company will serve dealers in Louisiana, Texas and Mississippi, and the success it has already attained in the introduction of various specialty products insures an adequate representation for the Adler-Royal line in this important territory. Gus Blaneard, head of the Southern Aluminum Co., was a recent visitor to New York and while here completed the arrangements with Mr. Friedl whereby his company became an Adler-Royal jobber.

The Hyatt Music Co., Portland, Ore., has opened a new store at 1422 Sandy boulevard. A full line of musical instruments is carried.

Stern Bros. Open Victor Talking Machine Dept.

Large New York Department Store Victor Department Under the Management of Miss B. B. Steele—Lord & Taylor Close Department

On Monday, November 2, selected as Victor Day, Stern Bros., large New York department store, opened its exclusive Victor talking machine department. The inaugural was most fitting, inasmuch as a stock of the new Orthophonic Victorolas was on hand for demonstration purposes and hundreds visited the store, lured by the attractive advertising which appeared in the local papers. The new department is under the management of Miss B. B. Steele, who occupied a similar position with Lord & Taylor, who closed out their Victor department on Tuesday, October 27. Miss Steele is assisted by Miss Elsie H. Baum, who worked in a similar capacity at the Lord & Taylor store, having been connected with that establishment for some ten years. The policies which made the Lord & Taylor establishment one of the leading Victor retail establishments in the metropolitan area are being carried out by Miss Steele in Stern Bros.

On the opening day a practically continuous demonstration of the Orthophonic Victorolas was in progress, with F. A. Anderson, of Chas. H. Ditson & Co., Victor distributors, on hand to lend assistance to the sales force of Stern Bros. Many orders for the instrument were received.

List Price of Vocalion Records Is Increased

E. A. Strauss, General Manager of Vocalion Record Division of Brunswick Co., Outlines Reasons for Price Change

E. A. Strauss, general manager of the Vocalion record division of the Brunswick-Balke-Collender Co., announced this week that the company, in response to numerous requests from its dealers throughout the country, has decided to raise the list price of all Vocalion records to seventy-five cents and to allow all dealers an additional margin of profit by quoting a discount of 40 and 10 per cent from list.

In making this announcement Mr. Strauss pointed out that the matter had been given very careful thought and consideration by the Brunswick-Balke-Collender Co., and that the decision was made in the best interests of the dealers, who apparently can develop to better advantage a market for a seventy-five-cent record than for a cheaper priced record. It seems to be the unanimous opinion among the dealers that the public will pay seventy-five cents for a good record and that the dealer, by working on a very satisfactory margin, can build up a profitable record clientele.

Eddie Elkins Orchestra to Record for Columbia

Eddie Elkins and His Orchestra, well-known dance aggregation, recently signed a contract to record exclusively for the Columbia Phonograph Co., New York. This orchestra is one of the best known to patrons of night clubs, as it was recently featured at the Citty Riehlman, and is also popular with vaudeville audiences. The first new Columbia recording by the orchestra is "Don't Wait Too Long."

Powerful Lever for Moving Record Stock

Broadcasting of World-Famous Artists Gives the Retailer an Aid to Promoting Record Sales Unparalleled in History of the Trade

Radio programs of marked excellence, from the musical standpoint, by artists of wide renown, are now being broadcast, thanks to the enterprise of A. Atwater Kent and others interested in the development of musical appreciation, and hundreds of thousands of people are regularly privileged to hear famous vocalists and instrumentalists via the radio. The effect of this has been twofold on the business of the talking machine trade. First, the betterment of the radio broadcasting programs has generated an increased interest in radio, both among those who already own sets and also among those who have thus far refrained from purchasing radio. Second, because many of the broadcasting artists are better known through their talking machine records, sales in the record departments have increased, the gain traceable to radio programs, of course, centering on the numbers broadcast and selections recorded by the artists who have "entertained through the microphone."

In spite of the fact that the talking machine dealer who is seeking to develop his business recognizes the value and need for publicity and pays a round sum each year to bring his products before the public, there has been apparently no serious or widespread effort, at least in New York City, to make capital of the broadcasting programs which, especially on Sunday evenings, are of a high order of excellence. Yet there are so many ways in which the dealer can profit, especially in the record department of his business, by taking advantage of the priceless publicity received by record-radio artists and the selections which they have both broadcast and recorded, that the lack of systematized tie-up with programs is amazing. To be sure, here and there one finds a

retailer who is fully awake to the opportunity and who is making the most of it, but generally dealers are, strange to say, indifferent or they lack the energy to carry out a plan of campaign of this character.

Whatever may be the reason for ignoring what

With artists "on the air" who have achieved fame largely because of their recordings the talking machine dealer has an unrivaled opportunity of promoting record sales by tie-ups with the programs. Far-sighted merchants will lose no time in effecting profit-building tie-ups.

is undoubtedly one of the best and most effective means of publicity which the talking machine dealer has at his command in the promotion of record sales, the fact remains that this broadcasting by well-known record artists can be turned to good account in the promotion of record sales at very little expense, compared to other forms of publicity and sales promotion not nearly so powerful as a lever to push up the sales volume.

There are, of course, many ways of tying up with these radio programs and the artists who broadcast. One dealer who quickly grasped the opportunity to tie-up with the radio programs did so through his window display. Each morning,

on a large black placard in white letters were listed the selections which had been broadcast the night before and which were obtainable on records. This placard was placed in the center of the window, which was exclusively devoted to the display of records. The placard bore the title "Did you hear these selections over the radio last night?" and immediately under the foregoing was this message: "We can supply you with records of your favorite radio songs."

Another live retailer not only features the records of selections which have been broadcast but goes a step further by advertising them in his regular record newspaper publicly. This retailer also brings these records and the record artists who are broadcasting to the attention of his radio patrons by direct mail.

So many ideas come to mind in connection with a real, effective tie-up by talking machine dealers with the artists whose fame was largely made by the talking machine record that one is forced to believe there is a lack of enterprise somewhere.

The dealer who neglects any department of his business to take the line of least resistance in moving merchandise is the loser by his short-sightedness. That there is a good sale for records in spite of many distracting influences is proved by those dealers who make an intelligent effort to make the record department profitable.

Salzman Appointed Receiver

Harry T. Salzman has been appointed receiver for the Ideal Music Co., Plainfield, N. J. This company is closely affiliated with the Ideal Music Co., of Newark, which is also in the hands of a receiver.

NYACCOFLEX
R. P. I.



See NYACCO Radio

New five tube radio frequency receivers built with best material obtainable including straight line frequency condensers


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

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

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

New York Album & Card Co., Inc.

23-25 Lispenard Street, New York



The
Brunswick
Panatropé

The *first* — the *only* purely
ELECTRICAL Reproduc-
ing Instrument known—
the *most remarkable of all*
musical instruments . . .

Offered as the combined achievement of the Four
World Leaders in musical and electrical acoustics:

—The Radio Corporation of America, The General Electric Co.,
The Westinghouse Electric & Mfg. Co., and Brunswick

C. A. Englebeck Elected Vice-President Zenith Corp.

Zenith Executive Board, Headed by President E. F. McDonald, Jr., Composed of Men of Wide Experience and Standing in Business

CHICAGO, ILL., November 9.—That the stability and progress of radio is becoming more established is clearly evidencing itself in the fact that men of many of the older lines of manufacture and merchandising are hearing the "call of opportunity." There is hardly a month passes but what some one or more men, prominent in the music or automobile business, break



C. A. Englebeck

away from connections of long years' standing and ally themselves in the ranks of this infant industry.

What at first was looked upon as a "novelty" and an industry of to-day only has suddenly claimed the attention of prominent captains of industry and by this same token radio is fast assuming the same proportions as did the automobile in 1905, and likewise the phonograph in 1910.

C. A. Englebeck, prominently known in the automobile industry as among its foremost field organizers and merchandisers, particularly in the General Motors Cadillac division and Peerless circles, by what was virtually a temporary leave of absence from what he, himself, considered his life's work, came with the Zenith Radio Corp. in the capacity of assistant to the president, E. F. McDonald, Jr., who also figured prominently in automobile circles years ago. It was generally assumed at the time that Mr. Englebeck's affiliation with Zenith was more or less a temporary one. Mr. McDonald wanted Mr. Englebeck's reaction on the merchandising of radio, and Mr. Englebeck wanted the opportunity to get a cross-section view of radio merchandising and the trend of public sentiment and demand.

Four months rolled by and Mr. Englebeck, engrossed in his study of radio conditions, became so thoroughly sold on its possibilities that the same old fires of action that made his success in the automobile field asserted themselves and Zenith began to feel the pulse of his experience in the field's response.

Mr. McDonald returned to Chicago October 23 from his historic four months' cruise to the

Polar region in the interest of radio development and in which he was second in command of the MacMillan Arctic Expedition, in charge of the S. S. Peary, and it did not surprise Mr. McDonald to see the complete change in Mr. Englebeck's attitude toward radio, and which he so characteristically expressed himself: "McDonald, I believe it is going to surpass even the balmy days of the motor car."

As a result, Mr. Englebeck's name was proposed to the Zenith board of directors early in November, and with the election to the position of vice-president he attached himself as a permanent fixture in the organization of specialists who are to-day responsible for Zenith success. Vice-president Englebeck becomes also director of sales.

It is interesting to note the line-up of Zenith

J. S. Macdonald in Charge of Columbia Recording Dept.

Latest Columbia Move in Rounding Out a Strong Producing Organization Exemplified in Addition of John S. Macdonald to Staff

The Columbia Phonograph Co. in the development of its business is gradually getting together an organization of the leaders in the industry. Some months ago the company secured for its factory manager Raymond A. Gloetzer, who has had many years' experience in record factory organization. The record product the company is putting out, which is now regarded by the trade with marked approval, is a striking proof of Mr. Gloetzer's ability.

Recently the Columbia Co. announced a further addition to its organization in the person of Frank L. Capps, to take charge of research work. He is regarded as one of the leading inventors of the phonograph industry.

The Columbia Co. now announces a further important move. John S. Macdonald, who has been associated with the Victor Talking Machine Co. for twenty-four years, has joined the Columbia Co. to take charge of the entire recording department. The Columbia recording department has grown so large it has become necessary to organize it on a more efficient scale than hitherto. Arthur Bergh, who has done wonderful work and is largely responsible for the improved Columbia recording, will now concentrate on the musical end of the department, as it is recognized that he is a foremost authority among musicians who are leaders in the recording world. Mr. Macdonald becomes the executive head of that department.

During the twenty-four years Mr. Macdonald was associated with the Victor Co. he was manager of the Victor recording laboratory in New York City for many years up to 1920, when he became sales manager of the Victor Co. with headquarters in Camden. On the retirement of C. G. Childs about October, 1922, Mr. Macdonald took complete charge of the artists and repertoire department. It is unnecessary to

executives and their early training. President E. F. McDonald, Jr. figured among the most prominent in America's motor car field work during his years of association with the Franklin and other manufacturers. Vice-president Thomas M. Pletcher, also president of the Q R S Music Co., is a man known throughout the entire music fraternity and he has been one of that industry's most outstanding figures in phenomenal sales and industrial progress. Secretary N. A. Fegen, serving for years as sales manager in the musical instrument field, was also engaged in the sales end of the automobile business, as was Director of Sales Promotion H. H. Roemer, who for fourteen years was in contact with the sales and field development of several of the country's leading motor car manufacturers.

mention Mr. Macdonald's qualifications in every respect, for they are well known to everyone who is associated with the industry. This move will still further strengthen the



John S. Macdonald

Columbia Co. on the lines of producing quality records by the leading artists.

Music Master Jobber in New Headquarters

NEWARK, N. J., November 7.—The North Ward Radio Corp., Music Master distributor, of this city, is now established in its new headquarters at 376 Plane street, where 60,000 square feet of space is available for the servicing of radio merchandise to dealers in the Newark territory. In addition to ample stock and shipping rooms, attractive reception and display rooms have been installed and a private office for Herbert Pink, president of the company. Besides the Music Master line the North Ward Radio Corp. distributes Mu-Rad and Day-Fan radio receiving sets, Farrand loud speakers, Burgess batteries and Cunningham tubes.

National Record Albums

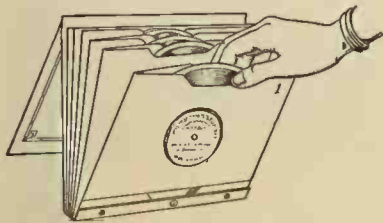
are

Good Albums

Nationally known because they give real satisfaction.

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

Write for our list of 1925 styles and prices



NEW PORTABLE ALBUM



THE PERFECT PLAN

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

A Startling Invention

The *Brunswick* Panatrophe *and* Radiola

*Harnessing the powers of ELECTRICITY
to bring you the most wonderful music
known to this age*

Electrical Super-Reproduction of Music

Capturing and reproducing hidden tones of melody as never before. The Brunswick Panatrophe—the FIRST and ONLY purely electrical reproducing instrument

Offered as the combined achievement of the Four
World Leaders in musical and electrical acoustics:

*The Radio Corporation of America
The General Electric Company
The Westinghouse Electric & Mfg. Co.
and Brunswick*

Sound Methods Built a \$300,000 Business

L. A. Titefsky Started Ten Years Ago With \$250—Today His Sales Approach a Third of a Million Dollars Per Annum—How He Did It

Is it worth while for the talking machine dealer to go after the business of the foreign-born residents of his community? Louis A. Titefsky, proprietor of the European Phonograph Co., successful New York retailer, thinks so and in proof of the soundness of his views and as a practical example of the profits to be derived by making a determined bid for this trade he points out that he started in the talking machine business only ten years ago, with a capital of \$250 and now his annual gross business is in excess of \$300,000.

What Is In a Name?

When Mr. Titefsky started in business he determined to concentrate on building up sales among the foreign-born. His store was and now is located in a section of the city where reside people of all nationalities, Russian, Polish, Ukrainian, Slovak, Bohemian, German, Jewish, Italian, Hungarian predominating. Because of his location among these peoples, he decided to select a name which would suit all nationalities and, accordingly, "European Phonograph Co." was the name he decided to operate under. Mr. Titefsky believes that the name of his business has been instrumental in securing considerable patronage, especially making a strong appeal to foreign-born readers of the firm's advertising in the six leading foreign language newspapers.

Advertising Gets Business

"Advertising," says Mr. Titefsky, "is the most powerful weapon for building sales at the command of the dealer. We have proved this to our satisfaction. Our advertising appropriation last year was \$12,000. Our ads appear regularly in newspapers printed in various foreign languages and the bulk of our business is secured through this medium of sales promotion. A feature of the company's advertising is an announcement that mail orders will be given careful attention. This has resulted in a large number of regular customers who live thousands of miles from New York. Orders for records are received from Maine to Florida and West to Seattle. There is food for thought in this view of the fact that it indicates dealers in many cities are overlooking opportunities for getting business in their communities. These record orders are not merely for single numbers. The foreign-born people are, as a rule, musically inclined and their orders run up to and in many cases more than \$10. This is all cash business and involves no work other than shipping the records.

The European Phonograph Co. carries a large foreign record stock in addition to most

of the popular numbers in the English language. Normally there are in the neighborhood of 40,000 records on the shelves. "We have built up a reputation of having every foreign record in stock and it is true. It is very easy to lose track of the numbers called for are not in stock. At least one of every number of the foreign records of several of the leading record manufacturers is in stock at all times. As the sales are made, the girl at the cash register makes

The story of the European Phonograph Co. graphically depicts the opportunity that exists in the talking machine business. It is the story of a man who risked his all in something he believed in and then through sheer business ability built up a successful enterprise. Those who think the phonograph business has gone to the "bow-wows" will do well to read the story of Louis Titefsky.

note of the numbers and we promptly place orders for a renewal of the stock," said Mr. Titefsky. The record business of this live dealer was about \$36,000 last year.

Service Wins Continued Patronage

Service is a fetish at this store. Foreign-born people become repeat customers only if they are given, what is in their opinion, a square deal, and the dealer who desires to make a success of this class of business must be prepared to go to great lengths to give maximum service, according to Mr. Titefsky. The store has a service department which is really kept busy. If there is something wrong with a customer's instrument, no time is lost in servicing it. To facilitate deliveries a ton and a quarter truck is kept busy and to speed up service calls and for especially quick delivery a Dodge automobile is utilized.

Right Kind of Salesmen Important

The foreign-born customer likes to do business with someone who can talk his language. At least that is the experience of this dealer. For this reason, the salesmen of the store have been carefully selected for their linguistic abil-

ity. Between them, the salesmen speak fluently Italian, Jewish, Russian, Ukrainian, Slovak, Bohemian, German and Hungarian. Courtesy is a rule of the store and the salesmen know thoroughly how to handle their patrons so that they go away, after having made a purchase, feeling that they were well treated. Once a foreigner gets the idea that he has been treated unfairly, according to Mr. Titefsky, he goes away never to come back as a patron. What is even worse, he tells his friends and they, too, ignore the store where a countryman was treated unfairly.

Foreigners Good Radio Buyers

For some time, there has existed a belief that foreign-born people are not good radio prospects. Mr. Titefsky explodes this theory. "We opened a radio department a year and a half ago," he said, "and our business has grown consistently. In a period of four months, our radio business grossed \$18,000. The foreign-born people are beginning to awaken to the fact that there is nothing mysterious about radio and that they can get much enjoyment from a receiver. As is our policy, we advertise radio in foreign language newspapers and the results in sales are excellent. The important thing for the dealer in a neighborhood like this is to be careful to select the right lines. We handle three nationally known makes of radio, being careful to feature lines priced commensurate with the buying power of our potential customers."

Sound Methods Responsible for Growth

When a business starts on a small scale and grows consistently through the years there can be no question of the soundness of the merchandising methods. The European Phonograph Co., as has been mentioned, started ten years ago on very small capital. At that time the store was a single small room; there were two tiny booths, made by Mr. Titefsky, himself. Today the store occupies a very large warehouse, in fact, what was once three buildings. There are large display rooms devoted to talking machines, radio, records, pianos, and the booths are of modern construction. The outside of the store boasts several large electric signs telling the world the name of the store and the lines handled.

Drive on Brunswick Radiola

Martin Bros. Music Shop, Jefferson City, Mo., recently staged a special campaign featuring the combination Brunswick Radiola. Special displays and an extensive advertising drive attracted considerable attention.

Times have changed in the Record Business

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

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

The Audak System

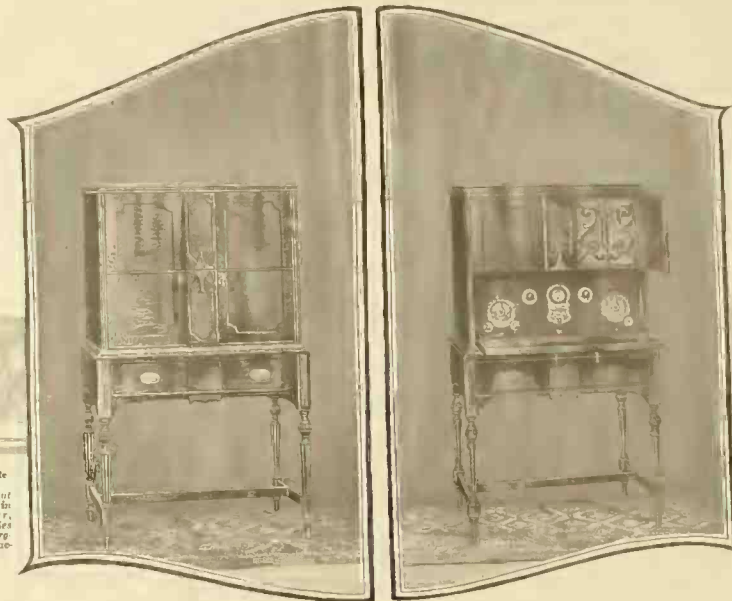
The modern method of demonstrating and selling records
Without the Use of Booths

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

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

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





No. 602 Art Console (Closed)
American Walnut Cabinet, Built in Loud Speaker, Space for batteries and battery charger. \$350 without accessories.

No. 602 Art Console (Open)
Showing control board with exclusive bronze selectors; 6 Tubes; Dual control; Totally shielded; Equipped with volt meter.

DOUBLY SALEABLE for Beauty and Performance

You will attract your finest prospects for radio sales—the leaders of radio opinion in your sales area—with the Stromberg-Carlson No. 602 Art Console Receiver.

Its exquisite design and beautiful finish make this Receiver as safe and permanent a furniture purchase as that of the finest antique cabinet.

Its advanced radio design, ease of control, protected price and unmatched radio results

make it the most permanent investment from the viewpoint of radio.

Its Rejectivity—the radio quality vital in nearly all sales territory where the finest radio receiver can be afforded—is practically a Stromberg-Carlson discovery and wholly a Stromberg-Carlson development. Your prospects are going to ask a great deal about *rejectivity* this year and about the receiver which possesses it.

STROMBERG-CARLSON TELEPHONE MFG. CO.
1060 University Avenue, Rochester, N. Y.

Builders of apparatus for voice transmission and voice reception
—standard throughout the world for more than thirty years.



No. 1 Type Table Model, 3-tube; has antenna coupling switch; also key for switching from first audio to second audio frequency amplifier. Solid Mahogany. \$180 without accessories.



No. 601 Table Model, 6-tube; totally shielded; dual control; volt meter; takes new tube bases; operates silver horn or cone type loud speaker. Solid Mahogany. \$210 without accessories.

Prices quoted are for the



United States cost of the Receiver

Stromberg-Carlson



(Registered in the U. S. Patent Office)

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

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

NEW YORK, NOVEMBER 15, 1925

Plain Facts for the Dealer or Salesman to Digest

THE placing on the market of a number of new sound-reproducing instruments, revolutionary in character, and the promise that other noteworthy achievements in reproducing mediums will be offered to the public in the near future have offered and will offer to the retailer in talking machines an unexampled opportunity for not only cultivating new and profitable fields for the latest products but going over the rich fields that have been worked in the past for the purpose of reselling old customers instruments so radically new as to make their purchase most desirable.

The marketing of new instruments has naturally placed the manufacturer in a difficult position so far as production is concerned, for it has meant that operations had to begin with a standing start, as it were, and be built up from nothing to a point where the output in some measure at least was sufficient to meet the initial demand of the trade and the public. Even under the most favorable manufacturing conditions, and discounting the public demand for the maximum, it will probably be many months before production can catch up to normal demand, which means that unless every possible calculation is wrong the talking machine dealer is facing a sellers' market of long duration.

But with all these opportunities before them, and with the certainty that for months to come the question will be that of getting enough instruments to sell rather than the problem of moving them, there are dealers who insist upon injecting a very unnecessary bit of pessimism into the situation. In short, they are beginning to worry about how they will meet the trade-in problem, feeling that the owner of an old model machine will want to receive an allowance for it before he buys a new instrument.

It is the consensus of opinion among merchandisers of acknowledged ability in the trade that the dealer who considers a trade-in at all for months to come is, to put it bluntly, a plain fool, for he is going to give one customer a new instrument with an obsolete model as part payment, instead of waiting an hour and selling that new instrument to another waiting customer for cash or on a cash basis.

There always have been and always will be retailers who are

so anxious to sell every customer that they disregard the question of profit on the sale, figuring on gross volume instead of net profit. If the dealer's difficulty in getting sufficient supplies of new instruments does not teach him to pick the cream of the market first, that is, cater to the people who want but the best and pay cash for it, then he is going to receive a very forceful and painful lesson when he finds his new stock gone and a lot of almost unsalable instruments on his floors to represent the cash profit he should have realized.

The same consideration should be given to the question of terms, for frankly there should be enough cash business at the outset to make unnecessary instalment terms of any sort, and under any condition the terms should be such as should give the dealer a fair return for his energy and money. A bundle of long-time paper to offset the store empty of new stock does not represent a very profitable asset.

It is a matter that should be considered well in advance, and a heeding of the warning will mean dollars and cents in the dealer's pocket who gives intelligent attention to this matter.

Publicity With a Punch

THE TALKING MACHINE WORLD last month carried one of the largest and most effective advertisements ever published devoted to any single line of products, namely, thirty-four pages printed on special paper in the interests of the line of radio receivers manufactured by the Zenith Radio Corp. The advertisement was noteworthy not only for its size and general conception but for the fact that it represented an unusual spirit of co-operation between manufacturer and distributor, inasmuch as over a score of Zenith distributors took occasion to tie up with the campaign.

Both the Zenith Radio Corp. and The World have received many complimentary messages relative to the advertisement, which serves not only to emphasize the status of The World as an effective advertising medium, for the Zenith Corp., as one of the large advertisers of the country, has had wide experience with media of various sorts, but likewise emphasizes the faith of the company in its products and in the music dealer as a worthy medium for the distribution of those products.

The advertisement, as well as the similar campaigns which have been carried on in The World and elsewhere, was due in chief measure to the farseeing vision of H. H. Roemer, Director of Sales Promotion for Zenith, who is a firm believer in forceful and originally conceived publicity as a means of driving home sales arguments. He has been able during the period of his connection with the company to win the confidence and, what is just as important, the co-operation of the distributing interests.

It will be remembered that it was the Zenith Radio Corp. which last year, when the shaving of prices by radio manufacturers in an effort to meet the overproduction problem was the rule, had the courage to announce an increase in prices to cover the increased cost of manufacturing a worth-while product. One has but to confer with a Zenith dealer to find out just how effective was that move in establishing public confidence.

A Potential Market Full of Possibilities

WE hear semi-official reports to the effect that sales of radio receiving apparatus to the public totaled close to a half billion dollars in 1924; that 1923 also produced a great volume of business, and that 1925 is breaking all records, and the question arises as to where all the money is coming from and how long it will keep coming.

Just to give some idea of the future possibilities for the selling of radio, the U. S. Department of Agriculture has issued an official bulletin embodying country-wide surveys, referred to elsewhere in this issue, showing that 90 per cent of the farms of the country are without radio receivers. To the dealer in radio in the larger cities these figures may not have a strong appeal, but there are thousands of dealers in the smaller towns to whom the figures represent a potential market full of possibilities and profit.

A large proportion of the public, and in fact members of the trade itself, are prone to regard the radio receiver as a medium for entertainment, and the talking machine dealer has naturally fitted in exceptionally well as a distributor of radio products because

he is essentially in the music field and about 85 per cent of the broadcasting programs are made up of music.

The permanence of radio depends in no small measure, however, on its value as a disseminator of news and of education. The farmer finds that the radio brings to him, almost as soon as it happens, the big news of the day, for he has no special editions of metropolitan newspapers to depend upon. Most important of all, it brings to him the market reports in which he is so vitally interested, and more than one tiller of the soil has been repaid for his investment in a radio set many times over by being able to talk to the commission merchants in his own language, for radio had told him what the day's quotations on produce were quite as soon as the information was received by the prospective buyer.

As radio receivers are being built constantly more fool-proof, and certain in operation, and are being eased more attractively, they are finding a fresh market in metropolitan areas, for individuals have withstood the radio appeal until they were sure of the caliber of the broadcasting and of the reliability of the receiving medium. This market itself should continue indefinitely, but at the same time there is not to be overlooked the country buyer. Through him the radio represents a vital link with the civilization of the day. His Ford takes him to town, but the trip requires time. The radio is at his command at all times to bring the news of the city and of the country at large to him. The dealer in the small city or the town who doesn't do a large proportion of his hard work outside the town limits is missing a vast potential market. We have the Government's word for it.

Proving That Public Interest in Not Dead

HAS public interest in the reproduction of good music died? Some few months ago it would not have been difficult to find ordinarily optimistic members of the trade who would have freely admitted that, although not perhaps entirely dead, interest was distinctly dormant. To-day, on the contrary, the man who is doubtful of that public interest in reproduced music will have a difficult time in proving his case.

It is doubtful if the music trade at any time in its history has received so much publicity in the reading columns of the daily newspapers as has been accorded the new sound-reproducing instruments and the new and improved records that have been placed on the market this Fall, and this publicity, more than anything else, serves to prove the existence or the revival of public interest, for it is the function of the newspaper to comment on those things which will appeal to its readers.

The Man on the Street is frankly wondering what it is all about. He sees the stories and the advertisements and is waiting for an opportunity to hear and see for himself this new development in the musical world. The efforts to present the new instruments, not as improvements over the old but as entirely new developments in the art of sound recording and reproduction, have unquestionably been successful. Numerous incidents have been noted where engineering societies, organizations of business men, colleges, and high schools have made formal application for an opportunity to hear and study the new instruments, which in itself should establish their status.

Most important from the standpoint of the dealer, the new products have not merely opened new fields for selling but have reopened old fields. Many dealers can recall customers of fifteen or twenty years' standing who, having bought a good machine at the outset, could not be persuaded to reinvest because there were not sufficient improvements made to make a reinvestment worth while. To this vast number of individuals who have the money and the inclination to gratify their musical desires, the latest instruments will make an unquestioned appeal. It appears that the immediate future of the talking machine trade, as such, is just about what the retailer wants to make it. The opportunity is his to realize on or to neglect, and the effectiveness of his sales promotion campaign will measure his profits on these new instruments.

Cash in Hand, Not Volume, the Test

THE real test of the success of any business is not the number of sales made or their gross value at retail list prices, but rather the amount of actual cash realized in the transaction. In other words, if \$100,000 in sales brings in only \$20,000 in cash at the outset, it is a \$20,000 business until such time as customers begin making payments under their contracts. Every day that paper in the safe remains unpaid means just so much actual money taken from the dealer's profit, and carelessness in the matter of collections often means that the retailer has a very fine paper reserve, so far as quantity is concerned, but not enough cash to meet the actual requirements of his business.

A number of cases have come to light recently where retailers have allowed their overdue accounts to multiply to a dangerous degree on the plea that, with business somewhat off color, it was considered a matter of precaution to keep the customer amiable and quiet and not to press him for money due. Such a policy never got anyone anywhere. When making the purchase, the buyer assumes a definite contract, duly signed, to pay so much at stated intervals and should be made to live up to that contract just as he would be compelled to live up to any other business obligation.

When one payment is skipped without dire consequences, it does not take the average customer, even the well-meaning one, very long to get into the habit of skipping, and the longer the account is overdue and the larger the amount becomes in like proportion increases the difficulty of collecting.

This rule of prompt collecting applies to every line, whether it is, talking machines, radios, pianos or whatnot. At the outset, the customer's interest is undeniably centered on his purchase or he would not have made it. By seeing to it that his payments are kept up regularly, he is brought to a point where his equity in the instrument is sufficiently large to make it worth while to pay out and have full ownership, rather than to face repossession and a consequent loss.

It is this power of equity that warrants the demand for substantial down payments and short terms. The dealer who builds up a large volume of long-term business with a small amount of cash on hand to show for it is not a merchandiser. Instead of selling his goods he is allowing the public to buy at their own terms, and that is a poor policy where a man is in business for a profit rather than for philanthropic purposes.

RADIO

CABINETS

PHONOGRAPH

Quality Cabinets on a Quantity Basis

Your inquiries will receive prompt attention.

QUALITY—SERVICE—PRICE

JORDAN CABINET CORPORATION

Telephone SUNSET 4453
4454

EDWARD B. JORDAN, JR., President

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

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

Radio Corp. Announces Ad Service for Dealers

Advertising Service Bureau to Keep RCA Dealers Informed of Sales and Ad Activities—
J. R. Lunstead Heads New Bureau

The Radio Corp. of America has announced the organization of a complete dealer advertising service to aid the dealer in connection with the advertising work he carries on. This new Advertising Service Bureau will keep the dealer informed on all RCA sales and advertising activities and their direct relation to dealer helps.

J. R. Lunstead, formerly in charge of the Eastern district advertising department, is now directing the work of this bureau and he places at the disposal of all RCA dealers the services of the entire RCA advertising department.

The organization of this special division of the advertising department is an indication of the importance which the Radio Corp. of America places on local advertising and dealer contact in sales promotion devices, and also on the ability of dealers to use such advertising material as the RCA places at their disposal.

The background of the new system is the far-reaching general advertising campaign which the company has planned for the coming Fall and Winter. This embraces newspaper advertising in almost a hundred publications, general and trade advertisements in over forty papers, billboard advertising, direct mail, motion picture films, shows and exhibitions and practically every other medium known to the advertising art. In order to localize this tremendous campaign and permit every dealer, everywhere, to reap the full advantages of it, the RCA has prepared local advertising features which the dealer is to use over his own name. This service includes general catalogs and individual leaflets on each piece of apparatus, news photo service for window paste-up, other seasonal and merchandising posters, the well-known Penny-a-

Day window display campaign, which is a complete service on window displays, novelty cut-outs and other decorative features for the store and counter, complete advertising letter campaigns to be sent out by the dealer to his mailing list over his own signature, seasonal and tie-in newspaper ads for which either electros or complete matrices are furnished, reprints of national advertisements, reprints of billboard posters, the famous "Town Crier," and other features which appear from time to time.

In addition to the actual distribution of this material the new service bureau will keep dealers posted on the latest methods of preparing and placing their local advertising. "It is planned to have representatives from the bureau travel among RCA dealers all over the country, helping them with their local advertising problems and endeavoring to secure for them the best possible results from the efforts they make," said Mr. Lunstead. "Communications are invited, and it will be the aim of this bureau to give every dealer the limit in personal service, consistent with the size of the staff." Communications should be addressed to J. R. Lunstead, Advertising Service Bureau, Radio Corp. of America, 233 Broadway, New York City.

New Associated Glee Club Record Made by Columbia

A companion record to the recent recording of "Adeste Fideles," sung by 4,850 voices, which was released by the Columbia Phonograph Co. and advertised widely as the record which would awaken interest in idle phonographs and which has more than achieved this claim, will be released shortly. It contains a coupling of two numbers sung by the Associated Glee Clubs of America at their concert in the Metropolitan Opera House and 850 voices render "The Sword of Ferrara" and the "Hunting Song," from Robin Hood, in a fashion that is certain to make the record a consistent seller.

International Radio Week to Be Held in January

Preparations Being Made for American and Foreign Broadcasters to Make International Tests—To Observe Silent Hour

International Radio Week will be observed the last week of January, and it will be a period of the greatest activity on the part of broadcasting stations throughout the world. The big feature of the week will be the international broadcasting tests, with broadcasters in America transmitting special programs each night until eleven o'clock for the benefit of overseas listeners and then signing off for a full hour between eleven and twelve so that American listeners can listen for foreign stations.

Broadcasting stations in fifteen countries will participate in the tests and it is expected that every broadcasting station in this country will observe the silent hour. During the last International Radio Week foreign programs were reported by listeners in practically every section of the country and American programs were heard in all European countries. Broadcasting stations in this country will make special efforts to present their most attractive programs during this week.

Morton Downey Brunswick Records Prove Popular

One of the most recent of Brunswick record releases which bears all the marks of being a best seller not only at the present time but for years to come is "Memories," coupled with "Lonesome, That's All," both sung by Morton Downey. This young artist rapidly jumped into popularity with concert and vaudeville audiences and since joining the Brunswick roster of recording artists, he has achieved even greater recognition.

How Much of the Small Gift Money Is Yours?



Peerless Albums Create
Record Sales

Peerless Art Mission Albums Make Ideal Gifts

With or Without Records Unit of Sale Ranges From \$1.00 to \$12.00

The New Peerless Combination 10 and 12-inch

Art Mission Albums

offers an ideal way to get the Small Gift business. The Album complete with eight 75c records and four \$1.25 records retails for \$12.00. Smaller combination units can be devised. The Art Mission Album is the finest product of the album-makers art.

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

PEERLESS ALBUM COMPANY

PHIL. RAVIS, President

636-638 BROADWAY, NEW YORK

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

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

Honest Quaker

Main Springs
Repair Materials



Above is a miniature reproduction of Everybody's Building recently purchased by this concern to assure permanence to our service. This is located in the heart of the business section of Philadelphia, accessible to all railroad depots, express offices, nearby the Post Office, and is an ideal location—ideal for receiving and shipping thousands of orders, and enables us to give them fast, intelligent handling.



Expansion

BUSINESS men are too busy to write "testimonials" and the mute expression of repeat orders, growing in size, gives the evidence that Everybody's Service is performing satisfactorily.

When a small office is superseded by a large one; when a floor expands into two floors, and finally an entire building is required for the use of our business, we can consider that "growth" is a staple commodity of our company.

This expansion has been safe and sound, and is the result of being constantly on the alert to give better values; to improve our merchandise; to safeguard against mistakes that might cause delay on repair parts and to anticipate improvements in service.

Expansion in promise and premise indicates our reciprocal attitude to our constantly growing clientele.

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

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

Systematizing Retail Store Management

A Definite Plan of Operation Insures the Dealer Against Loss and Prevents Confusion Due to a Lack of Knowledge of How the Business Stands—Simple Operating Plan of Parnes & Jacobs

Successful operation and management of a business, whether it be a retail, wholesale or manufacturing enterprise, depend on certain basic factors, not the least of which is a simple, economical method of securing business and the installation of an accurate accountancy and record system. The dealer must be in a position to quickly determine the exact condition of his business at all times, and for this reason records of every transaction, from the time merchandise is ordered

end of a month, or in fact any period during the month, the vertical columns are summed up and the result placed in the space provided for that purpose at the bottom of the form, giving the total sales of each priced record and also the number of each of these records sold. On form No. 1 for a corresponding period the purchases of different priced records have been recorded in a similar manner, according to price. These are also summed up, the result in value of records

Each instrument purchased is recorded on what is known as a "Stock Register," which is illustrated herewith. The record is made as follows: The make of the instrument (Victrol or any other make ordered) and the style (console, table model, etc.) are entered at the top of the sheet. A new sheet is used for each style ordered. For example: If ten Style 100 Blank machines are ordered the date of delivery is entered in the first column; serial number of each instrument in second column; finish of each instrument in third column; and from whom received (name of wholesaler, jobber, etc.) is entered in the fourth column.

Fig. 1—Stock Sheet of Records Purchased. Fig. 2—Record of Sales

and number of recordings appearing in the space following the words "Total Amount" and "Total Units," respectively. In the next line and cents the inventory of the different priced records previous to the purchases recorded on this sheet. The value of purchases and the previous inventory are added together. From this sum is deducted the sales for the period which have been recorded on Form No. 2. The balance is the number of records under each price division in stock. A few minutes of a clerk's time in actual counting will determine whether the balance is correct or there have been "unexplained" losses in records.

Reordering and Pushing Slow Movers
 "Reordering records is done from the record racks and not from the books," explained Mr. Jacobs, active manager of the business. "There are several reasons why this method is best. First, the regular examination of the records by the salesman or saleswoman in charge gives that individual an accurate idea of the condition of the stock. Second, by going over the stock the sales clerk can determine which are the slow-moving records and can push those numbers. Because several records of a number have been sold there is no reason for reordering unless this particular number happens to be in popular demand. When the sales clerk comes across a slow-moving number, he jots down the title and number on a slip of paper provided for that purpose. For example: Fox-trots are listed under that heading; band instrument records, vocal, novelty numbers, etc., are all listed separately. If a customer asks for a good fox-trot and leaves the selection of the record to the sales person that individual can then glance at his list of slow-selling fox-trots and suggest one of those numbers. We find this very effective in clearing our stock of 'stickers'."

As each sale of a No. 100 Blank machine is made, the particular instrument sold is crossed off on the stock register sheet and in the three columns to the right are entered date of sale, name of purchaser and the account number. (Each customer has an "account number" in the ledger.) Thus, by glancing at the stock register sheet of the No. 100 models, it can be instantly determined what instruments have been sold, which ones remain on the floor and which models must be ordered.

Unique Contract Form and Delivery Check
 In many respects the contract in use at Parnes & Jacobs, Inc., is unique. At the time of sale the contract is made out in duplicate. The lower portion of the carbon copy is given to the customer with a "pass" book. The upper portion of the duplicate, which is really a delivery receipt, is

Instrument Stock Register

signed by the delivery man and remains in the store, furnishing a record that the driver has received the instrument. The upper portion of the original is taken by the driver and when the instrument has been delivered the customer signs this and it is returned to the store. In cases where the customer has made only part of the initial payment at the store, the balance to be collected at time of delivery, this is entered in the upper portion of the contract on the right in the space provided. The delivery man collects the money and turns it over to the cashier in the store, the latter signing a receipt for the money at the bottom of the upper portion of the contract.

On the back of the duplicate portion of the contract, which the customer keeps, appears the following salutary talk on establishing credit:

When you buy your phonograph and make your
 (Continued on page 16)

Quick and Accurate Record Inventory
 The accompanying illustrations, Nos. 1 and 2, comprise a method of record inventory which is different from those in general use and has the merit of being unusually simple. Form No. 1 is a stock sheet of records purchased. This form is unusual because, instead of listing records according to number, they are listed according to price, as may be seen from the figures appearing at the top of the vertical columns. Why this is done will be made clear later. Form No. 2 is a stock sheet of records sold and is very much similar to Form No. 1, except that the days of the month have been inserted. On the first form space has been left for the insertion of dates because records are ordered only once or twice each week and not daily. Form two requires the listing of days of the month because, of course, record sales are made each day. Here is how these forms are used: At the end of each day, the sales of various priced records are entered on the "Stock Sheet of Records Sold." At the

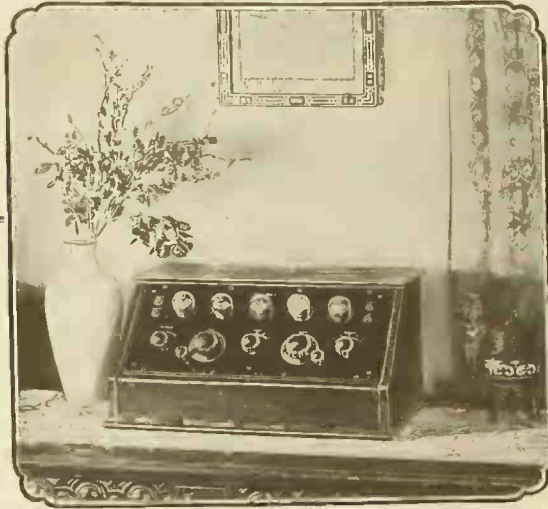
STARR PIANOS STARR PHONOGRAPHS

GENNETT RECORDS

Represent the Highest Attainment in Musical Worth

The STARR PIANO COMPANY

Established 1872 Richmond, Indiana



Model Fifteen

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



Royal Sixteen

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



Model Twenty

A new one-dial Kennedy combining simplest operation with accurate control. Lists at \$80.00, without accessories. Slightly higher west of Rockies.



Royal Speaker

Model Six-Thirty

A console speaker de luxe enclosed in mahogany cabinet with beautifully grided front. Lists at \$40.00. Slightly higher west of the Rockies.



Speakers

Embodies the same reproducing unit used in the Kennedy Royal Speaker. Two sizes. Model Six-Ten, 22 in. bell, \$20.00. Model Six-Twenty, 15 in. bell, \$25.00. Slightly higher west of Rockies.

**Kennedy Radio Franchise
Spells Permanent, Profitable Business**

There are really only four things that you as a music dealer need to think about if you want to build a permanent, profitable business with Kennedy receivers:—

(1) **Kennedy Protective Policy.** Three years ago Kennedy originated the protective policy that really means something to music dealers. The Kennedy Franchise is based on a distinct territorial agreement which gives every dealer fullest protection in his community. Every dollar's worth of time and energy a Kennedy dealer invests means building a sound, permanent business for himself that will grow with the years and become more profitable as time goes on.

(2) **Kennedy Radio Receivers.** Proved instruments—every one. Kennedy receivers are designed, engineered and built to do one thing—deliver continuous, satisfactory performance.

(3) **Kennedy Organization.** A sane combination of radio engineering and sound, progressive business ability. An organization with both feet on the ground—geared to quantity production, every detail of which measures up to Kennedy standards.

(4) **Kennedy Sales Co-operation.** Complete dealer sales and advertising service. A program comprehensive in nature and extending immediate profitable benefits to every member of the Kennedy organization.

There is Still Time to Become a Kennedy Dealer

There may still be an opportunity for you to line up as a Kennedy dealer. Time is passing — and you should make your inquiry now. Address

COLIN B. KENNEDY CORPORATION · 2019 LOCUST STREET · SAINT LOUIS

KENNEDY



Colin B. Kennedy Corporation, 2019 Locust Street, Saint Louis: You may send particulars of the Kennedy Protective Dealer Franchise and full information on the complete Kennedy line

NAME ADDRESS CITY STATE

Systematizing Retail Store Management —Operating Plan of Parnes & Jacobs, Inc.

(Continued from page 14)

payments promptly, you are establishing credit with us for all times. The advantages of establishing credit are many. It means that should you ever desire to purchase anything from another house you may always refer them to us and we will be glad to say how promptly you made your payments at the time you dealt with us.

Your future employer or loan company may require to know your credit and financial habits. Your job

whether the prospect is married or single, length of time at present address, occupation, employer's name and address, nationality, children attending school and the addresses of the schools, whether the prospect has established credit with other firms, savings accounts and the names of banks in which he deposits, insurance, whether he belongs to a trades union, and whether he is a member of any other societies. In addition the prospect is requested to give the names of three references.

Form Letters Speed Collections
Parnes & Jacobs, Inc., after giving serious thought to the best methods of keeping collections up to par, and especially bringing in the payments of those inclined to be delinquent, have thus far found form letters most economical and effective. First, a reminder notice is sent to the customer and if this fails to bring in the money due, four letters are sent out to the delinquent at intervals. If the last letter fails to get results personal attention is given to the collection of the account and if this, too, fails, repossession of the instrument is made without loss of time. The "notice of payment due" form and the four letters in the series follow:

DELIVERY RECEIPT	
City	State
Street	Room No.
Phone	Block
City	Block
Type of Market	Form
INSTRUCTIONS	
1. To be filled out by the merchant.	2. To be filled out by the customer.
3. To be filled out by the merchant.	4. To be filled out by the customer.
5. To be filled out by the merchant.	6. To be filled out by the customer.
FORM LETTERS	
1. Notice of Payment Due	2. First Letter
3. Second Letter	4. Third Letter
5. Fourth Letter	6. Final Notice
CONTRACT	
PARNES & JACOBS, Inc.	
PHONOGRAPHS—HARMONIUMS—PIANOS	
88 CLINTON STREET, NEW YORK	

Delivery Receipt and Contract

your very bread and butter may depend on our references, which we gladly give to our prompt accounts.

Don't overlook the importance of establishing credit with a reliable house.

FREE SERVICES

Such as adjustments, to keep the instrument in proper condition, will be given as per guarantee specified on other side.

Below this appear several excerpts from the Penal Code of the State of New York, pertaining to the rights of the merchant and the installment buyer.

Data on Which to Base Credit

On the back of the original contract, which is retained by the store, are a number of questions which the customer is required to answer. These are used to determine the credit standing of the prospective customer. This includes data on

Telephone Dry Dock 5978
Notice of Payment
PARNES & JACOBS, INC.
PHONOGRAPHS—HARMONIUMS—PIANOS
88 CLINTON STREET
NEW YORK
Date.....1925

Dear Sir:
Your payment of \$..... will be due on1925
We would appreciate an immediate remittance.
Yours truly,
PARNES & JACOBS, INC.

Acc. No..... Date.....1925
PARNES & JACOBS, INC.
88 CLINTON STREET
NEW YORK

Gentlemen:
Enclosed please find payment of \$..... to apply on your account credit me with same and forward receipt in
Yours truly,
Name (in full).....
Old Address.....
New Address.....
City and State.....
Kindly Enclose This Slip With Your Remittance.
If your name and address is not spelled right, kindly correct it.

Account No.

We beg to advise you that we have not received a payment from you this month, although you usually pay before this time. We, therefore, kindly ask that you favor us with a remittance promptly upon receipt of this letter.

Thinking you in advance for giving this matter your prompt attention and with best wishes, we are, yours very truly,
PARNES & JACOBS, INC.,
Credit Dept.

Account No.

Payment Paid Dux \$.....
Perhaps you did not get our recent letter calling attention to your account which, as you are aware, is somewhat past due.

We are sure that you are desirous of meeting your obligations promptly, but possibly in the rush of other business, our account was overlooked.

Please favor us with your check by return mail. Yours very truly,
PARNES & JACOBS, INC.,
Credit Dept.

Account No.

Are you aware of the fact that this is the third notification we have sent you relative to your account?

We are at a loss to understand your seeming neglect of the matter and your persistency in ignoring previous requests for settlement of the amount due. We cannot see the necessity of our writing you so often, as we feel that we are entitled to at least the courtesy of a reply. Even if you cannot pay the amount just now, you should frankly let us know the reason why, and when you will pay. It is much easier to pay each installment on the day it is due than to let it drag along until nearly time for the next one. We know how it is, and that is why we urge you to pay promptly each month according to your contract.

We want our business relations to be pleasant, and we respectfully request that you comply with the terms of your agreement by sending us at once the amount due and making arrangements to take care of all future payments promptly as each one matures.

Respectfully yours,
PARNES & JACOBS, INC.,
Credit Dept.

Account No.

Four times we have written you regarding your account and as yet we have failed to receive payment or your reason for withholding settlement. We are forced to infer from your continued refusal to answer our letter that it is your intention to evade payment and make it necessary for us to resort to stronger and more unpleasant measures to effect an adjustment.

As we wish to afford you the opportunity of an amicable settlement and save you the embarrassment and expense of having this matter taken to court, we have decided to allow you five days longer in which to make payment. Your refusal to arrange this matter within that time will result in our placing the contract in the hands of our attorney for final disposition.

Respectfully yours,
PARNES & JACOBS, INC.,
Credit Dept.

Clever Tie-Up With the Popularity of Football

DES MOINES, IA., November 5.—Harger & Blish, Atwater Kent distributors of this city, have ingeniously taken advantage of the football season in a series of suggested letters which they prepared for their dealers. One letter, which proved particularly effective, offered to place an Atwater Kent set in the home on trial on the specified day of the football game. This letter contained a return postcard for use in taking advantage of the offer. It brought very favorable results, not only in the request for sets to be placed on trial but later in the actual sales which resulted from these trial sets.

In New Home

New Jersey Radio, Inc., is now established in new and larger quarters at 328 Washington street, Newark, N. J., where 2,000 square feet of floor space are being utilized to stock and display full and complete lines of the Atwater Kent line of receivers, the Pooley-Atwater Kent line, Cunningham tubes, Eveready batteries and Valley chargers. This company distributes Atwater Kent receivers throughout the north-western New Jersey territory.

The Slap Radio Corp. was recently incorporated at Albany with a capital stock of \$10,000. The incorporators are N. Feinberg, A. Kiernan and A. Slap.



Are you juggling with your 'record sales?'

The dealer who overlooks the importance of selling genuinely reliable phonograph needles is juggling with his record sales. A phonograph needle is a very small thing to be sure, but it is "one of the little things in life" that count in your business.

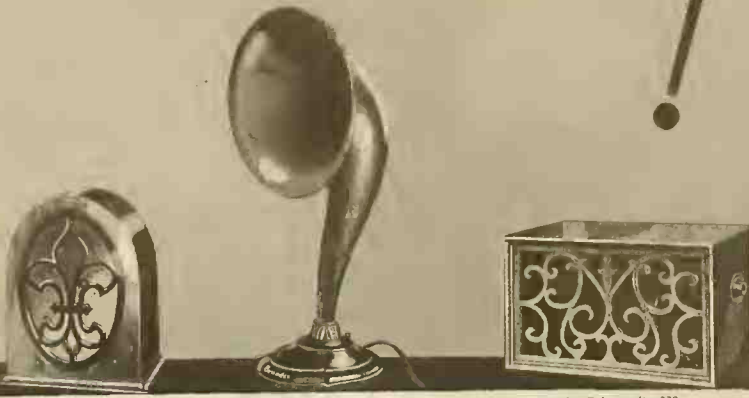
Balanced on their points are your record sales.
Strike a balance in your favor. Sell a needle that has a recognized reputation for uniform quality. Stop juggling with your record sales and make sure of them—

Okeh and Truetone Needles

Products of the
GENERAL PHONOGRAPH CORPORATION

25 West 45th Street OTTO HEINEMAN, President New York City

Order just one!



Brandes Cone, list \$38

Brandes Horn Type H, list \$18

Brandes Cabinet, list \$30

HERE'S a straight-from-the-shoulder proposition. You want to stock the fast-selling speakers—you want to sell the best. You can't *know* the remarkable tone—the range and volume of the new Brandes Speakers unless you hear 'em.

So order just one—any one—

cone, cabinet, or horn. Test it thoroughly. Try it on any good set. Compare it with other speakers.

Each is a beauty of its type—and the tone is of Brandes quality. Hear one Brandes Speaker—and let your customer hear it. That's all we ask!

Canadian and Western prices slightly more.

Select a speaker and ask your Brandes jobber to send it to you for test. Or send your order to us and we will forward it to the jobber.

Brandes Products Corporation
200 Mt. Pleasant Avenue Newark, N. J.

Brandes

EXPERTS IN RADIO ACOUSTICS SINCE 1908

Thousands Hear Orthophonic Victrola in Demonstrations Throughout the Country

The Victor Co., Wholesalers and Retailers Co-operated in Staging Carefully Planned Demonstrations to Bring the New Instrument to Attention of Music Lovers

Since the announcement and first demonstration some five weeks ago of the new Orthophonic Victrola up to November 2, selected as Victor Day, when the new product was shown to the general buying public, interest was aroused in the instrument in a manner which cannot help but awaken admiration. The entire Victor organization, factory, wholesalers and retailers co-operated in bringing the Orthophonic Victrola to the attention of the public. Throughout the country Victor distributors banded together in order to systematize the showing of the instrument, working with Victor dealers in giving countless demonstrations to invited audiences, composed of leading musicians, critics, newspaper men and women, prominent citizens, leading civic and social organizations. The resultant publicity all had its share in awakening the interest of the general public in the Orthophonic Victrola, with the result that when the advertisements appeared in the papers asking the public to call at any Victor store and hear the instrument the Victor stores were thronged with visitors.

An idea of the thorough manner of introducing the Orthophonic Victrola can be gained from the following partial list of demonstrations given by the metropolitan dealers alone: Hartford Club, Hartford, Conn., with all Hartford dealers co-operating; the Brooklyn Symphony Society, Brooklyn, N. Y.; Myers Hotel, Holoken, N. J., under the auspices of Holoken dealers; the Masonic Temple, Youkers, under the auspices of the Youkers T. M. Co. and Steadman Music Store; Morristown, N. J., under the auspices of local dealers; the Concourse Plaza Hotel, New York, under the auspices of ten Bronx dealers; South Manchester, Conn., under the auspices of Watkins Bros. and Kemp's Music Store; Teachers' School Auditorium, Rye, N. Y., under the auspices of Douris' Music Store; Flatbush Exchange Club, Brooklyn, N. Y., under the auspices of J. T. Owens; Contemporary Club, Brooklyn, N. Y.; Ridgewood, N. J., under the auspices of the Ridgewood T. M. Co.; Robert Trent Hotel, under the auspices of L. Banberger & Co., Newark, N. J.; High School, Freehold, N. J., under the auspices of H. M. Stillwell; the Colonial Mansion, Brooklyn, N. Y., under the auspices of the Weber Music Co. and the Manor Music Co.; Patchogue, L. I., under the auspices of Jerome Ackerley; the Chamber of Commerce, Brooklyn, N. Y.; Hotel McAlpin, New York, under the auspices of Phares & Jacobs and L. Titefsky; Alex. Hamilton Club, Brooklyn, N. Y.; A. J. Beer's, New York City; Hotel Davenport, Stamford, Conn., under the auspices of the Arthorn Music Store; Eastport, N. Y.; Tollner Building, N. Y., under the auspices of the Gilman Music Shop, the St. Mark's Studio of Music and the Ormonde Music Shop; the Bedford Branch of the Y. M. C. A., Brooklyn, N. Y.; Casino Club, Cranford, N. J.; Selubert Hall, Brooklyn, N. Y., under the auspices of E. A. Schweiger, Inc., Koeh & Droge, Michloff T. M. Co. and Jacob Bros.; the Berkeley Carteret Hotel, Asbury Park, N. J., under the auspices

of the Tusting Piano Co., the Apollo Club, Brooklyn, N. Y.; Knights of Columbus Hall, Flushing, N. Y., under the auspices of E. Blout, Inc., L. I. News Co. and the Gould Music Store, Bayonne, N. J.; Schwaben Hall, Brooklyn, N. Y., under the auspices of H. L. Smith, E. A. Schweiger and the Millard Music Co.; Abrahams & Straus Department Store, Brooklyn, N. Y.; Hotel Casey, Scranton, Pa., under the auspices of all local Victor dealers; Masonic Temple, Woodlawn, L. I., under the auspices of local dealers; Public School No. 99, Brooklyn, under the auspices of Schwartz & Chattrin; Habue & Co., department store, Newark, N. J.; Hotel Elton, Waterbury, Conn., under the auspices of McCoy's Music Shop, Brodrib & Blair, Curtis Art Store and Steiner & Sons; the Rotary Club and the Public School, Union City, N. J., under the auspices of Loefler's Music Store; EB's Club House, Union City, N. J., under the auspices of local dealers; Columbia High School, South Orange, N. J.; Sunmitt High School, Sunmitt, N. J.; Y. M. C. A., Poughkeepsie, N. Y., under the auspices of Luckey-Platt Co., Weed's Music Store and Hickok Music Co.; South Norwalk, Conn., under the auspices of local dealers; Coney Island, Brooklyn, N. Y., under the auspices of the Coney Island Musical Co.; Bay Ridge Masonic Temple, Brooklyn, N. Y., under the auspices of the Bay Ridge Temple of Music, Hanssen Piano Co., Ideal Music Co. and the Crescent Hill Music Co.; Kahanky and Becht's, Brooklyn, N. Y.; Unity Church, Montclair, N. J., under the auspices of Perdus Music Co.; Rockville Center, N. Y., under the auspices of the Montauk Music Co.; Rotary Club, Albany, N. Y.; Danbury School, Danbury, Conn., and the Ridgefield Normal School, Ridgefield, N. J., under the auspices of Heims Music Co.

Among other metropolitan Victor dealers participating in general demonstrations were Baim Bros., Fred Becht, Jr., M. Beppler, Bloomingdale Bros., Bouton Music Shop, Jas. Brooks, Jas. R. De Nyse, R. P. Dunlap, Dyckman Music Shop, Eastman & Co., Eric Basin Music Shop, Gimbel Bros., Goldberg's Int. Music Shop, Graham Talking Machine Shop, Harway Music Shop, P. Helfer, Hunt's Leading Music House, Geo. H. Hurlburt's, Jersey City Talking Machine Co., Theo. Jospe, Landay Bros., Luscher Music Shop, Luskon & Levine, A. H. Mayer, Mead Stationery Co., Morris Music Shop, National Music Shop, New York Band Instrument Co., O'Den, Rappaport Music Co., A. I. Ross, Rudd & Rix, J. A. A. Soling, Straud Temple of Music, Wm. Waldman, E. Winter's Sons, E. B. Worden & Co. and John Wanamaker.

When it is taken into consideration that these demonstrations were but preliminary to the grand demonstration in all Victor stores which took place on November 2, and were but a part of the number given in the territory covered by the metropolitan Victor jobbers, it can be comprehended that thousands of people throughout the country who were present at these demonstrations spread the word of the wonder of the instrument and helped fill Victor dealers' stores on Victor Day. The newspaper publicity of the Victor Co. and of Victor dealers, which appeared for several days prior to November 2, helped intrigue the public interest in the new instrument. Many hundreds of columns of newspaper publicity were given the Orthophonic Victrola as a result of these auditions.

The Columbia Phonograph Co., New York, announces the acquisition of a new group of artists, the "Singing Sophomores," whose first recordings will be a coupling of "Show Me the Way to Go Home" and "I'd Rather Be Alone in the South," to be released shortly.

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

Ilsley's Lubricant makes the Motor make good. It is prepared in the proper consistency, will not run out, dry up or become sticky or rancid. Remains in its original form indefinitely.

Put up in 1, 3, 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

Appoints Leading Firms as N & K Distributors

J. B. Price, Sales and Advertising Manager of Neufeldt & Kuhnke, Closes Important Deals on Trade Tour in the Middle West

J. B. Price, sales and advertising manager of the American division of Neufeldt & Kuhnke, manufacturers of N & K loud speaker products, returned to his desk in New York recently, after a visit to N & K jobbers in Chicago, Cleveland, Montreal, Detroit, Milwaukee, Buffalo and Toronto. While in Cleveland Mr. Price appointed Clark, Fleming & Bachr, 1400 West Twenty-fourth street, as factory representatives for his fifth street, as factory representatives for this company, covering Ohio and Michigan. This company, covering Ohio and Michigan. This company, covering Ohio and Michigan. This company, covering Ohio and Michigan. This company, covering Ohio and Michigan.

In Chicago Mr. Price completed arrangements whereby the Consolidated Talking Machine Co., one of the foremost wholesalers of phonographs and radio products in the Middle West, will distribute N & K loud speakers, head phones and units. E. A. Fearn, head of the Consolidated Talking Machine Co., is keenly enthusiastic regarding the sales possibilities for N & K products in his territory and many dealer accounts have already been opened.

Silas E. Pearsall Co. to Distribute Perryman Tubes

Lloyd L. Spencer, general manager of the Silas E. Pearsall Co., 10 East Thirtieth street, New York, wholesaler of radio products, announced this week that his company would distribute Perryman tubes made by the Perryman Electric Co., New York. Mr. Spencer and the members of his sales organization tested these tubes very carefully before deciding to act as a distributor for the tubes in this territory. The tests proved very satisfactory, and the Pearsall organization is planning to give the Perryman line effective representation, utilizing to advantage the various sales helps that have been prepared by the sales division of the Perryman Electric Co. for its jobbers and dealers.

Ohio Jobbers Visit New York

T. R. Buel, president and treasurer, and E. B. Lyons, vice-president and general manager, of the Buel-Lyons Co., 1231 Superior avenue, Cleveland, O., jobber of musical and radio products, were recent visitors to New York, calling upon their many friends in the trade. Both of these popular phonograph men stated that business conditions in Cleveland territory were excellent, with the dealers displaying a keen interest in the development of radio and phonograph sales, particularly in connection with standard quality merchandise.

Demonstrate RCA Products

MEMPHIS, TENN., November 4—A dinner was held at the Hotel Peabody recently followed by a demonstration and explanation of the new Radio Corp. of America products. The affair was under the joint auspices of the Westco Supply Co. and the Reichman-Crosby Co., and many RCA dealers of Kentucky, Arkansas and Mississippi attended.

STYLUS BARS

for

Phonographs and Radios

(To order)

STYLUS BAR & MFG. CO.

Clague Road

NORTH OLMSTED OHIO

Profitable Portables



ALWAYS GUARANTEED

With every Carryola goes a **WRITTEN GUARANTEE** that unless it completely and unconditionally satisfies it may be reshipped at the end of ten days and all charges will be cancelled. We will even pay the return shipping charge. This guarantee eliminates all risk.

WHEN you think of profits, think of portables! When you think of portables think of Carryolas, the fastest selling, most profitable portables you've ever known!

THERE is only one Carryola. There can be only one Carryola. No other machine can have its exclusive, patent-protected features. No other machine is so popular. Sales records prove that point. Today the Carryola is standard among portables.

THE Flapper for the girls—the Master for soberer tastes—in these two you have the neatest sales weapons you'll ever see. Over a million dollar business in less than a year! Think of it man! Are you getting your share?

PLAN a Carryola Week. Dress up your windows with Carryolas. Use our **FREE Display Material**. Ask us how one dealer sold 85 Carryolas, and 600 records in one week.

The CARRYOLA COMPANY of AMERICA
647 Clinton Street Milwaukee, Wisconsin

CARRYOLA MASTER
in SPANISH RED

CARRYOLA MASTER
in TURTLE BLUE

CARRYOLA MASTER
in STANDARD BLACK



Four Colors and Black

SO that you may meet every taste we dress the Carryola Master in four beautiful colors and black. The Carryola Flapper, in hat-box style, is available in grained, black, imitation leather edged with tan. Both the Carryola Master in color and the Carryola Flapper are clothed in Genuine Du Pont Fabrikoid. This durable, water-proof covering is beautifully illustrated in the models shown.

YOUR customers may choose between Spanish Red, Turtle Blue, Jade Green, or Butternut Brown. Or they may select the more dignified Black.

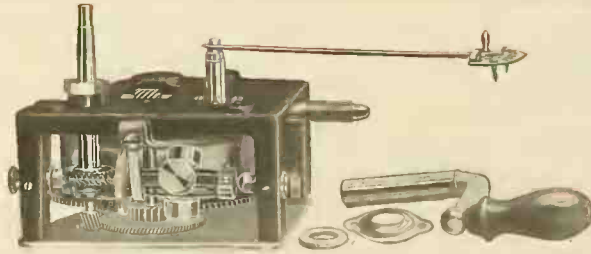
LET your eye rove over these full-color reproductions. Visualize this choice assortment in your store. Picture the pulling power of a Carryola Christmas window. Remember that they are all Carryolas—have the regular exclusive Carryola features. That they yield the same famous tone quality and ample volume worthy of cabinet machines.

CARRYOLA MASTER
in JADE GREEN

CARRYOLA MASTER
in BROWN ALLIGATOR

Think what wonderful Christmas items these Carryolas are! What could make a finer gift? Order an assortment from your jobber NOW.

The CARRYOLA COMPANY of AMERICA
647 Clinton Street
Milwaukee, Wisconsin



SILENT S. S. MOTOR

peerless motor equipment used in

The **CARRYOLA MASTER**

NO better evidence of satisfaction could be given than that Silent S. S. Motors are used in the well-known Carryola Masters. Where dependable, lasting service must be assured, Silent Motors are very apt to be found. They are Standard for High Quality Portables.

The Silent Motor Features

- First*—Only the best materials on the market are used.
- Second*—It is guaranteed to play in excess of two records.
- Third*—It is fool-proof—because regulator is built within motor.
- Fourth*—The true running of governor, rigidity of turntable shaft, are guaranteed through Patents approved and issued by the United States Government.
- Fifth*—It is absolutely Silent in Wind and Operation.
- Sixth*—Lasting, dependable service is assured through superior construction.
- Seventh*—Millions are in use giving perfect satisfaction.

The Carryola Master is a leading and popular model using Silent Motors. If you would like to know the names of other portables in which Silent Motors are standard, write us and the information will be promptly forthcoming.

The Carryola Master



THE SILENT MOTOR CORPORATION

321-323-325 DEAN STREET

BROOKLYN, N. Y.



EMPIRE TONE ARMS

are standard equipment in
all CARRYOLA models

THE Tone-Arm shown here was designed exclusively for the Carryola Company of America and is used only by them. The Carryolas—Master (right) and Flapper (left)—need no introduction to the talking-machine trade. Their exquisite tone and splendid volume are eloquent testimony to their excellent reproduction.

COMPARE the construction, the simplicity, the finish, and the ease with which Empire Tone Arms may be incorporated as an integral part of a phonograph. No other Tone Arm brings out such clearness and sweetness of tone. And it is tone quality and excellence of reproduction that make one phonograph better than another.

This Company—one of the oldest manufacturers of tone arms—welcomes the opportunity to help phonograph makers work out their tone arm problems.



EMPIRE PHONO PARTS COMPANY, 2261 East 14th St., Cleveland, O.
Established in 1914 W. J. McNAMARA, President

ADD-A-TONE

REGISTERED U. S. PATENT OFFICE

REPRODUCER

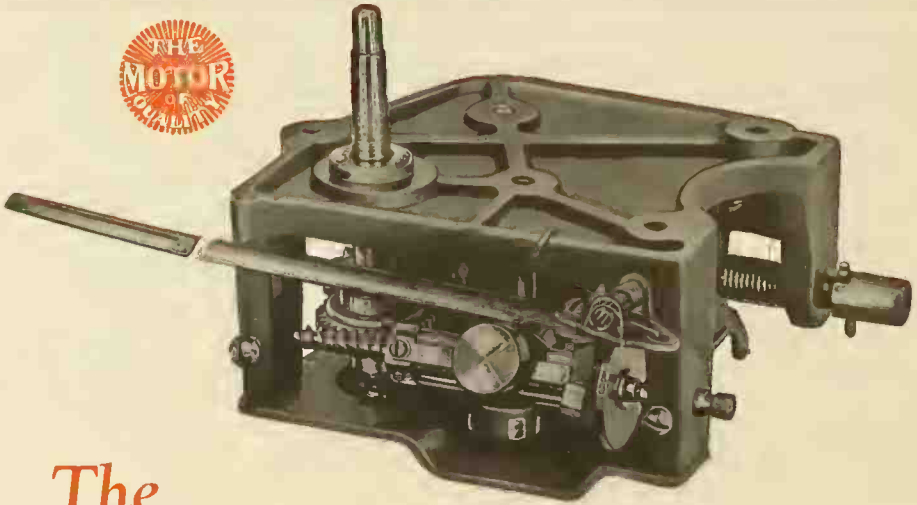
OUT of all the reproducers available, Carryola picked Add-A-Tone as standard equipment on all Carryola Models. These popular portables have taken the country by storm—over a million dollars in sales in less than a year.

Add-A-Tone helped. Add-A-Tone is an essential part of Carryola success. No other make achieves such clear, accurate, full reproduction. No other make was good enough for Carryola, a company that demands the best.

If you want the best reproduction, you'll need the best reproducer. Investigate Add-A-Tone.



Unique Reproduction Co.
32 Union Square New York City



The HEINEMAN FLYER!

KNOWN to the makers of phonographs as the Motor of Quality, the Heineman Flyer is built for dependable performance. Manufacturers use it because they know that their models will not come back because of motor trouble. Three million smooth-running, noiseless, perfectly-obedient motors are eloquent testimony to satisfactory performance.

The Carryola Company of America, leading manufacturer of portable phonographs, uses the Heineman Flyer in its highly popular model, the Carryola Flapper. It is a leading company, a well-known company—but only one of many that prefer Heineman Motors.

Why not write to the Carryola Company, if you are not perfectly satisfied with your present motor, and ask them how the Heineman Flyer has behaved for them?



CARRYOLA
FLAPPER

GENERAL PHONOGRAPH CORPORATION

25 West 45th St.

OTTO HEINEMAN, President

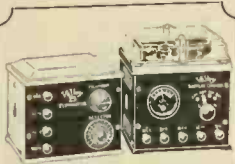
New York, N. Y.



Radio Receiver



A New Principle of Radio —Exclusive in the Valleytone



Every tube set owner
is a prospect for these

The Valley B-Eliminator takes the place of B batteries and provides B current from the house lighting circuit at a constant voltage all the time. It is a new and better source of B current. The Valley Battery Charger also works off the house lighting system and is the only charger needed for recharging both A and B storage batteries. The Valley Charger is known all over the country. We have always been able to sell all that we could make.

Your jobber can supply you. Or write us for further information.

The
B-Eliminator
Retail Price
\$30.00

The Battery
Charger
Retail Price
\$19.50

The Valleytone is not just another radio receiving set made to sell in a certain price class. It is built on a new principle of radio which makes it the outstanding radio value of the year.

Toroidal coils (used in a manufactured set for the first time), controlled by the *potential balance* method of suppressing oscillation and distortion (exclusive with the Valleytone), provide unequalled selectivity and tonal qualities.

The Valleytone easily and distinctly separates stations broadcasting simultaneously on wave lengths four or five meters apart. And it reproduces with a tone so faithful and natural as to inspire genuine amazement and admiration.

We are looking for good dealers to profit with us on the sale of this superior radio receiver. Consult your jobber or write us for the full story of the Valleytone 5-Tube Radio Receiving Set.

VALLEY ELECTRIC CO., Radio Division, St. Louis, U. S. A.
(Branches in principal cities)



The Valleytone is mounted in a solid walnut cabinet finished in two-tone with inlaid gold stripes. Bakelite panel, engraved in gold.

Retail Price \$115.00



The Special Valley Table like the above with built-in loud speaker and compartments for all batteries, etc.

Retail Price \$60.00



The Console Model Valleytone

Retail Price \$250.00

Valley Electric

Profit Winning Sales Wrinkles

Bulletin Board Contains Names of Records Played at Store Door of Clark Wise Music Co.—Advertising Store Through Adequate Signs—How Two Dealers Gain Prestige Through Service—Clark Music Co. Goes Competitors One Better in Giving Service—Letters That Win Sales

When the passer-by hears the phonograph in front of the Clark Wise Music Co.'s store in San Francisco playing a catchy tune that tickles his ear, he doesn't hesitate to go in and ask for it because he doesn't know the name of the piece. No, indeed, the Clark Wise store tells him what it is immediately with the aid of a big slate standing next to the phonograph which saves many sales that otherwise would be lost because the customer didn't like to hum or whistle a tune to identify the number that attracts him. The slate, 14 by 28 inches, is placed next the phonograph in the broad entrance and as records are changed a new sign to correspond with the title can be made up in a jiffy by erasing the old one and chalking in a fresh new bulletin that can easily be read from the street six feet away. The Clark Wise Co. uses the slate bulletin to sell not only phonograph records but sheet music and player rolls as well. The title of the piece is written in at the top of the slate and below is always added: "We have it in records, sheet music, player rolls." The plan has been used by the company for more than two years and though it cost little to install and requires no skill to use, helps the store to more than double its sales, according to Manager C. S. Walter, who originated the idea.

The European Phonograph Co., of New York City, is a firm believer in advertising. Not only are there several large electric signs on the front and sides of the store announcing the firm name and the various products handled, but on the side wall of the store has been placed a large bulletin board, glass enclosed. On this bulletin board are pinned regularly the latest record lists. Foreign language record lists are given special prominence on this board and during each day many people stop to see what has been released in the way of records in the language of their home countries. Another little idea which indirectly has been the cause of building much good will for this enterprising

dealer is a service department. Not only does the European Phonograph Co. give service, but it loses no opportunity of calling attention of its patrons to the fact that the company is anxious to give service. On the back of the small booklet for entering payments which is given to each installment customer appears this message: "We maintain a service department for your benefit. Please make use of it." Another dealer who believes in giving service without question and who has profited by it is the firm of Parnes & Jacobs, also of New York City. Mr. Jacobs, in discussing this angle of the business, declared: "I truly believe that the basic principle of building business is in giving service. We go to what may sometimes seem to be unreasonable lengths in keeping our customers satisfied, but it pays. The bulk of our patrons are repeat customers. If a service call comes to the store after the service men have gone home, as sometimes happens, I do not wait until the next day to service the instrument. I have a little kit of tools right beside my desk and rather than disappoint a customer I go out and put the instrument in shape myself. I have visited homes where a party was in progress at the time of my arrival. Now the point is that these people wanted the instrument during the social affair and the loss of its use during the evening would have spoiled the party. In most cases the trouble is quickly repaired and you can imagine how grateful these customers have been to me and to our store. Also I always take care to pass out a few of my business cards. It all brings in business." It is significant that these two firms do a business in excess of a quarter of a million dollars per annum.

The Clark Music Co., Syracuse, N. Y., has a service department which is second to none in the State. Five repair and service men devote their entire time to the talking machine and radio service end of the business. It pays to have a good service department. Satisfactory

and efficient service and attention to repair jobs means satisfied customers and that, in the final analysis, means repeat business. So great has the service end of the business become, due to the large number of customers which this store boasts and also due to the fact that this department attends to the repair requirements of other dealers in the community, that the men are kept busy. They are all skilled workmen, and know all there is to know about the mechanics of talking machine and radio repairing and installation. The men use their own ears to reach jobs, thus speeding up the work of the department considerably. Of course, a charge is made for the bulk of the work and this charge is based either on the time consumed on the work or on the job itself. In other words, if the repairman is compelled to travel a long distance, and at the Clark Music Co. they cover territory sometimes as far as fifty miles from the store, the charge is based on time. In other cases a flat rate is made for the job.

L. A. Dexter, manager of Widner's, Inc., Newark, N. J., has put his customers to work for him in a very clever and profitable manner. The following letter, which is self-explanatory, has been mailed to the good customers of the store:

SATISFIED?
If you are pleased with your dealings with us, may we not ask you to tell your friends? Bring them here with you any afternoon or evening, if they are in the market for a piano, radio or phonograph, and—we will give you a commission of 5 per cent of their purchase in merchandise if sale is made before January 31.

We try hard to serve you—will you not reciprocate? Another letter to selected patrons, which was along somewhat similar lines, and which also proved effective, is as follows:

YOU ARE IMPORTANT!
We have decided to employ you in your spare time to bring in your friends and relations to buy a piano, phonograph or radio. You will receive a commission of 5 per cent in any merchandise you care to select. If you sell a piano you get at least \$25.

You are therefore elected and we congratulate you, trusting that you will find it easy to bring us a new customer at once. (This offer expires 1/31/26). Awaiting the pleasure of your first sale, we are,

Landau's, one of the leading music stores in the State of Pennsylvania, operating a chain of stores, has a particularly successful musical merchandise department. The store does more than merely sell musical merchandise. The company has gone to the extent of securing the services of experienced instructors who not only teach those who desire to avail themselves of the privilege but teach the purchaser with the idea of forming bands. This has brought in much business and the result has been the formation of several excellent bands. Recently in connection with the formation of bands among boys Landau's directed a full-page ad toward parents, explaining the plan and emphasizing the free service. A second full-page ad was directed to the children themselves with the idea of interesting them to the point where they would discuss the plan with their parents. This clever advertising campaign brought big returns both in applications to join the bands and also in sales of instruments.

Distribute RCA Catalog

A new catalog on RCA Radiolas, Radiotrons and accessories has been sent Radio Corp. of America dealers for distribution to their customers. It is printed in two colors and all the RCA products are illustrated and described in the booklet.

Declares Extra Dividend

The Stewart-Warner Speedometer Co. has declared the usual quarterly dividend of \$1.25 a share on the capital stock in addition to the extra payment of \$1 a share. Both dividends are payable November 15 to stockholders of record October 31.

Rockford Hardware

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

National Lock Co., Rockford, Ill.

Branch Sales Offices:

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



Distinctive Publicity Wins Holiday Sales

Pre-Holiday Competition Forces Trade to Make Stronger Bid for Sales—Some Practical and Effective Advertising Suggestions

By Fred B. Porter

[During the brief period preceding the holidays there is a mad scramble for business, manifested principally in an unusual volume of advertising by merchants in all lines of business. At this period particularly the advertisement that is distinctive stands out from the mass of other advertisements and is read. Make your advertisement's original in design and individual in expression if you want them to be read, in a good manner at all times and especially at this season. Another point is, don't forget to emphasize the merchandise you carry in your eager need to create a "holiday" atmosphere. The publicity described and illustrated in the accompanying article was used a year ago by fine dealers throughout the country. It is true, but nevertheless the ideas are just as forceful, suggestive and worthwhile now.—Editors.]

The advertisement that sells talking machines or radio to people at Christmas time will be the one that "takes the least-traveled and hence

much needed to hold the reader's attention.

The W. P. Manning Music Co., of Augusta, Ga., ran in newspaper space an illustration of a combination radio and phonograph which was to be colored with crayons by the children. Other illustrations on the same page, for other advertisers, were also to be colored and cash prizes were given by the newspapers for the best work. Careful attention to the advertisement by the talkative members of the family was insured in this manner.

Putting Hints in Their Paths

Marshall Field & Co., Chicago, do not stop at suggesting once in an advertisement that phonographs or records or

radio sets will make suitable gifts. This firm knows that not every reader goes over an advertisement from start to finish, so it makes suggestions by classes of prospects. Just before the last big rush it prints a "Quick Guide." At such times you will find phonographs, records and radio suggested as "Something for Recreation" for a boy, for the home, for an elderly woman and even toy phonographs for the youngsters.

Bridging Holiday Gap

J. J. H. McLean & Co., Ltd., of Winnipeg, Canada, ran an advertisement headed "The Day After Christmas." It reminded readers that new records and rolls would be wanted for the week's festivities for dancing and suggested that perhaps Christmas gifts (like checks) would make it possible to purchase the long-desired phonograph or radio set.

Laying Out Ads

A page advertisement of Kahu's store in Washington, D. C., was laid out just like the store—you read across the page by floors instead of up and down columns. And at the left of the page was a picture of the elevator shaft—a guide to the merchandise. At the fourth floor you found "Come up here

for . . . Phonographs and Records." Down at the bottom of the page (in the basement) you saw advertised books with records for children.

Inviting the Christmas Savers
Suggesting that Christmas Club savings checks might be invested in talking machines

C.C. Baker
MUSIC STORE

Make This a Musical Christmas by Giving Musical Gifts of Quality

In this list of our most popular items you will find just what you need for the holidays. Victor Talking Machine, Gramophone, Phonograph.

And how your records or plays or sets, a saxophone or trumpet, always are a useful item for the children that will have a musical year!

Then you have bought home a gift from the best, one that will make Christmas a more happy, joyous event.

South High Street at 125
Third Street at Rich

SERVICE

BRUNSWICK PHONOGRAPHS
VICTOR RECORDS
TALKING MACHINE
GUITAR RECORDS
HORN RECORDS
OLD & NEW
DUKE CLEGG
RECORDS
INSTRUMENTS
RADIO

C. C. Baker's Clever Ad

was made in advertising by the C. E. Wing Co., of New Bedford, Mass., which made this advertising timely by running it when the banks were sending out the checks. For instance,



A Unique Ad Effect

When a bank was paying the savers, the store ran a face-smile of its checks and used an caption on the advertisement: "More Christmas Club Checks Out! And Not One to Be Wasted on Trivial Things."

Novel Method of Demonstrating Radio Receivers

TORONTO, CAN., November 6.—Bennet & Elliott, Ltd., Atwater Kent distributors of this city, are making a novel and effective demonstration of Atwater Kent radio through the autos of its sales staff. Each automobile has had a neatly constructed shelf placed across the rear seat and carefully cushioned to avoid jarring. On this shelf is placed a Model 20 Compact Atwater Kent radio receiving set, Model M Atwater Kent radio speaker and the familiar Atwater Kent advertising lamp. On the roof of the car has been constructed a fan-shaped antenna, extending from the radiator cap and over the top of the car. The ground connection is made on the frame of the car when running. Whenever the car is standing a rod driven into the earth provides a more effective ground, enabling reception from greater distances.

A number of dealers have copied this idea and find it particularly valuable when canvassing.

1
Save time and money in your phonograph purchase

When at home, each 5 days to make an equal amount, with your shopping time. Select your phonograph while the time is on your side and you will be able to spend time and money wisely.

BRUNSWICK - CHERNEY
EDISON - VICTROLA
Phonographs. Available in any store.

2
Half an hour assures the right phonograph for you

Phonographs are made doubly enjoyable through the advice of a phonographer. The one in Christmas buying takes a considerable time when it decides on each to get for the home. Come here where a display of the four 20 models to choose from. Offer quiet, attractive display for \$25.

3
Many are giving Portable Phonographs—\$20 to \$50

For holiday use, the nursery, young folks away in school, these small and easily carried phonographs are a popular gift.

Small portable, Victrola, Ed. \$25 and \$40.
Brunswick, Victrola, Ed.
Edison, Victrola, Ed.
"Fidel" Ed. attracts phonographs, about the size and appearance of a camera. \$35.
All these standard records, and strictly all are in leatherette covers.

4
What to give!

The difficult guess on your list are smoothed over with our practical hints on records, phonograph records, gramophone records, radio sets and books on music and instruction.

5
New Rolls and Records to Gladden Christmas

The best new rolls in field with special selections. Includes records, or discs—large. If ever, for home should have made selection. Our new rolls are always very acceptable.

6
The Cheney—for Christmas and Long After

The Cheney is not just one member of the household, but a gift everywhere. It is well received, not only on Christmas Day, but throughout the year.

7
Let Phonograph Records Say It

A lovely way to wish your friends "Merry Christmas!"

The beautiful Christmas songs, fine opera records, orchestral symphonies, sweet old ballads and the gayest of new songs and sparkling dances.

Ask the salesperson at the record counters for suggestions.

Nos. 1, 2, 3 and 4—Lyon & Healy Ads. Nos. 5 and 6—Wanamaker, Phila. No. 7—Marshall Field & Co.

speediest route to the mind of the reader," as an advertising expert has phrased it.

There is so much advertising for the public to read that novel plans of arranging the advertisement, novel plans to get business and phrases that have not been worked to death are

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.

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

GOVERNOR SHAFTS
 ↑
 It's Indexed

J.A. FISCHER CO.

[11]

These governor worm shafts are slightly reduced in size so that you can roll your sample shaft over the page and in an instant you have the information necessary to order a duplicate! Only one of the many features in the 100 page Valley Forge catalogue.

originated by

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

J. W. Jenkins Sons' Music Co. Displays Zenith Sign

Mammoth Sign on Side of Building Puts Name of Zenith Radio Receivers Before the Eyes of the Public in Effective Fashion

KANSAS CITY, Mo., November 6.—The J. W. Jenkins Sons' Music Co., of this city, one of the largest retail and wholesale music establishments in the Middle West, which distributes the Zen-



Giant Zenith Sign on the J. W. Jenkins Sons' Co Building
ith line of radio receivers, has erected a sign featuring this line of radio receivers that has occasioned much comment because of its size and its effective position for keeping the name of Zenith before the public. As can be seen from the accompanying photograph, the sign occupies the entire side of the Jenkins Building,

approximately 200 feet by 50 feet. The sign can be seen for miles and the location of the building, adjacent to the railroad terminal, puts the sign in a position to be seen by all passengers on incoming and outgoing trains.

Five Artistic Catalogs for Kolster Retailers

Five new and highly attractive catalogs have made their appearance among Kolster radio distributors during the past month. Each gives a detailed description of the four Kolster radio models, together with illustrations, and outlines the sales policy of the company in detail.

The distributors issuing these catalogs are the Wetmore-Savage Automotive Equipment Co., Boston, distributor for New England; the Duluth Electrical Supplies Co., Duluth, and W. S. Nott Co., Minneapolis, whose territories combined cover Minnesota and South Dakota; the Gilbert - Keator Corp., New York City, covering the metropolitan district, and the Electric Supply & Equipment Co., Albany, who, with its several branches, is a Kolster radio distributor for the greater portion of New York State. Both of these wholesalers are actively pushing Kolster radio.

Stronberg-Carlson Agency Awarded Yorkville Store

H. G. Bloom, of Gross-Brennan, Inc., Presents Authorized Dealer Certificate and Plaque to Sidney Vorzimer, of Retail Establishment

The Yorkville Radio Co., New York, one of the long-established radio establishments in the city, has been awarded the Stronberg-Carlson franchise. The accompanying photograph shows Horace G. Bloom, of Gross-Brennan, Inc., New York and Boston representative of



H. G. Bloom and Sidney Vorzimer the Stronberg-Carlson Co., presenting an authorized dealer certificate and a bronze plaque to Sidney Vorzimer, of the Yorkville establishment. The Yorkville Radio Co. is planning an aggressive sales promotion campaign in the interest of the Stronberg-Carlson line of radio products.



THE SYMBOL OF SERVICE

CONTINENTAL

"New York's Leading Radio House"

Improved design—greater Super VIII Sales



The Radiola Super VIII now employs the improved six-tube Super Heterodyne catacomb used in Radiola 25. Fitted with the new UX-120 dry battery power Amplifier tubes, volume and quality of reproduction have been materially improved.

With these improvements the Super VIII assures continuity of performance and stable operation under all conditions of service.

It's performance that counts both in sales and customer satisfaction. Demonstrate to your customers how the Improved Super VIII works.

Your order will be filled promptly upon request.

Distributors for



Wholesale only

CONTINENTAL RADIO and ELECTRIC CORPN.

Fifteen Warren Street

New York, U. S. A.

Eight-tube "Super-Het" with power loudspeaker and NO BATTERIES



Radiola Loudspeaker
Model 104, list \$245



Radiola 30, list \$575



Radiola 25, list \$165

Of tremendous importance to music dealers: Radiola 30

IT IS—first of all—a *musical* instrument. Its loudspeaker is the new RCA Cone speaker that handles great volume of tone without distortion—gets all the highest and lowest tones. This Radiola operates entirely on the 60 cycle, 110 volt A. C. lighting circuit—without batteries. It is an eight-tube Super-Heterodyne—supremely selective and sensitive—and yet is operated with a single control. It can get a whole orchestra at the *actual volume* of the original, and can reproduce both music and speech with unprecedented faithfulness.

The new uni-controlled six and eight-tube Super-Heterodynes are profit builders that belong in the music dealer's stock because of their quality of performance.



Radiola 30 will do *more* than any customer will demand of a radio set. It is the ultimate achievement toward which music dealers, particularly, have been looking.

RCA-Radiola

MADE BY THE MAKERS OF RADIOTRONS

RADIO CORPORATION OF AMERICA

NEW YORK

CHICAGO

SAN FRANCISCO

How Rate of Turnover Measures Profits

An Analysis of the Turnover Problem as It Affects the Phonograph Business and the Need for Keeping Your Capital Working

By L. O. Coulter

(The article which is reproduced herewith was written by L. O. Coulter, assistant sales manager of the Sonora Co., and which appeared in a recent issue of the Sonora Bell. Turnover is a vital problem, one regarding which the retailer cannot know too much. Mr. Coulter knows what he is talking about, and he discusses turnover concisely and clearly, making the article of extreme value to those dealers who are a little in the dark as to this phase of business management.—EDITOR.)

Idle capital yields no profits. You, Mr. Retailer, whether you sell phonographs, radio or any other line, make money in proportion to your rate of turnover. It is rapid turnover that counts. Although it may not be at once apparent, \$10,000 turned over twelve times a year is far better than \$60,000 turned over twice a year.

Large manufacturers in other lines such as Pyrex, Proctor & Gamble and other concerns have recently been preaching to their salesmen, and through them to the trade, to buy in quantities equivalent to only one or two months' supply and then seek to move those goods rapidly, showing the dealer how this was to his advantage. The old policy of "bluff the dealer" has been replaced, with manufacturers of the better class, by the new policy of "help the dealer." Many progressive concerns have reduced their minimum order allowances, both to wholesalers and retailers, to a small fraction of the former quantity. They have done this with the idea of helping the dealer to make more money. A prosperous dealer is a better customer.

The chain store turns over its working capital practically twelve times a year. It has to in order to make money.

Go to any United Cigar Store almost any day in the week and you will see a big stock of new goods coming in to replenish their shelves. In many items they undoubtedly turn over their stock once a week. Advertised brands of cigarettes, chewing gum, cigars, etc., move with such rapidity that the stock has to be replenished very frequently. Undoubtedly it is rapidity of turnover that makes them their money. This is a very extreme type

of case, but it serves to illustrate the point.

A Practical Example

To get down to brass tacks, let us assume that a music dealer carries a stock of radio

Many talking machine dealers who believe they are making a profit are not doing so. Ignorance of the principles governing the relation of turnover to capital is largely responsible for this condition. In the accompanying article Mr. Coulter, in simple English, gives some practical illustrations of the effect of turnover on profits.

which he turns over or sells out completely once every four months. The stock represents an investment of \$5,000. His net profit on the entire stock is 5 per cent. By a little mental arithmetic it can be readily seen that the dealer clears \$250 on his radio line every four months or \$750 a year. This allows him 15 per cent. annual interest on his capital of \$5,000. Some dealers would be pretty well satisfied with this.

But supposing this dealer wakes up and decides to order his stock on a monthly basis rather than on a four-monthly basis. He carries but one-quarter the amount of stock now. Consequently his investment is only \$1,250. At 5 per cent. this yields \$62.50 a month or \$750 for four months. Thus far he has gained nothing. But, of his original \$5,000 which he was accustomed to invest in radio under the four-months turnover plan, he now has \$3,750 left which he is free to use for the expansion of his business.

Let us assume that he puts this into his phonograph department, purchasing his stock on the monthly plan. Allowing an equal net profit of 5 per cent. on this line he clears \$187.50 each month on his \$3,750. Thus on his former radio investment of \$5,000 he now clears \$62.50 plus \$187.50 or \$250 a month. This equals \$3,000 a year. It can be seen that whereas, under the old plan of stock carrying, this dealer was enabled to clear \$750 a year on a capital of \$5,000, he now clears \$3,000 in the same period, a profit increase of 300 per cent.

	Stock	Period	Cent.	Profit
Quarterly Turn	\$5,000	4 mos.	5	\$250
Monthly Turn	\$1,250	4 mos.	5	\$1,000
	(\$1,250)			
Monthly Turn	3 x \$1,000	or \$3,000	per year	
Quarterly Turn	3 x \$250	or \$750	per year	

Gain \$2,250 per year

In instances where "gross" profit is considered and "overhead" or certain fixed charges such as rent, light and heat, salaries, etc., are taken into account, the advantage of rapid turnover is even more apparent. These charges remain practically constant and are thus charged off against a greatly increased volume of sales, raising the "net" profit very materially.

Nor is the advantage to a dealer in increasing his rate of turnover and cutting down his idle capital one of money alone. Smaller stocks require less space on the floor and on the shelves and enable the dealer to build demonstration and display rooms and carry other profitable items without increasing his store space.

Right Buying Important

To some this may argue for buying on a hand-to-mouth policy, but it is not meant in just that way. We don't mean buying from week to week. Phonographs, radio and most music merchandise must be stocked for a much longer period. Freight, warehouse and handling costs and facilities necessitate this. What we do mean is a fair size stock which will carry him for a reasonable period and enable him to concentrate upon and move that stock.

We recognize that even in the music field there are certain seasonal items, such as portable phonographs, for example. If these can be purchased in two or three consignments extending over the season, rather than in one, it will aid the dealer in raising turnover.

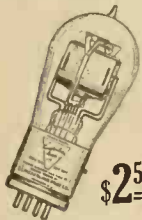
Due to recent overproduction and consequent falling prices many dealers have been caught with large inventories, stocks which were laid in when wholesale prices were near the peak. Every one hates to take a loss, so some of these dealers have been letting their stocks run down, hoping to replenish them when wholesale prices hit bottom, just as, to a degree, consumers have restricted their buying in anticipation of lower retail values. This practice, however, is a losing one.

In the first place stocks do not run down evenly. Those articles which are the most rapid sellers, have the greatest turnover, are depleted first. Thus in a total stock where half of the line is rapid sellers, turning over six to twelve times a year, and the other half is slow sellers, turning over two or three times a year, it requires little calculation to see that at the end of a few months, if the dealer does not replenish his stock, he will be practically divested of his best sellers, those lines which he depends upon to make real money, and left with his stock of slow sellers, those lines

(Continued on page 26)

For your sets—

the tube that took New York and Philadelphia by Storm



\$2.50

Retail Price

6-4000—3 volt, Standard Base, 1/2 amp. Detector-amplifier with full, noise-free distortionless volume.

All models sold with a 10 day written guarantee

OTHER MODELS SELL AT

3 volt—B1100 amp. Miniature Base Model S-4100 Det.-Ampl. 2.50

5 volt—1/2 amp. Standard Base Model S-200 Detector 2.50

Model S-4000 Det.-Ampl. 2.50

Model S-700 Power Tube 5.00

3 volt—110 amp. Miniature Base Model S-600 Det.-Ampl. 2.50

1 1/2 volt—1/4 amp. Standard Base Model S-300 Det.-Ampl. 2.50

5 volt—161100 amp. Standard Base Model S-1600 Det.-Ampl. 4.00

Equip your sets with the tubes that eliminate rushing, sputtering tube noises by means of triangular stabilizing plates—an exclusive Schicklerling feature. Try Schicklerling tubes in comparison with any others—note the big difference in tone

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

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

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

SCHICKLERLING PRODUCTS CORPORATION

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

New York Offices:

Kalckerbocker Building, Broadway & 42nd St. Jewellers Building, 36 W. 47th St.

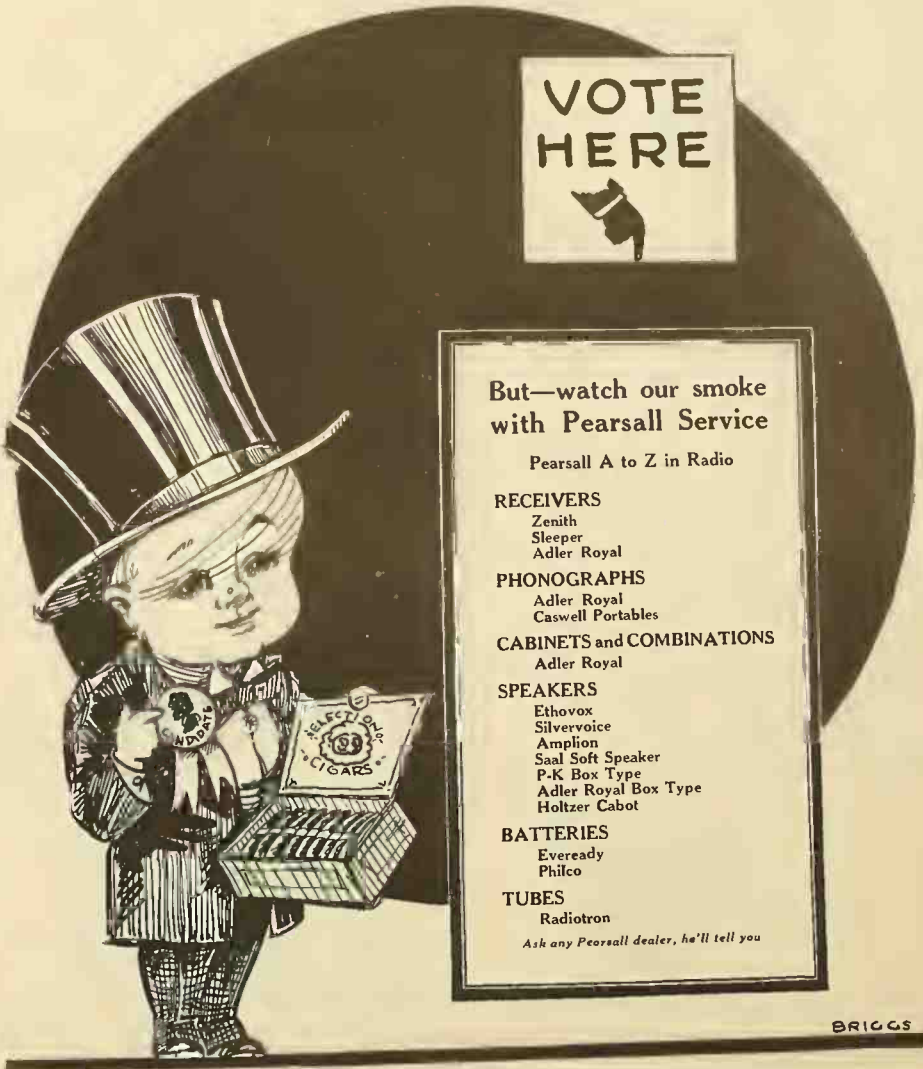
Havemeyer Building, Cortlandt and Church Sts. Philadelphia Offices: Jefferson Building, 1015 Chestnut Street

SCHICKLERLING RADIO TUBES

With the Stabilizing Triangular Plates

Mail Orders filled from our Newark factory

No Campaign Cigars



**But—watch our smoke
with Pearsall Service**

Pearsall A to Z in Radio

RECEIVERS

- Zenith
- Sleeper
- Adler Royal

PHONOGRAPHS

- Adler Royal
- Caswell Portables

CABINETS and COMBINATIONS

- Adler Royal

SPEAKERS

- Ethovox
- Silvervoice
- Amplion
- Saal Soft Speaker
- P-K Box Type
- Adler Royal Box Type
- Holtzer Cabot

BATTERIES

- Eveready
- Philco

TUBES

- Radiotron

Ask any Pearsall dealer, he'll tell you

BRIGGS

"Desire to serve, plus ability."

107 EAST 39th STREET



NEW YORK CITY

SILAS E. PEARSALL COMPANY

INC. DISTRIBUTORS ONLY

WHOLESALE

Is Accessories Business Worth Trying For?

The Talking Machine Co., Rochester, Gets \$350 Per Week From Accessories Sales—Annual Revenue Is \$15,000—Low Sales Cost

In the strenuous effort to promote the sale of the larger items in his stock the merchant is prone to overlook the smaller and apparently insignificant items. Yet these products represent an investment, and in order for the dealer to secure a profit it is necessary to move them from the shelves. Every completely stocked talking machine establishment carries albums, needles, record brushes, oil, etc., all of which are necessary to get the best results from the talking machine.

While it is true that no dealer can afford to spend money in the promotion of accessories sales, it is equally true that this is not necessary. The easiest way to sell accessories is by suggestion and that means calling the attention of every customer to these items. The question "Have you needles?" asked by the record salesman of the customer of "Does your instrument need oil?" will create sales which in the aggregate will amount to a surprising figure. The same applies to record albums, brushes, repeaters, etc.

\$350 Per Week from Needle Sales

The above figure is what the Talking Machine Co., of Rochester, N. Y., averages from needle sales. This concern averages about \$95 on a Saturday from sales of needles and oil, a total revenue of nearly \$15,000 per year. That is a surprising volume of business and it serves to prove what the live dealer can accomplish without a great deal of effort. The company carries a stock of between 600,000 and 800,000 needles of each kind at all times. The first order of extra loud needles placed by the Talking Machine Co. called for 1,250,000.

"This may seem like a ridiculously large stock," points out E. T. Smith, manager, "but we have learned by experience that it is none too large to meet the demands of our customers. We sell an unusually large quantity of records, indicating that there are comparatively few idle talking machines in the homes of our customers. We rarely print our stock of needles to get below these figures because our customers expect us to have them on hand."

Displays Aid Sales

Suggestive selling means that the product must be brought to the attention of patrons. There are

two ways of doing this, namely, by the salesman and by display. A good display will do the trick as good as or better than anything else. The Talking Machine Co. has arranged a wall shelf near the entrance to the store and on this shelf have been placed boxes of the various needles, as well as different sized bottles of lubricating oils. The point is that any customer who enters the store is bound to see both the needles and oil. If they miss the display, one of the salesmen is certain to mention these items to the customers.

Idle talking machines mean loss of record sales to the dealer. Pushing accessories and making a consistent effort to promote the sale of records is one way of making the occasional customer a steady buyer. The achievement of the Talking Machine Co. shows how the sale of small items, such as needles, albums, etc., may be built up to large and profitable proportions.

The sale of a talking machine is or should be the beginning of a number of transactions between the dealer and the customer. If, after the purchase of the instrument, the customer does not use it, naturally the dealer loses out because the repeat business on records and other items which he expects and which he should encourage with all his power, does not materialize. Every idle instrument in the home of a customer means a loss of profit to the dealer. It means, in the first place, that record sales and the profit therefrom will be conspicuous by their absence. It means that there will be no sales of accessories. Finally it means that the one-time customer forgets about the dealer from whom he purchased his instrument and he may do his buying elsewhere. It is up to

the dealer to encourage the customer to visit the store to make purchases.

Service Keeps Up the Interest

One way by which the dealer can keep up the interest of his customers in their instruments is to see to it that it is operating perfectly. An occasional free call to inspect the machine will be repaid in two ways. It will encourage the patron to buy the new records, plenty of needles and other accessories, etc., and it will keep alive the feeling of confidence of the customer in the store from which the instrument was purchased.

The Talking Machine Co. has proved the soundness of this policy by making service the keynote of its business. A customer never asks twice for service, nor is he compelled to wait long for it. Prompt and free service on demand is given. The result has been fewer idle machines, and the sale of more records and accessories.

Young Folks Are Big Buyers

Manager Smith, of this establishment, is authority for the statement that approximately 80 per cent of talking machine sales are made to young people. Rochester happens to be an industrial city, with a majority of the young men and women working in the factories and being financially in a position to purchase instruments. For this reason the company makes a special effort to cater to the young people. It is important, says Mr. Smith, to select customers. "We demand a large down payment and do not hesitate to refuse to sell a machine to a person whom we consider undesirable from the credit standpoint. Once we sell a machine we make every effort to promote the friendly relations between the customer and the store. The continual sales of the latest records to these customers has been the big factor in bringing up the sales volume of accessories."

How Rate of Turnover Measures Dealer's Profits

(Continued from page 24)

which yield him very little profit, practically intact. If the dealer cannot steel himself to get rid of the slow movers, even by taking a loss, he should certainly never let his stock of rapid movers be reduced to the point where the line is shot full of holes as to models and finishes and for the necessary purpose of proper display. The wise dealer knows that if customers cannot find the style they want in his store they will soon cease to enter it.

Evil of Too Many Lines

And now, in conclusion, just a word on another and very important fact to consider if turnover is to be increased. The radio dealer has often fallen into the early mistake of the phonograph retailer, that of carrying too many lines. It is virtually impossible for the average retail outlet to devote adequate selling effort to fifteen or twenty different makes of receiving sets. Two or three or four makes, carefully chosen for their ability to satisfactorily perform under local conditions and with a proper spread of models and prices in each line and backed by manufacturers of national reputation for quality and clean merchandising methods are ample to secure a volume business. Selling effort will be less, stock-keeping will be easier and deliveries and adjustments will be prompter under this logical method than with an over-expanded line.

By reducing the number of makes of the products you carry, by eliminating the stickers from your stocks, by buying regularly and at more frequent intervals and by speeding up your sales force you can increase your rate of turnover.



Have You A Genola in Your Toy Shop?

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

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

Order Samples Today

THE GENERAL PHONOGRAPH MANUFACTURING CO.

Elyria, Ohio.

Majestic A & B

Current Supply

Eliminates Both "A" and "B" Batteries

A really perfected current supply unit—made completely in our own factory. Our guarantee is a *Manufacturer's* guarantee of *his own work*. That, to you, as a dealer is worth money.

No more does your customer have the annoyance of batteries and their ills, chargers, hydrometers, etc. All this is eliminated.

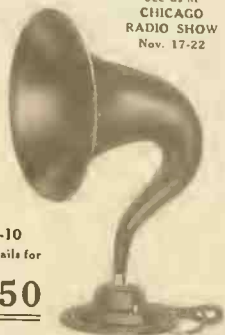
With the Majestic, just plug into your house current supply and turn the switch. That's the whole story.

**Retail Price
Without Tubes**

\$47.50



See us at
CHICAGO
RADIO SHOW
Nov. 17-22



Model WC-10
Ebony finish. Retail for

\$12.50

Majestic Reproducer

Volume and Tone

and the REASONS for it

The Majestic Reproducer is *manufactured* — not assembled. Every part is made under our own roof by our own skilled craftsmen. The result is volume and tone unexcelled in the industry. Follow the reasons:

- 1 Genuine Roxalin horn hydraulically pressed.
- 2 Bases beautifully finished in crystalline lacquer.
- 3 Exclusive "constant tension" diaphragm.
- 4 Adjustable lever volume control.
- 5 Elimination of all harsh sounds.
- 6 Perfect tone reproduction.

Manufactured by

GRIGSBY --- GRUNOW --- HINDS CO.
4558 Armitage Avenue, Chicago, Illinois

In Canada: Benjamin Electric Mfg. Co., of Canada, Ltd., Toronto.

Farmers Offer Rich Field for Radio Sales

Over 90 Per Cent of the Farm Market Remains to Be Sold Radios, According to Exhaustive Survey by the Department of Agriculture

Some idea of the great possibilities offered in the sale of radio to the farmers throughout the country is to be gained from a perusal of a report just compiled by the Department of Agriculture as a result of a survey of the radio situation on the farm. It was found, for instance, that although the number of radio sets on farms had increased from 364,800 in 1924 to 553,003 this year, or a total of 51 per cent, there was still only 8 1/2 per cent of the farms of the country thus supplied.

The survey was made for the department by county agents throughout the country who compiled the information asked for in carefully designed questionnaires. Most interesting is the fact that the farmers have come to view the radio not simply as a means of entertainment but as a definite business investment, that brings returns and prompt information relative to the various markets and prices.

After a study of the reports the Department of Agriculture issued the following statement:

"The farmers are just recovering from a great depression and they will spend their money carefully. The cost of good radio equipment has been a serious obstacle in the way of many farmers who have wanted sets, but with somewhat increased buying power and decreased costs for good radio equipment it can be expected to buy more freely.

"The large number of makes of sets and the lack of knowledge of how they operate prevent a number of farmers from making up their minds to buy. Buying a radio set is somewhat of a step in the dark for a lot of farmers. There is no one source of information to which the farmers or anyone else can turn. The change and the development in the art of broadcasting and reception have been so great that it is hard to keep up with the progress that is being made. The best source of help for prospective radio users now are the reliable local dealers who are giving service with the sets they sell. A great many of the farm papers have radio departments that answer inquiries and publish information of a helpful kind. Some of the State extension services have issued circulars on the

installation, operation and upkeep of radio sets, and doubtless others may do the same.

"The increasing numbers of radio sets on farms place a responsibility upon those who conduct broadcasting stations and those who have information to distribute. When half a million farmers turn a listening ear toward the broadcasting stations of the country they expect to

formation directly into the farmers' hands."

It is estimated that in 1924 there were 26,134 sets on farms in New York State, and to-day the number is 38,750. Last year it was calculated that 364,800 farms owned radio receivers, and this year the figure has grown to 553,003.

An Indiana agent of the Department of Agriculture reported:

"Farmers generally in this country think of the radio now in terms of an investment that will return a profit directly through more intelligent buying of live stock. This one item will prompt many to buy who would not otherwise. Once they are installed they will receive the talks on farming, marketing, entertainments, etc. In this way they get first-hand information that would never have been received in many cases.

"The most encouraging thing of all is to see the farmer located fifteen or twenty miles from a railroad with a radio and truck. This week I was talking to a man eighteen miles from a railroad who has a radio. The suggestion was made that he had practically as good facilities for marketing now as the man near town. He agreed. He said when he was young two or three days were needed to dispose of a load of hogs. They took chances on what the market would be when they reached the yards. Now he could put his hogs on the city market in two or three hours and know what the market was before he left the farm. These are the farmers that receive the greatest benefit from the radio, in my estimation."

A Nebraska agent said: "Every elevator in this county receives its market reports by radio. The same can be said of most shippers of live stock."

"In most cases these reports come in the morning, and as the farmer is in the field at that time he is not able to get them. From 12:30 to 1 finds the farmer at leisure. Most farmers would appreciate the reports in the evening, we will say from 7 to 8. I look on the radio as one of the big factors in keeping the present generation (Continued on page 30)

State	Estimated number of radio sets on farms		Percent of increase	Percent of farms having radio sets, 1925
	1924	1925		
Alabama	335	3,035	890%	1.1%
Arizona	154	868	450%	8.8%
Arkansas	1,027	6,750	450%	18.8%
California	4,754	22,228	460%	20.7%
Colorado	4,647	12,098	194%	12.7%
Connecticut	1,380	2,087	165%	14.7%
Delaware	45	182	295%	3.0%
Florida	59	3,480	180%	1.1%
Georgia	1,248	5,086	850%	12.0%
Idaho	528	1,922	295%	19.3%
Illinois	25,284	48,300	120%	8.5%
Indiana	7,487	38,511	130%	18.0%
Iowa	19,498	38,511	120%	18.0%
Kansas	15,695	34,995	200%	3.4%
Kentucky	3,036	5,313	100%	12.9%
Louisiana	179	1,280	600%	0.9%
Maine	1,125	6,240	400%	11.0%
Maryland	2,527	5,313	100%	40.0%
Massachusetts	10,010	12,908	17%	9.4%
Michigan	11,283	16,522	30%	9.4%
Minnesota	11,782	29,876	110%	14.5%
Mississippi	...	2,378	...	0.9%
Missouri	32,410	37,050	24%	14.0%
Montana	3,024	8,370	210%	14.5%
Nebraska	11,811	53,273	310%	20.4%
Nevada	...	4,260	215%	20.8%
New Hampshire	1,240	7,728	115%	25.0%
New Jersey	3,675	7,728	115%	4.7%
New Mexico	26	59	40%	20.0%
New York	26,134	38,750	40%	1.3%
No. Carolina	...	3,575	...	14.8%
No. Dakota	7,214	11,508	72%	15.2%
Ohio	15,016	27,175	72%	8.3%
Oklahoma	3,211	10,124	200%	18.5%
Oregon	3,843	9,288	150%	16.5%
Pennsylvania	6,978	9,447	5%	30.5%
Rhode Island	...	3,250	...	2.1%
So. Carolina	...	4,105	...	17.5%
So. Dakota	2,195	10,211	110%	4.5%
Tennessee	2,280	4,590	110%	3.5%
Texas	...	18,469	...	15.2%
Utah	290	899	210%	17.1%
Vermont	1,554	4,277	160%	5.2%
Virginia	...	6,000	...	9.8%
Washington	1,131	6,291	490%	4.8%
West Virginia	715	4,239	200%	6.3%
Wisconsin	4,244	11,950	295%	8.5%
Wyoming	...	263
United States	364,800	553,003	51%	8.5%

* The estimate for 1924 was based on the average number of sets in the 862 counties reporting multiplied by 2650, the number of agricultural counties.

hear something worth while. They expect the weather reports, market reports, agricultural lectures, instruction on various subjects from their agricultural colleges and experiment stations. A great opportunity is presented to those agricultural workers to put their available in-

formation to use. They expect the weather reports, market reports, agricultural lectures, instruction on various subjects from their agricultural colleges and experiment stations. A great opportunity is presented to those agricultural workers to put their available in-

A Square Deal!

Radio Jobbers have learned a lesson. Shamrock's record for square dealing during the past year has brought numerous requests for Shamrock territory. Shamrock stands

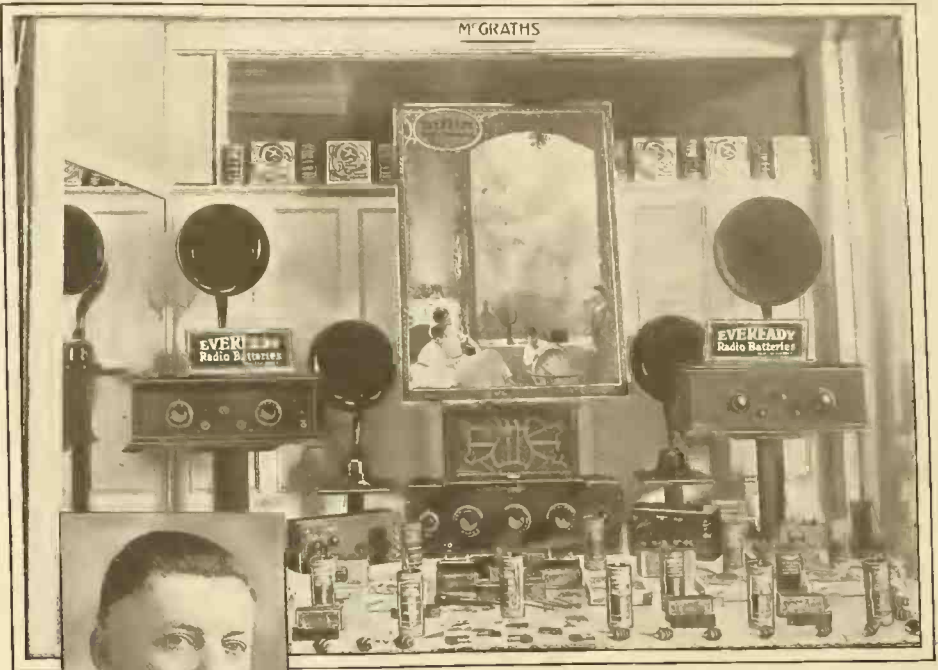
for fairness to you. Shamrock gives value to your customers. Shamrock models will lead the field. There are still available—desirable territories. Write today

SHAMROCK RADIO SETS

Makers of Famous STANDARD SHAMROCK PARTS
196 Waverly Ave. Newark, New Jersey



SHAMROCK CONSOLE GRAND
(One or two dial control)
Built in loud speaker, speaker for A & B batteries, (without accessories) \$160
Other models as low as \$95



“They are repeaters”

SAYS the J. H. McGrath Co., Hastings, Neb.: “We carry a complete line of Eveready Batteries and find that they meet the most exacting requirements; are the easiest to sell because they are nationally known and advertised and have consumer acceptance. They are repeaters because they are satisfactory. We lose no sales with our stock of Eveready Batteries.”

There are thousands of dealers as satisfied as Mr. McGrath, and for the same reason. Eveready Radio Batteries are trade builders and repeaters. They enable you to meet every customer's radio battery requirements. Order from your jobber.

Manufactured and guaranteed by

NATIONAL CARBON COMPANY, Inc.
 New York San Francisco

Atlanta Chicago Dallas Kansas City Pittsburgh
 Canadian National Carbon Co., Limited, Toronto, Ontario

EVEREADY HOUR EVERY TUESDAY at 9 P.M.

Eastern Standard Time

For real radio enjoyment, tell your customers to tune in the “Eveready Group.” Broadcast through—

- WEAP New York
- WJAR Providence
- WEEL Boston
- WTAG Worcester
- WFI Philadelphia
- WGR Buffalo
- WCAE Pittsburgh
- WSAI Cincinnati
- WWJ Detroit
- WCCO Minneapolis
- WOC St. Paul
- KSD Davenport
- St. Louis

EVEREADY Radio Batteries

—they last longer

Looks for Period of Steady Growth in Sales of Radio

Louis Gruen, District Manager, Music Master Corp., Makes Interesting Comments Regarding Radio Sales Possibilities

From time to time there has been brought up the subject of just what the saturation point in the radio field was. Louis Gruen, district manager of the Music Master Corp., Philadelphia, Pa., at his headquarters in Cincinnati, in a recent interview with *The World*, spoke inter-



Louis Gruen

estingly on this subject from his own observations.

"Those who talk about the saturation point being in sight in the radio market," said Mr. Gruen, "lose sight of the fact that there are now only about 4,000,000 sets in operation in the United States. And with a total of some 25,000,000 homes in this country—and new ones being established every day—does it look as if the saturation point was even in sight? Not yet. Radio is just getting to the point where its growing pains are being eliminated. The whole industry is getting down to an established, permanent business policy, especially on sales, and we can look for a period of steady, normal growth."

Mr. Gruen spoke with the assurance of long experience in the radio industry, with which he has been actively associated ever since radio became commercialized. For ten years he held executive positions with some of the largest phonograph manufacturers. Foreseeing the possibilities in the commercialization of radio, he spent two years abroad, studying the radio situation in Europe—an experience which has proved of especial value to him since becoming attached to the sales organization of the Music Master Corp.

Mr. Gruen's genial personality and his practical experience as a sales executive in the radio industry have won for him many friends both in the wholesale and the retail radio field. He is a frequent contributor to trade journals on

various phases of radio merchandising and has done a great deal in a practical way to bring about a closer co-operation between the wholesale and the retail divisions of the radio industry.

J. M. Jacobs Appoints Sunbeam Jobbers on Trip

Julian M. Jacobs, sales manager of the Sunbeam Radio Corp., New York, manufacturer of Akradyne radio receivers and Akratone loud speakers, is at present on an extended tour of Canada and the Northwest and Middle Western States in the interest of his company's business. The trip is to consume about four or five weeks, and Mr. Jacobs will call on all the principal centers of trade during that time in the localities which he visits.

The Sunbeam Radio Corp. recently appointed two new distributors as a result of Mr. Jacobs' travels. In each city he visits Mr. Jacobs plans to address the sales organization of the various distributors of Akradyne products to fully acquaint them with the possibilities of sales of the Akradyne line.

Minneapolis Distributors in Radio Ad. Campaign

MINNEAPOLIS, MINN., November 4.—Ten of the leading radio distributors have joined in a campaign of instructional advertising in local newspapers to inform the buying public to "Buy radio of known quality from reliable dealers." A series of advertisements in the Sunday papers gives advice to the public on how to select a good radio set and the class of dealer with whom it is safe to deal. This campaign is being waged to counteract the work of radio "bootleggers" and "gyms."

Demonstrate Orthophonic Victrola to Large Crowd

WATKINS, GA., November 4.—The R. B. Zachry Furniture Co., of this city, recently gave a demonstration of the new Orthophonic Victrola to a large and interested audience. The demonstration made a striking impression as, first, an instrument of twenty-five years ago was played, then an ordinary Victrola and then the Orthophonic. The new instrument was commented on most favorably.

Music House Buys Building

TULSA, OKLA., November 4.—The Rosser Casebeer Building, at 515 South Main street, was recently purchased by the J. W. Jenkins Sons Music Co., of Kansas City, Mo., for approximately \$250,000. The music company will occupy the building about January 1.

Farmers Offer a Rich Field for Radio Sales

(Continued from page 28)

on the farm, as you are able to keep in touch with the world through them. Most of the radios in this county are operated by the young folks."

A New Jersey representative of the Department of Agriculture reported: "In the Swedesboro section of the county, the largest shipping area in the county, market quotations on farm produce are received by radio and posted on a large bulletin board right in the center of the buying and selling district. This reporting service by radio has been done for the past three seasons and it is greatly appreciated by the growers in that section.

"Market reports are usually received during the middle of the morning, and it is impossible in many cases for farmers to leave their work in the field to get the reports. Many farmers have stated that they wish the reports could be given at some other time, preferably at noon."

It will be seen from the reports that the farming districts present a ripe field for those dealers so situated as to be able to canvass that trade, for they are in a position to present the radio receiver as a business as well as an entertainment proposition. It may require a little extra canvassing and considerable traveling for the purpose of demonstrating the receivers right in the old homestead, but the results should more than justify the effort.

The facts presented by the Department of Agriculture are particularly significant for the reason that they have been gathered by unbiased agents and are calculated to show the situation as it actually exists. With a copy of the report at hand, the dealer should gain a new insight into what the farmer wants in the matter of radio and how his desires can best be met.

Reports 400 Per Cent Gain in Freshman Radio Sales

Chas. Freshman Co., Inc., New York and Chicago, manufacturer of the Freshman Masterpiece radio receivers, reports gross sales for the month of September, 1925, of \$690,708, as against \$163,630 for the month of September, 1924, an estimated increase of over 400 per cent. The company further reports an enormous number of unfilled orders and, according to the daily sales record, this is steadily increasing; sales for the next six months are anticipated to show a corresponding increase. With the new factory in the Bronx, N. Y., and the large Chicago factory now under way, production has been steadily increased in order to meet the demand for Freshman products. Additional factories are planned in the near future in both San Francisco, Cal. and Toronto, Canada.



Wuebben Record Albums are indestructible

They are manufactured on methods of construction which are protected by the Patent Laws. It is impossible for the records to drop out.

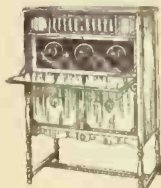
Ask for our illustrated prospectuses and price lists

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

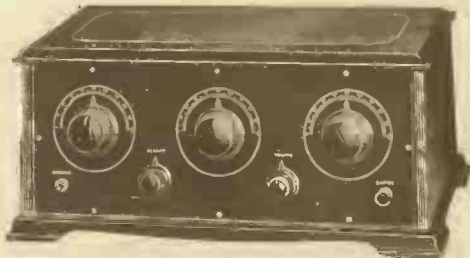
Now Character in Radio - - at Down-to-Earth Prices



Model R-2. \$50 Retail



Model R-4
\$125 List
Cabinet Only 585



Model R-1. \$35 Retail



Model R-5
\$150 List
Cabinet Only 510

The FINE-ARTS line—the first to combine character in radio with down-to-earth prices—offers you a truly remarkable opportunity for building a profitable and permanent radio business.

Regardless of price—there can be no finer radio. Superb quality—cabinets that are exquisite in their grace and beauty—plus perfect radio efficiency. All that can be desired in radio—at a price within the reach of everyone.

Take immediate action, and get full details of our attractive proposition. Order samples sent you at once.



Model T-1
\$35 List



Model R-3
\$85 List

PLAZA MUSIC CO. - - 10 West 20th St., New York

Salesmanship and Knowledge are Needed

New Talking Machine Products and Improved Processes of Recording Demand Intelligent Presentation—Order Taker Obsolete

For a number of years the salesman charged with the handling of talking machines has been required to know little of the mechanism of the instruments, for the construction was more or less simple and the customer is generally more interested in the music available through the medium of the talking machine than in the structure of the instrument itself.

It was necessary for the salesman, of course, to be able to explain that a difference in price is warranted by the larger motor, whether it be two or three spring, by the larger and more elaborate case, the gold plating of the visible metal parts, or the longer horn. But these features require little technical knowledge for their explanation. As to the record, the same rule applied, for it was a demonstration that indicated to the customer whether or not he wanted that particular selection and the method of recording did not enter into the discussion.

More Thorough Knowledge Needed

With the new season that has just been launched, however, bringing with it numerous new products, both in records and machines, there has come a demand for a more thorough knowledge of the mechanics of the instruments than has heretofore been required and this knowledge is essential even in the course of the ordinary showroom demonstration, for the public has been told and is being told constantly that something new is offered for its consideration and they will naturally want to know just in what particulars, besides improved reproducing qualities, the new differs from the old.

Improved Instruments

In the first place improved instruments have been introduced embodying reproducing and amplifying devices representing new ideas and quite out of the ordinary, and it is certainly not going to prove sufficient to the customer simply to be able to observe the design of the instrument and not be informed as to what the new features are expected to accomplish.

Then, too, there are being offered to the public this Fall new instruments utilizing for reproduction and amplification radio tubes and other electrical contrivances of the sort that must be

explained simply but clearly to the customer who wants to know what he is getting for his money and the why and wherefore of the various mediums.

The manufacturers and their wholesalers have offered and are offering opportunities to their dealers and salesmen to gain first-hand knowl-

During the past year the tremendous changes that have taken place in talking machines and records through unprecedented improvements have brought about a new era of salesmanship which is based on more thorough knowledge of what is inside the case. Present sales organizations are most competent to handle the situation.

edge of these new products and of their mechanics, and it is well for the dealer who really wants to handle a maximum business to make immediate provision to have his salesmen become familiar with the various important details. An hour or two given to instruction regarding new products may mean the saving of a number of sales later on.

New Recording Processes

On top of these new machines come the improved types of records, several of which are already on the market, records which represent a distinct advance step in the art. It is not sufficient that the salesman demonstrate the records and rely on the customer's musical sense to discern their superiority over the old product. He must be able to explain that the new processes make possible the recording of sounds that were far beyond the range of the old apparatus, and he must be able to explain to the satisfaction

of the customer something of the new recording process that makes possible such excellent results. The salesman, too, must be able to explain why smoother surfacing of records has made possible the elimination of the foreign noises that have frequently interfered with perfect reproduction in the past.

Order Takers' Race Is Run

In short, the future is not the future of the order taker, but of the salesman with a definite and convincing knowledge of the products he is selling. He must be able to do business intelligently with those who own reproducing instruments of the old type, and who must be convinced that in buying the new instruments they are making a wise investment. Likewise, he must be able to sell intelligently to those who for one reason or another have hesitated about buying a talking machine because of the "mechanical" character of the reproduction.

There has been much said of the necessity of improved merchandising methods in the talking machine industry and this point cannot be too strongly emphasized. The development of good merchandising methods, however, rests in the hands of the dealer himself, who must organize and carry his business along improved lines. The actual technical or semi-technical knowledge of the product, however, is a matter for the salesman who comes in direct contact with the public.

The salesman who expects to get the most out of the opportunity offered by the new lines from a sales standpoint, must see to it that he makes a thorough study of these new products and their respective features. He must not only be able to discuss intelligently the instrument and the records he is endeavoring to sell, but must be able to discuss competing products and the claims made for them.

Present Sales Organizations Sufficient

This marketing of new products does not mean that there must be built up new sales organizations capable of meeting the new problems. On the contrary, existing organizations should be quite competent to sell satisfactorily, for they have, or should have, a firm foundation of musical knowledge so far as it applies to records, as well as a knowledge of old types of machines which should fortify them in presenting logical arguments in favor of the newer products.

The main thing is that manufacturers have invested much thought and energy together with millions of dollars in the new products of the day and will continue to make heavy investments to keep those products before the public. The full value of this expenditure cannot be realized in profits, however, if the selling is going to be on a hit-or-miss basis. The sales campaign for the months to come is one that requires real salesmanship. The manufacturer's extensive advertising cannot be expected to move the stock unassisted.

Auto Sales Talk on Record

An address to more than 20,000 members of the Chevrolet Motor Co.'s sales organization was delivered by R. H. Grant, general sales manager of the company, by means of phonograph records sent to every Chevrolet dealer. At an appointed hour the talking machines were started all over the country and the outline of the sales campaign for the coming season was made by Mr. Grant.

The Talcott Music Co., Yakima, Wash., recently added a radio department which is under the management of C. L. Laws.

HARDWARE

for

RADIO and PHONOGRAPH CABINETS

LID SUPPORTS

CATCHES

CONTINUOUS HINGES

NEEDLE CUPS

BULLET CATCHES

STOP HINGES

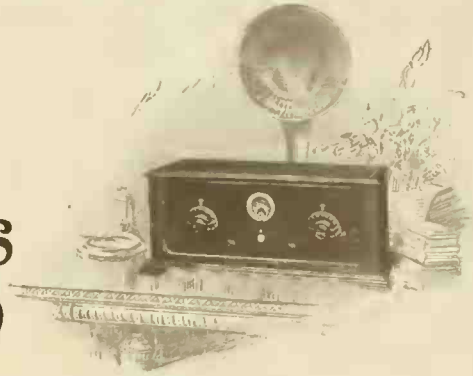
INVISIBLE HINGES



WEBER-KNAPP CO.

JAMESTOWN, N. Y.

Real Progress in Radio



We established Station WJR as the Jewett contribution to general Radio welfare. We are content to maintain it on this basis alone.

But our dealers everywhere report that it is further stimulating the demand for Jewett Quality Products.

And our resourceful young engineers have made of WJR a two-hundred-thousand-dollar piece of laboratory equipment with which, after midnight, they test and perfect Radio equipment, present and to come.

With broadcasting to their own order, these clever youngsters have learned new secrets of quality production.

These secrets are today applied to Jewett Quality Products. They increase the value of every authorized Jewett Dealer Franchise.

Can you longer afford to do without the best money-making line in Radio? Write for full details today

"There Is No Substitute For The Best"

JEWETT RADIO & PHONOGRAPH CO.
 5684 TELEGRAPH ROAD PONTIAC, MICHIGAN
 Factories: Allegan, Michigan—Pontiac, Michigan

In Canada: Jewett Radio-Phonographs, Limited, Walkerville, Ontario
 Export Sales Offices: 116 Broad Street, New York City

Special Wednesday WJR feature—The Barroths Hour, 9 to 10 p.m.



The Jewett Receiver

—Three simple controls provide disturbanceless reception and eliminate all receiver noise—The most reliable beautiful Receiver you have ever seen.

The Jewett Superspeaker

—All that the name implies. Recommended by experts everywhere.

The Jewett Superspeaker Console

—A handsome cabinet with Superspeaker performance.

The Jewett Cone

—Faithful in tone and pitch regardless of heat, cold, or dampness. Same as usual.

The Jewett Vemco Unit

—Makes a loud speaker out of your phonograph.

The Jewett Parkway Cabinet

—Puts the amateur on a par with the most exclusive cabinet worker.

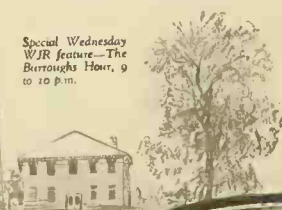
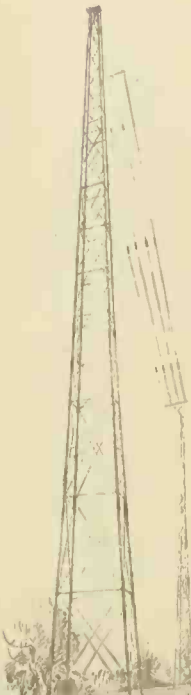
The Jewett Micro-Dial

—Makes tuning 50 times as accurate. Fits any standard receiver.

The Jewett Superspeaker Highboy

—Houses any standard Radio set and all accessories. Superspeaker built in.

"Quality Broadcasting to Match Quality Products—Station WJR"



THE MANUFACTURERS OF THE FINEST LOUD SPEAKERS AND PHONOGRAPHS USE

MICA DIAPHRAGMS

THEY BRING OUT

*The Purest Tones
The Subtle Overtones
The Delicate Shadings*

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

Write for Samples and Prices

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

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

W. J. Bryan's Gennett Records for Nat'l Museum

Starr Piano Co. Announces That Complete Set of Commemor's Records and Masters Will Be Given to the National Museum

RICHMOND, IND., November 6.—A complete set of the Gennett records made by the late William Jennings Bryan, together with the copper mas-



William Jennings Bryan

ters of the records, have been presented to the National Museum at Washington by the Starr Piano Co., manufacturer of Gennett records. The presentation was made at the request of Mrs. Bryan. The recordings include several speeches and Scriptural readings, the most famous being an address on "The Virgin Birth" and the "Cross of Gold" speech. Other Gennett records made by Mr. Bryan include: "Lord's Prayer" and the "Twenty-third Psalm," his widely known address on "Immortality" and his "Behold a Republic," taken from his speech of acceptance of the Presidential nomination in 1900. The master plates are of copper, with a

coating of nickel, and can be kept for centuries without fear of deterioration. Thus the voice of the "Silver Tangued Orator" will be preserved for future generations.

What Makes One Salesman Sell More Than Another?

In Letter to Dealers J. F. Ditzel Points Out How Difference in Sales Clerks' Methods Make for Increased Record Sales

An interesting letter was recently sent Brunswick dealers by John F. Ditzel, manager of the record sales department of the Brunswick Co., giving an interesting comparison of the methods of record sales clerks. The letter reads:

Recently we had an opportunity to observe the sales methods of two record sales girls employed in the same store. This comparison was interesting and yet we might say that it was also abspouting—disappointing because it revealed that one girl was not taking advantage of every opportunity to increase her record sales and thereby enhance the value of her services to the dealer.

Here is what we observed. What is your opinion? A customer asked one of the girls for the record of "Rose Marie" sung by John Charles Thomas. With out any comment, the record was demonstrated and, when it was accepted by the customer, the transaction was closed with a "thank you." Result—one record sold.

A few minutes later, another customer asked the second girl for the same record. Immediately after the record was demonstrated, the sales girl suggested that the customer should hear the beautiful "Golden Love Call" from the same album, sung by Virginia Rea. It was explained that this song was sharing first honors with the "Rose Marie" number and that Miss Rea had made an unusually attractive record. Further descriptions of the artist's work and the selection were given, so that the customer was in a receptive frame of mind when the record was demonstrated. Result—two records sold instead of one.

The second girl took advantage of the customer's interest in "Rose Marie" and suggested another from the same album. It was good salesmanship, proved by the results. When a customer inquires for a certain type of song—a certain kind of record, it is comparatively easy to make suggestions of other records of similar character if sales people are familiar with the selections and the artists.

Increases Its Stock

The American Bosch Magneto Corp., New York, manufacturer of radio and electrical products, has increased its common stock from 175,000 to 250,000 shares of no par value.

Gov. Ferguson, of Texas, Buys Orthophonic Victrola

Private Demonstration in Executive Mansion of "Ma" Ferguson Results in Order for Early Delivery of Orthophonic Victrola

AUSTIN, TEX., November 4.—At a private demonstration of the new Orthophonic Victrola held for the benefit of Governor Miriam Ferguson of Texas in the executive mansion, Governor Ferguson expressed himself as being so highly pleased with the new Orthophonic ma-



"Ma" Ferguson and an Orthophonic Victrola chair that she immediately placed an order for one, asking an early delivery.

The demonstration was held before a party of about twenty of the Governor's friends and relatives and was by invitation only. B. L. Plank, factory representative for the Victor Co., and B. C. Sievers, of the T. E. Swann Co., of Houston, distributor for the Victor Co., were in charge of the entertainment. All who were privileged to listen in on this event were highly pleased and agreeably surprised with the entertainment.

Columbia Spanish Catalog

The Columbia Phonograph Co., New York, recently distributed copies of its new Spanish record catalog. The records of Amalia Molina are featured in this catalog, and a photograph of this popular artist adorns the front cover. Amalia Molina is at present appearing in the leading theatres of this country, having recently completed a two weeks' engagement at the Hippodrome, New York.

New Columbia Release

Ford and Glenn, the Lullaby Boys of radio broadcasting fame, exclusive Columbia artists, have recorded a coupling which is certain to be a popular seller. The selections recorded are "What Do We Care If It's One o'Clock" and "Since You Call Me Sweetheart."

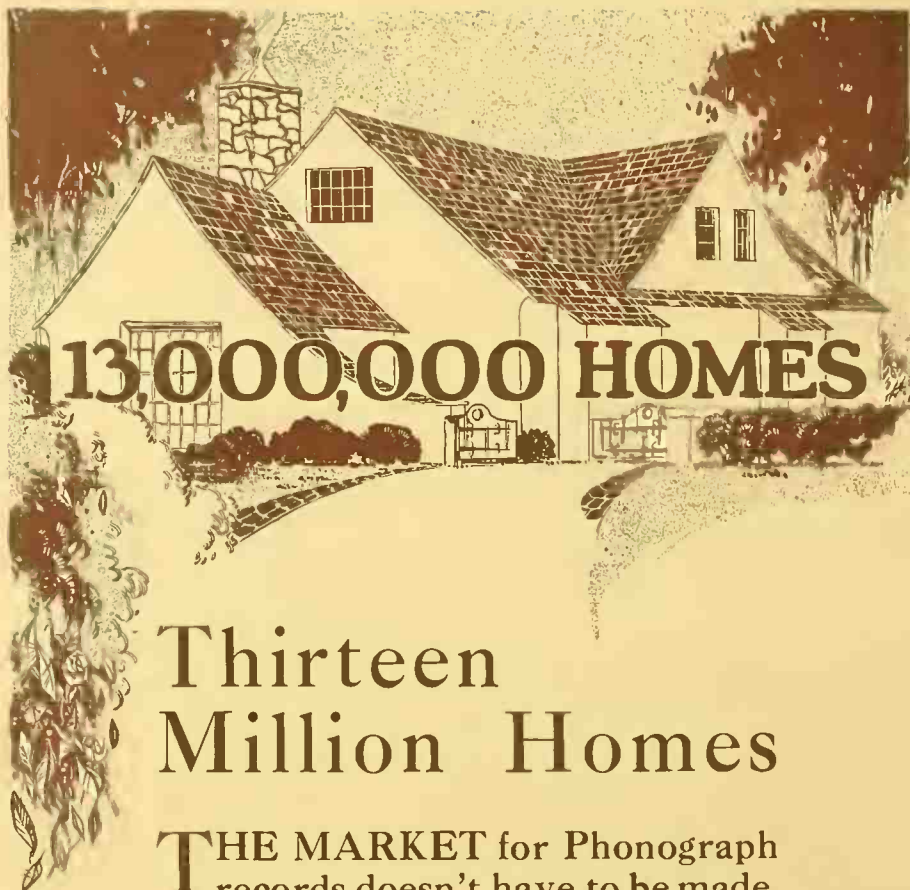
CONSTANTLY INCREASING SALES

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.



13,000,000 HOMES

Thirteen Million Homes

THE MARKET for Phonograph records doesn't have to be made.

It exists already in the 13,000,000 homes that now have phonographs.

The dealer today pushing Columbia records is in the most enviable position in the history of the trade.

COLUMBIA PHONOGRAPH COMPANY
1819 Broadway New York

COLUMBIA



RECORDS

No better entré to the present American phonograph-owning market is needed than Columbia records.

Smooth and rich in tone, to a degree almost unbelievable, these records are being talked about and given preference wherever enterprising dealers are demonstrating them.

Any dealer who will arrange a diversified program from the wide range of Columbia's current offerings should find little trouble in convincing customers that a treat is in store for them when they play Columbia records "on their own phonographs."

COLUMBIA PHONOGRAPH COMPANY
1819 Broadway New York

COLUMBIA



ARTISTS

Columbia's success in record-making is the result of an inherent ability to capture and put into the record that definite but elusive thing the artist calls "personality."

No matter how celebrated the artist or organization of artists may be, no matter how distinctive their art, Columbia takes more than usual pride in being able to transfer to the record every characteristic of that art which ensures complete public acceptance.

That is an all-important reason for the ever-broadening appeal of Columbia Records.

COLUMBIA PHONOGRAPH COMPANY
1819 Broadway New York

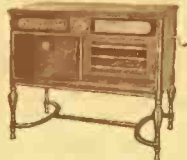
COLUMBIA



MODEL 580
\$350



MODEL 570
\$300



MODEL 560
\$250



MODEL 550
\$200



MODEL 240
\$75



MODEL 540
\$175



MODEL 530
\$150



MODEL 520
\$125



MODEL 140
\$50



MODEL 460
\$200



MODEL 450
\$175



MODEL 440
\$150



MODEL 420
\$100



MODEL 340
\$120



MODEL 430
\$125



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

ATLANTA, GA., 541 WHITEHALL STREET
 NEW ORLEANS, LA., 517 CANAL STREET
 BOSTON, MASS., 1000 WASHINGTON STREET
 CHICAGO, ILL., 330-340 S. WABASH AVENUE
 CLEVELAND, OHIO, 1825 E. EIGHTEENTH STREET
 CINCINNATI, OHIO, 222 W. FOURTH STREET
 DALLAS, TEXAS, 2000 NORTH LAMAR STREET
 KANSAS CITY, MO., 604 GRAND AVENUE
 ST. LOUIS, MO., 1113 PINE STREET
 LOS ANGELES, CAL., 809 S. LOS ANGELES STREET
 NEW YORK CITY, 121 W. TWENTIETH STREET
 PHILADELPHIA, PA., 40 N. SIXTH STREET
 PITTSBURGH, PA., 632 DUQUESNE WAY
 SAN FRANCISCO, CAL., 345 BRYANT STREET
 BUFFALO, N. Y., 700 MAIN STREET
 DETROIT, MICH., 439 E. FORT STREET
 MINNEAPOLIS, MINN., 18 N. THIRD STREET
 SEATTLE, WASH., 911 WESTERN AVENUE
 COLUMBIA WHOLESALERS, INC.,
 205 W. CAMDEN STREET, BALTIMORE, MD.
 TAMPA HARDWARE CO., TAMPA, FLA.
 COLUMBIA STORES CO.,
 1008 GLENFARM AVENUE, DENVER, COLO.
 221 S. W. TEMPLE, SALT LAKE CITY, UTAH
 W. W. KIMBALL CO.,
 WABASH AVENUE AND EAST JACKSON BLVD.,
 CHICAGO, ILL.

COLUMBIA PHONOGRAPH CO., Ltd., Toronto
 20 West Front Street

COLUMBIA PHONOGRAPH COMPANY, New York
 1810 Broadway

COLUMBIA

D. D. Cleary Now on the Music Master Sales Staff

Minneapolis Representative of Music Master Corp. Has Had Wide Business Experience—In Position to Aid the Dealers

D. D. Cleary is now sales representative of the Music Master Corp., of Philadelphia, Pa., in Minneapolis, Minn. He brings to his con-



D. D. Cleary

nection with the Music Master sales organization ten years of valuable experience gained in Cedar Rapids, Ia., with the Iowa Railway & Light Co. For the past five years he has been attached to the sales force of the Western Electric Co.

His actual field experience in lines allied to the radio industry has given Mr. Cleary a valuable contact with many merchants who are adding radio apparatus to their other lines and has equipped him with technical knowledge to explain to the dealer many points about radio

operation. This is one of the most valuable assets that any radio salesman can have to-day. Mr. Cleary's knowledge and practical sales experience are such as to lead him to success in the growing field of radio selling.

Absorbs Peter Pan Gramophone Co. of New York

Marysville Products Co. Now Merchandising the Popular Camera-shaped Portable

MARYSVILLE, MICH., November 5.—The Marysville Products Co., of this city, has taken over the Peter Pan Gramophone Co., of New York, and is merchandising this popular camera-shaped portable from its own plant in this city. Peter Pan gramophones are well known throughout the talking machine trade, for they have attained exceptional success and are being distributed in every important trade center from coast to coast.

E. F. Lee, vice-president of the Marysville Products Co. and in charge of the company's manufacturing and merchandising program, has completed plans whereby dealers will receive maximum co-operation in taking care of Christmas trade. Last year the Peter Pan gramophone was one of the sales leaders during the holiday season, for it is particularly adaptable to the holiday sales campaign because of its unusual size, tone quality and nominal price.

Pete Dale Featured at Club

Pete Dale, exclusive Columbia artist, whose initial recordings for Columbia records have proved exceedingly popular, is one of the featured performers at the Country Fair, a new night club of New York, which opened the latter part of last month. Two of Mr. Dale's own compositions, "Oshkosh" and "When Old Pete Daily Plays His Ukulele," which will be released on a Columbia record shortly, are featured in the revue at the supper club.

Important Appointments of Garod Radio Distributors

Recent Additions of Distributing Outlets by Radio Manufacturer in Leading Trade Centers Round Out Territories

The Garod Corp., Belleville, N. J., manufacturer of Garod radio receiving sets, has recently appointed a number of additional distributors throughout the United States, among them being M. Steuert & Sons, Boston, Mass.; Vonnegut Hardware Co., Indianapolis, Ind.; Rochester Electrical Supply Co., Rochester, N. Y.; Wireless Electric Co., Pittsburgh, Pa.; Denver Radio Service Corp., Denver, Colo.; Nassou Bros., Colorado Springs, Colo., and James Clark Co., Louisville, Ky.

In discussing the appointment of these distributors, Laurence Gardner, president of the Garod Corp., said: "With the addition of the new distributors we have about rounded out our various territories in the United States until at the present time we have practically complete coverage throughout the entire country. Dealers in any territory may now easily be served by Garod distributors without having to go far afield to secure sets and service of the standard which we have set for ourselves."

Indiana Firm Chartered

Wesbrod's, Richmond, Ind., was recently incorporated to deal in talking machines, pianos and other musical instruments, with a capital stock of 1,000 shares of common stock of no par value. The incorporators are Carl Weisbrod, Clarence M. Brown and Wilfred Jessup.

The Pennant Radio Laboratories, Newark, N. J., were recently incorporated at Trenton, with a capital stock of \$100,000. The incorporators are Edward J. Zeithlin, George A. Butler and Jacob H. Zeithlin.



Cabinet Super "C" \$30.00

The New SUPER-UNIT A Special Selling Point

The Super-Unit opens a new delight to the listener of radio. It is a diaphragm of broad pitch range, especially designed by Bristol Engineers, that brings in the deep bass and the high tenor or soprano tones with the same truthfulness. It is equally effective in bringing in clearly every word of speeches and lectures. It is the final reason why you should feature Bristol Loud Speakers this Christmas.

Super "S" and Super "C" have the new Super-Unit.

It's a Great Christmas Gift for Every One

Its pure tone production promises entertainment for the whole family every day in the year. Four beautiful models (three horn and one cabinet), priced from \$15 to \$30, meet practically every taste and every purse. Make the Bristol Loud Speaker prominent among your Christmas offerings this year.

Our Holiday Advertising Campaign Is Now Under Way

Generous space in the Saturday Evening Post, Literary Digest and leading Radio Magazines is bringing Bristol Loud Speakers to the attention of millions of radio fans all over the country. Interesting literature and an unusual store or window display enable you to center interest on your store.

Write for Free Plan Book

Tells all about Bristol advertising and how you can make it work for you.

The Bristol Company, Radio Div. BS
WATERBURY, CONN.

Branches in Nine Principal Cities

- Boston—Old South Bldg.
- Philadelphia—Widener Bldg.
- Birmingham—Ade-Ronald Bldg.
- Chicago—Honesdeck Block
- New York—114 Liberty St.
- Pittsburgh—Frick Bldg.
- Detroit—Boak Bldg.
- St. Louis—Boatman's Bank Bldg.
- San Francisco—Rialto Bldg.



Super "S" \$25.00
Rubber horn 14 1/2" diameter, Black Mat finish with gold base decoration.

BRISTOL TRADE MARK AUDIOPHONE MADE IN U.S.A. PAT. OFFICE Loud Speaker

Radio Service Can Make or Break a Dealer

Thomas Goggan & Bro., of San Antonio, Revised Their Method of Servicing Radio Sets, Eliminating Losses and Stimulating Sales

By B. C. Reber

"We believe that one of the main things which has helped to build up our radio business is the service which we give." So states A. P. Koloskey, manager of the phonograph and radio departments of Thomas Goggan & Bro., of San Antonio, Tex.

"Last year," Mr. Koloskey continued, "we were new to the work, and, like others, we made some mistakes. We gave service at that time, but it was at a tremendous cost to ourselves. Consequently when the season was over, we found that we had lost some money. It had looked like a good year, but our books showed that while we had enjoyed a brisk business we had done so at our own expense.

"We did not spend much time, however, in regretting our losses; but instead we charged them to experience and lessons learned in merchandising, and began a retraining which would place the radio department on a sound and efficient basis.

"In checking up our errors, we found that we had been giving away too much in the way of service. We would place a set in a home, leave it there for a few days, and then sell it or pick it up. In this way we were imposed upon to a great extent. Sets were damaged, tubes broken, and other things happened which cost us a great deal of money, but on which we had no return."

Now, a set is taken out and demonstrated. If the customer is satisfied, a bill of sale is made out and the deal is closed. If not, the set is taken back to the store. No rash promises on giving away batteries, tubes or other accessories are made in order to make a sale. The store operates on the principle that it has the best that can be bought for the money and if it is necessary to give away other merchandise, in order to sell the sets, something is wrong. If a set is worth its selling price, it should be sold for that without strings tied to the offer. Otherwise, it is not worthy of stocking in a first class store.

Servicing New Sets

"Another thing that bothered us last year, and which we have improved, is the matter of giving service on new sets," stated Mr. Koloskey. "At the present time, when a salesman takes a set out, it is thoroughly tested before he leaves the store and he signs for it. Then, if any tubes are broken or burned out when the set is brought back, he is charged with the loss. In this way, the salesmen soon learn to handle the sets as they should be handled at all times. "If a set is sold to a prospect, it is thorough-

ly tested at the time of the sale to the full satisfaction of the customer, who then gives us a signed receipt stating that the set was in perfect working condition when accepted. Then, if this customer comes in a few days later complaining of the set, we charge him for any repairs on it.

"Of course, there are certain conditions which govern this. We will make an inspection free of charge, but if even a screw is tightened, that comes under the head of repair work and a charge slip is made out.

"If a complaint comes in on a new set which has only been out a few days, a thorough inspection is made of the set. If it is found that the material or workmanship is at fault in any way, it is immediately replaced by a new set, and any adjustment on the old set is taken up between ourselves and the manufacturer.

"If, however, it is found that the customer has endeavored to experiment with the set, has been monkeying with the tubes, or has been putting around with the dials and batteries, we tell the customer what will have to be done, how much it will cost, and ask if we shall go ahead with the work.

Instructing Purchasers

"When a new set is sold, the salesman is instructed to give the new owner thorough instruction in its operation. This instruction not only includes the head of the house, but the wife and children as well. We know that it is only natural for anyone to want to operate a radio set, and if we teach them they will do it as it should be done. However, if they do it of their own accord, trying to operate it from what they have picked up from observation, serious results may happen. Radio, however, is not a complicated thing anymore; nor is it an experiment. For this reason, we believe in teaching everyone how to operate a set and to enjoy it.

How Salesmen Are Compensated

"We have an average of four salesmen at work all of the time. These men are paid a salary, an expense allowance and a bonus. We pay them \$20 a week salary. They are allowed \$5.00 per week for the expense of their car. And we pay them a bonus of 10 per cent on their monthly sales when the total exceeds \$800 during the month. At the present time, our men are averaging between \$1,200 and \$1,500 per month in sales, and they will no doubt do better later in the season.

"We do all we can here in the store to cooperate with the salesmen and help them boost

their sales; for, in so doing, we are not only helping them, but we are helping ourselves as well. We turn over to them any prospects which we have and offer any assistance which we can give in helping to close the sale.

Free Tube Testing

"One thing which we have done which has helped us a great deal in making new friends and keeping up our good will, is a tube-testing machine, which we use for testing tubes. We test these free of charge and are often able to eliminate trouble by this work. For example, a set of tubes may be arranged in the wrong sockets and will not give the results they should. A few moments spent in testing these tubes will show the power of each and tells us how they should be arranged to get the best returns. However, to make sure that the customer puts them back as we recommend, we paste a small label on each giving the instructions.

"We have worked up a large tube business by doing this. Tubes and batteries are the only accessories we carry. We have found that there are so many stores carrying the smaller accessories that it is tying up too much money in stock that will not move fast to do this.

Getting Battery Business

"From local battery stations, we obtain the names of people who come in to have their radio batteries recharged, and we use these names for prospects in repair work, new tubes, and for better sets. By making friends with the battery boys, we are able to work up a large list of names at but little expense, and if we show our appreciation for their co-operating with us, they will recommend customers to us for tubes and repair work. In this manner, we have worked up a nice business from this angle.

Lines Carefully Selected

"At the present time, our stock averages about \$5,000. We carry Brunswick Radiolas or a combination of the phonograph and radio. Then we carry Thompson neotrodyne and R. C. A. Super-heterodynes. In selecting these lines, we have taken care to give all makes a careful trial and in our estimation we feel that we are stocking the best on the market. We carry only high grade sets. By picking the sets that appeal to you, and the quality, you can talk better and consequently sell more goods; which is what we all want to do."

The talking machine and radio departments of Thomas Goggan & Bro. are among the most successful, not only in the city of San Antonio but in the entire State.

Van Veen Wareroom Equipment — PREPAREDNESS —

Dealers in the phonograph industry who have installed Van Veen sound proof hearing rooms and selling fixtures are well equipped to reap the reward of their efforts with the latest wonderful achievement of the Victor Company. Those dealers who are not so equipped should take immediate steps in that direction. They provide an exceptional setting to demonstrate this wonderful new instrument.

Write for details and catalog

VAN VEEN & COMPANY, Inc.

313-315 East 31st Street, New York City

*Phone Lexington 9956-2163

— — — 18, 19, 20, 21, 22, 23, 24, 25

They are counting the days Are YOU?



Yes, AGAIN "Christmas is coming." And, AGAIN hundreds of people — thousands really—grown-ups and children, even the tots are "counting the days," planning for the big event. They are **PLANNING** — they *plan* early, and don't think they don't, even if they don't **BUY** early.

What are *your* plans? Do you want to sell them a phonograph, or will you be unprepared and let the cream business of the year go to some other dealer?

Every indication points to a big **MUSICAL CHRISTMAS** — the propaganda for music, ever stronger, is going to reach a climax this Christmas. Take advantage of it.

There is a Vitanola talking machine and radio cabinet to suit every person and every pocketbook. But you can't sell them when they are in our factory—they have to be **ON YOUR FLOOR**.

Our suggestion is to order early, **ORDER NOW**—Later on you'll thank us for urging you.



Vitanola Console Phonograph No. 101
Mahogany or Walnut Finish
Adapted for Radio

Height 33"
Width 32"
Depth 21"

List Price \$75.00



Vitanola Radio Table No. 1031

Height 30"
Width 32"
Depth 15"

List Price \$30.00



Vitanola Console Phonograph No. 103
Mahogany or Walnut Finish
Adapted for Radio. Space for record album
under tone chamber on right hand side

Height 33 1/4"
Width 35"
Depth 23 1/4"

List Price \$90.00

Dealer's Discount on Samples, 50% off List

VITANOLA TALKING MACHINE COMPANY

M. C. SCHIFF, President

LEON. C. SAMUELS, Vice-Pres. and Sales Manager

829 American Furniture Mart

666 Lake Shore Drive

Chicago, Illinois

VITANOLA

The Phonograph of Marvelous Tone

Frank L. Capps Heads Columbia Research Dept.

Has Had Long and Successful Career in Phonograph Manufacturing Industry—Responsible for Many Recording Improvements

Frank L. Capps, one of the veterans of the industry, has joined the Columbia Phonograph Co. in charge of the research department. From 1890 to 1894 Mr. Capps was with the experi-



Frank L. Capps

mental department of the Bell Telephone Co. in Chicago. In November, 1890, he invented and patented the head phone, on which patent is based many of the best head phones and loud-speakers now being manufactured. In 1894 he invented the duplicating machine. Up to that time each cylinder record had to be recorded separately, but after the invention of this machine records could be mechanically duplicated from the original, and thus created the phonograph business as a commercial proposition.

From January, 1894, to 1900, Mr. Capps was with the old United States Phonograph Co. of Newark, N. J., which had the phonograph selling rights of the Edison works. While with them, in 1895, he invented the spring motor for the cylinder phonograph. This motor was adopted by the Edison Co. and used in its Trilump phonograph. In 1900 Mr. Capps joined

the Columbia Phonograph Co., and was with it until 1915. During the time Mr. Capps was with the Columbia Co. he was responsible for many of the inventions in the creation of the industry and among other things, in conjunction with the late Mr. MacDonald, of the Columbia Co., he invented the laminated record, which is now being manufactured by the Columbia Co. He also made the first sapphire records for disc records and made the first recording machines for the Columbia Phonograph Co., which, with adaptations, are still in use.

In 1902 he invented a process for the preservation and duplication of masters for disc records. Where formerly, when the master matrix was worn out, a title had to be re-recorded, Mr. Capps invented a means of preserving the original master matrix and making duplicates therefrom for the pressing of records. In 1915 Mr. Capps left the Columbia Phonograph Co. and became factory manager of the Pathé Co., at which time, among other things, he invented the apparatus for converting from the sapphire cut to the needle cut on disc records. This enabled Pathé to bring out lateral cut disc records from cylinder recordings.

Mr. Capps is one of the pioneers of the industry and probably has almost as many inventions to his credit as anyone connected with the phonograph industry. He is one of the few men in the industry who knows every detail of record manufacture from the bottom up. He is thoroughly versed in the art of making materials, manufacture of records, recording of masters and the necessary machinery to manufacture these items. He will now devote himself entirely to further research work for the Columbia Phonograph Co.

Silvertown Orchestra Poster

A window poster featuring the Goodrich Silvertown Cord Orchestra and the Silver masked tenor, who through their broadcasting have become one of the most popular dance orchestras in the country, east of the Mississippi, was recently issued by the Victor Co. The poster calls attention to the first records made by this orchestra, "Brown Eyes, Why Are You Blue?" and "A Kiss in the Moonlight."

Frank L. Youse, formerly in charge of the Seattle, Wash., branch of Sherman, Clay & Co., has succeeded William Austin as manager of the Spokane store. He was recently transferred from San Francisco.

Thompson Line Displayed at Syracuse Radio Show

Thomas J. Northway, Inc., Distributor of R. E. Thompson Mfg. Co. Products, Features Minuet Model in Its Attractive Fair Display

SYRACUSE, N. Y., November 5.—The entire line of the R. E. Thompson Mfg. Co. was most attractively displayed at the recent Syracuse Radio Show under the direction of Thomas J. Northway, Inc., local distributor of Thompson



Thompson Line on Exhibit at Radio Show products. The feature of the exhibit was the new Minuet model, which is meeting with great success and which has called forth enthusiastic praise from both dealers and the general public. The accompanying photograph gives an idea of the manner in which the Thompson line was presented to the many thousands who visited the exposition.

Window and Counter Sales Aid Features Ortho-sonic

Latest Sales Help Being Distributed by the Federal Radio Corp., of Buffalo, N. Y., Is a Most Effective Piece of Publicity

Authorized retailers of Federal Ortho-sonic sets are now receiving a designator for window and counter use. This sign is 9 inches by 13



Ortho-sonic Sales Aid

inches, of the prismatic type, finished in blue and gold.

The Federal Radio Corp., Buffalo, N. Y., announces this as one of many pieces of advertising material to be distributed to Federal retailers this season. Federal advertising has created a pronounced interest among the radio buying public. The designators are for the purpose of familiarizing that public with the Federal retailer appointee. All retailers showing this sign will exhibit and demonstrate the new Ortho-sonic line.


New Thermodyne Plant

The Thermodyne Radio Corp., New York, has established a main assembling plant in Long Island City, N. Y., to supplement the two already in operation at Plattsburg. The new plant is located in the Etched Metal Products building.


The Cash Department Store, Arroyo, Cal., recently opened a complete music department under the direction and ownership of G. E. Bailey, who was formerly a music dealer of San Francisco.

FULL LINE of HARDWARE


For Radios and Phonographs



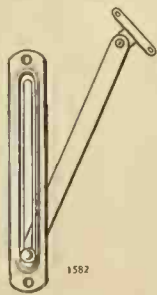
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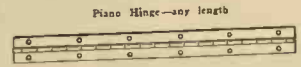
626-1/2"
624-4"




1582




1566
Portable
Nerdie Cup



Piano Hinge—any length



Invisible Hinge

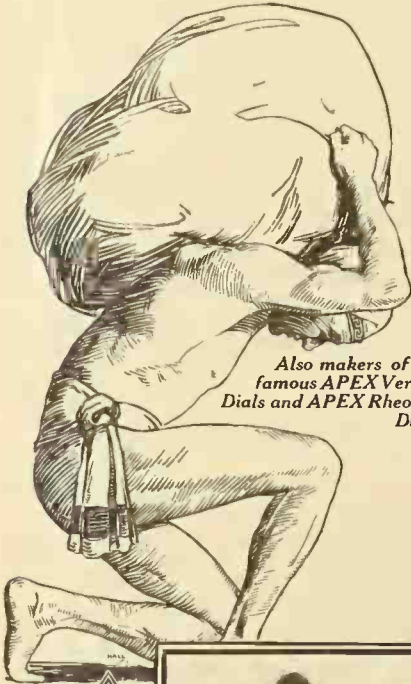


H. A. GUDEN CO., Inc.

87 WALKER STREET
NEW YORK, N. Y.

VOLUME

THE OBEDIENT SLAVE TO YOUR DESIRES



Also makers of the famous APEX Vernier Dials and APEX Rheostat Dials.

THE stirring, martial music of a band—the soft, mellow harmony of a violin—the pure, sweet notes of a human voice, away off in the distance, dimmed by thousands of miles, come in on APEX Receiving Sets at the very flood-tide of volume.

The beauty of design and handsome flawless finish of APEX Receiving Sets are as alluring as their perfection of operation.

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

APEX ELECTRIC MFG. CO.
1410 W. 59th Street Dept. 1117
CHICAGO



Apex Entertainer
Price \$22.50



Apex Baby Grand Console
Price \$225



Apex Super Five
Price \$95
without accessories



Apex Console Entertainer
Price \$27.50



Apex De Luxe
Price \$135



Apex Utility Radio Table
Price \$75

Prices West of Rockies slightly higher.

Canadian prices approximately 40% higher.

When Things Go Wrong With the Radio Set

Trouble Is Easily Found if the Dealer Knows Where to Look for It—The Responsibility of the Retailer in Giving Radio Service

Dealers who have handled radio for a matter of six months or a year declare that all their service troubles do not occur within the first few weeks after the set is installed and while the customer is learning to operate it properly. In fact it often happens that the customer may be perfectly satisfied with the set at the time of installation and may not be heard from for a period of several months until suddenly he calls up and declares that everything is wrong with the outfit.

This is one of the situations that impresses upon the dealer and his salesmen the value of having some general knowledge of radio hook-up, with the idea of running down the cause of the trouble while on the spot and without making necessary a special visit of a repairman.

Many Causes for Trouble

There are a number of things a dealer or his representative can look for when called upon to adjust an outfit sold several months before. A great source of trouble is found in the antenna, due to the fact that when the wires were first hung trees were bare, but with the growth of foliage, twigs and even branches are likely to come in contact with the antenna wire and cause interference. Then, too, all aerial connections should be inspected carefully, for copper wire exposed to the elements for some months undergoes a certain amount of corrosion and at the joints this serves to develop electrical difficulties. Then, too, the bending of the poles upon which the antenna is hung or the loosening of end connections may allow for sagging that interferes with proper reception. A little attention given to the aerial will often serve to clear up poor reception.

Then again it must be considered that a radio receiving set is a mechanical contraption and that even the best bolts and screws are likely to shake loose after a certain period. It is to be assumed, of course, that the dealer or his representative before making any general inspection first tests the batteries to see that they are in proper shape. That is fundamental. Also he tests the tubes to see that they are all

right though he will find after several months that even tubes of recognized manufacture will show signs of deteriorating. Perhaps only one or two out of a set of five will go bad at first, but that is natural. Tubes as a rule should operate efficiently for at least a thousand hours, but a set that is used more or less constantly

Most troubles with radio develop some time after installation and the retailer must be prepared to keep his patrons satisfied with their purchases by giving them prompt service and seeing to it that their sets operate satisfactorily. The accompanying article gives an idea of how far it is practicable to go in giving service. . . .

for several months has kept those tubes in action for 600 hours or more. It cannot be expected, therefore, that tubes that have passed two-thirds of their natural life and action can measure up to standards established when they were fresh out of the carton. If the customer can be persuaded to install an entirely new set of tubes after six or seven months of using the old ones, he is likely again to secure the initial satisfaction from his set.

Give Set Complete Going Over

Going back again to connections, it is often found that in attaching new batteries or moving the set about, certain of the thumb screws and bolts have worked loose, thus resulting in poor connection. It will pay to go over the entire set to test each bolt and screw to see that it is firmly set. Then all soldered connections should be inspected for no matter how carefully they are made it often happens that some of the flux may have dropped on the panel or other part of the set and developed a slight short circuit.

The dealer may feel that after six or seven months his responsibility should cease so far as any particular set is concerned, but the service he is called upon to render to a customer who has originally been well satisfied with his outfit is the service that is designed to keep the set sold and to make the owner a booster for that particular make and for the dealer who sold it. Naturally any service rendered under the conditions herewith should be charged for at the rate accepted by the dealer for general service work, whether it be \$1.50 an hour or more. Should mechanical imperfections develop in the set within the time limit fixed by the manufacturer in his guarantee, then adjustment must be made on a basis satisfactory to the customer and in accordance with the manufacturer's promise, but it is a rare thing to have such mechanical troubles develop.

When the Customer Is at Fault

It is in the accessories and equipment that most of the difficulties of wear and tear are to be found, provided of course that the owner of the outfit has not been dealing with some amateur radio expert who has persuaded him to make changes in or addition to the circuit on the promise of better results. When the set has been tampered with all guarantee should go by the board. It is the owner himself who is then responsible for poor results and neither the manufacturer nor the dealer.

Preferred Stock Issue of Landay Bros., Inc., Offered

Bauer, Bond & Vivian, Livermore & Co. and Pope & Co., prominent financial houses of New York, are offering participating Class "A" stock of Landay Bros., Inc., for financing the expansion policy of this firm. The firm of Landay Bros., which operates ten music stores in important retail centers, was founded twenty-five years ago and has grown to be one of the leading music establishments in the metropolitan section.

Schwabacher-Frey Co. Now Handles O'Neil Audiphone

George A. Tett, manager of the radio department of the Schwabacher-Frey Stationery Co., San Francisco and Los Angeles, Cal., has just announced that he has secured the distribution of the "Audiphone" loud speaker, manufactured by the O'Neil Co., of West New York, N. J. The Schwabacher-Frey Co. will have the sole distribution of the loud speaker on the Pacific Coast, also the console unit which has proved so successful in the many recent tests to which it has been subjected.

Effective Victor Publicity

The double-page spread of the Victor Talking Machine Co., which appeared in the November 7 issue of the Saturday Evening Post, caused much comment in the trade because of its unusual and effective style. One page was devoted to an illustration of a destroyer ploughing through a heavy sea; a Zepplin in the air, and an insertion of a worried woman in the home. The caption of the advertisement is "Wherever there is need of courage, there our music goes." The advertisement then tells how in all places where hope or faith or courage is needed, the Victrola is found so that the music that fits the need can be chosen.



It can't be done

No, sir! A customer can't be dragged into the store. Especially, if he has been sold inferior needles. Inferior quality means customer dissatisfaction. Just as high quality means customer satisfaction. Good treatment—right service—efficient phonographs, records and needles—are at the thoughtful dealer's shop. Efficient needles that reproduce perfectly add to the dealer's good will. They bring a customer back again. Many dealers satisfy their customers by selling.

Okeh and Truetone Needles

Products of the
GENERAL PHONOGRAPH CORPORATION

25 West 45th Street

OTTO HEINEMAN, President

New York City

These Dealers Are Already Under Way!

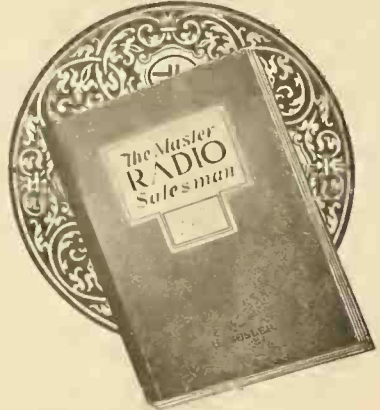
The thousands of dealers who make up the A-C Dayton distributing system are not only ready now for the big radio buying season, but *already under way on active selling work.* These dealers are equipped with "The Master Radio Salesman"—and with that as their guide, they are well started toward a fully successful season.

"The Master Radio Salesman," prepared only after thorough study of radio selling methods, is the most forward step yet taken in radio merchandising. It is the key to success in this field—a complete, practical, workable plan for developing retail radio business—and holding it. With this work, advertising material provided to the dealer doubles in value—and A-C Dayton dealers are prepared with plenty

of such selling helps in addition to extensive factory advertising.

A-C Dayton dealers will make records this year. They have, first of all, the right merchandise. Added to that, they have not only selling help in the form of advertising material, but constructive guidance in using that material.

Remember these dealers when you go to take on a radio line. Remember that selling is your only road to profit, and remember that general advertising cannot do the whole job. With the A-C Dayton you will have these things—plus that which no other line can give you—actual, concrete, scientific selling plans, ready for you to apply. Write direct or to any A-C Dayton distributor asking to see "The Master Radio Salesman."



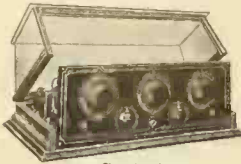
The A-C Electrical Mfg. Company Dayton, Ohio

Manufacturers of Electrical Devices
For More Than TWENTY YEARS

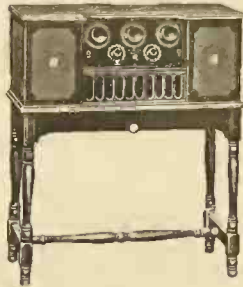


The Standard Cabinet, without accessories, \$115; west of Denver, \$120.

The Console (only thirty-eight inches high) \$185; west of Denver, \$190.



The Glass Set (heavy French plate glass cabinet) \$125; west of Denver, \$130.



The Phono Set, for installation in practically any phonograph—cabinet or console—without accessories, \$95; west of Denver, \$100.



5 good reasons

- 1 A-C Dayton performance sells for you. The entire line is built to sell on its own merits; demonstrate and you will sell.
- 2 The A-C Dayton line is complete yet compact. Four models provide sufficient variety of style and allow most rapid turnover; one circuit insures equal performance from all receivers, uniform satisfaction and simplified selling problems.
- 3 A-C Dayton stands for complete price protection—maintenance of list through carefully selected outlets and full protection against price slashes, stock dumping and bargain basement sales.
- 4 A-C Dayton price is honest price—sufficient to permit good workmanship and good materials—yet no more than is necessary for fully satisfying performance.
- 5 A-C Dayton dealer-assistance is *real* assistance. "The Master Radio Salesman" shows you how to sell, and points the way to the fullest realization on all A-C Dayton superiorities.

A-C DAYTON RADIO

A-C ELECTRICAL MFG. CO.,
Dayton, Ohio.

Gentlemen: Please send me full information concerning the A-C DAYTON line with details of your Selling Service for 1925-26.

Signed.....
Street.....
City.....
State.....



Ask the man who believes his own ears

Several New Shamrock Distributors Appointed

Bristol & Barber, McKenzie Co., Specialty Service Co. and Henry L. Walker Co. Add the Shamrock Line of Radio Products

The Shamrock Mfg. Co., 196-204 Waverly avenue, Newark, N. J., announces several additions to its list of distributors. In the metropolitan territory Bristol & Barber, Inc., 3 East Fourteenth street; McKenzie Co., 35 West Thirty-first street, New York City, and the Specialty Service Co., of Brooklyn, N. Y., are its most important distributors. The Shamrock Co. also states that the Henry L. Walker Co., well-known radio distributor of Detroit, Mich., has arranged to handle Shamrock receiving sets in that territory.

The Shamrock receivers are six-tube sets marketed at a popular price. They are of resistance-coupled amplification with two stages of tuned radio frequency employing one detector. They are produced with either one or two-dial control. Each model has space for batteries and most of its models enclose a built-in loud speaker.

Featuring Phonograph Toys for Children's Gifts

National Co., Inc., Pushing Its Line of Phonograph Toys as Holiday Special—Indications Point to Exceptionally Busy Season

CAMBRIDGE, MASS., November 6.—The National Co., Inc., of this city, which has produced phonograph toys for the talking machine trade for many years, is again featuring its line to the talking machine trade in time for holiday business. Although this company does a year-round business in phonograph toys, the holiday season has always proved to be the biggest season of the year.

These toys are animated by being placed upon the turntable of the talking machine. The line this year includes Shimandy, the Boxers, Ragtime Rastus, the Magnetic Dancers and Phonograph Phollies.

W. A. Brady, president of the company, reports that the approach of the holidays has greatly stimulated the demand for these toys, and that from present indications it would seem that the current season will be an exceptional one.

Victor Features "Freshie"

An attractive window display poster was recently sent Victor dealers featuring "Freshie," played by Waring's Pennsylvanians. This number is a feature of Harold Lloyd's motion picture, "The Freshman," which has proved so popular. An illustration atop the poster shows Waring's Pennsylvanians in collegiate outfit playing "Freshie," while Jobyna Ralston does the Charleston and Harold Lloyd applauds.

Attractive Okeh Poster

The General Phonograph Corp., New York, has prepared and distributed to Okeh dealers an attractive window poster, featuring "The Rovin' Gambler," sung by Tobe Little. The illustration is eye-arresting, bearing the picture of a Western gambler, dressed as popular fancy imagines a gambler dressed, a pair of dice, a four-flush and a racing horse.

Ace Brigade Starts Tour

Ace Brigade and His Virginians, Columbia dance orchestra, recently left on an extended tour, during which they will appear at the leading motion picture houses. Columbia dealers in the various cities which they visit will effect tie-ups with the visiting artists and undoubtedly this will have stimulating effect on the sales of their records.

Magneto & Machine Co. Has Good Results From Show

Atwater Kent Distributor Reports Many Sales Resulting From Attractive Exhibit at Recent Radio Exposition

BALTIMORE, Md., November 6.—The aftermath of the recent radio show held in Baltimore has been decidedly satisfactory to the Magneto &



Fine Atwater Kent Display

Machine Co., Atwater Kent distributor of this city. During the week of the show this enterprising distributing house conducted an attractive display at the Fifth Regiment Armory. This display attracted considerable attention, and both Gordon Parks, president of the company, and Robert S. Green, sales manager, report that the dealers served by the Magneto & Machine Co. are still making sales of Atwater Kent receiving sets and radio speakers to people who became interested in the line through seeing the display at the radio show.

Improves Branch Store

The Fresno, Cal., headquarters of Sherman, Clay & Co. recently underwent extensive alterations. The entire first floor and basement have been remodeled and redecorated and new display booths installed.



Model "A"

For radio "A" and 6 volt automobile batteries.
A. C. line, 40 to 60 cycle, 110-120 volts.
Battery—6 volts 6-8 ampere.
Comes complete with cords, plug and leaded clips.

\$18.00 List (East of the Rockies)

Model "B"

For charging radio "A" and "B" batteries simultaneously.
A. C. line, 40 to 60 cycle, 110-120 volts. Battery—"A", 6 volts 3-4 ampere; "B", 48 to 56 volts in series, 1/10 ampere, up.

\$22.00 List (East of the Rockies)

FACTS ABOUT FUL-WAVE

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

There's an **ADDED** profit for you on every radio sale!

You can get it with



Uses the **FULL**
AC Current—
not half of it

There are two reasons why you **CAN** and **SHOULD** sell a Ful-Wave with every radio sale. There's a **REAL** profit in it—and it means greater satisfaction and better service from the set.

Ful-Wave is the **EASIEST** charger to sell—simplest to demonstrate and operate—no acids, no adjustments. Cheapest to operate because it uses **BOTH** halves of the electric wave. Order a sample and test it.

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



Make these customers come back!

Don't leave it to chance whether your customers will come back to your store when they want more records.

Dealers who feature Odeon Imported Recordings can *control* their trade. Their customers come back. Here are the reasons:

Three Odeon Plans for Increased Sales

REGULAR Odeon Dealers are being told of three new plans that will increase their total record sales, make new customers, and keep old ones.

You too should know about these opportunities for extra, profitable business. For our mutual benefit, write for the facts today.

Just drop a postcard saying:

Send me the three Odeon Plans"—no cost, no obligation to you.

1. Odeon Selections are semi-classics—buyers do not tire of them after a few repetitions. They want more of this kind of music and are glad to pay for records that give *lasting* enjoyment.
2. Odeon Recording is done abroad by a special process, which makes their tone unmistakably richer and clearer. They improve any phonograph. Buyers quickly recognize the difference.
3. Odeon repertoire is not duplicated by any other records. It opens a fascinating new realm of old-world music which brings *extra sales*.
4. Odeon Records are a *safe* investment for the dealer because they don't become out-of-date over night. There is good profit, constant turn-over and growing, non-competitive sales for every dealer who pushes Odeon.
5. Odeon dealer cooperation includes beautiful hangers, attractive folders, general catalogs (including special editions in 22 foreign languages) and monthly supplements of new releases.

GENERAL PHONOGRAPH CORPORATION
25 West Forty-fifth Street New York City

ODEON

Imported Recordings make customers come back for more





Freed-Eisemann Dealer Dinner Dinner a Huge Success

More Than Five Hundred Metropolitan Dealers Attend Conference—Greater City Phonograph Co. and Wholesale Radio Equipment Co. Aid

Approximately 500 Freed-Eisemann dealers gathered in the Hotel Pennsylvania, New York, the latter part of last month in a conference that for attendance and enthusiasm shown was one



Part of the Large Attendance at the Freed-Eisemann Dealer Dinner

of the most successful ever held. The gathering was under the auspices of the Freed-Eisemann Radio Corp., Brooklyn, N. Y., assisted by the Greater City Phonograph Co. and the Wholesale Radio Equipment Co., metropolitan distributors of Freed-Eisemann products.

The outstanding features of the meeting were the statements made by the officials of the Freed-Eisemann Co. that this year all indications pointed to the dealers enjoying a rich reward and that the Freed-Eisemann organization would co-operate in every way by means of territorial protection and sales aids to help them gain this end. A discussion of both the technical and merchandising angles of radio was indulged in by those pres-

ent, with Paul Cornell, merchandising expert, leading the discussion. Attention was directed by the speakers to the display of Freed-Eisemann receivers, and during the evening a spotlight was flashed upon a covered booth which, when the curtains were drawn, revealed a model window display which the company will install in the dealer's window for a nominal sum. This window was carefully examined by the dealers and an address by Carl Percy on the value of window displays was given careful attention.

J. D. R. Freed, president of the Freed-Eis-

mann Radio Corp., described the importance of the present and prospective patent rights of Prof. Hazeltine, but dwelt also on the value of the Latour patents, the rights to which have been secured by direct license. The license also grants the company the right to the future devices of Prof. Latour.

Mr. Freed stated that the policy of the company was to turn a deaf ear to all propositions for making receivers with novel features and trick circuits, but that the company has nine research engineers and twenty-two model makers at work constantly trying to develop new ideas that are sound.

Envelopes containing descriptions and specimens

of the Freed-Eisemann advertising material were distributed to all dealers. These included the new direct mail campaign and feature displays, together with the national magazine, newspaper, trade paper and radio "fan" paper advertising, which represents the largest financial outlay in the history of the company. Posters and feature advertisements were hung throughout the ballroom and attracted considerable attention and favorable comment.

Following the dinner, Billy Jones and Ernest Hare, together with other artists, entertained the gathering and were voted an immense success. This conference is the first of a series of Freed-Eisemann meetings to be held in the principal cities throughout the country. Among the well-known metropolitan dealers who attended were:

Samuel and Monroe Salzman, Maurice Landay, Max Lindsay, Emory A. Spencer, Samuel Fromme, Howard A. Jacobs, Ernest Jaucell, Samuel M. Goldberg, George E. Morgan, George Langer, Henry H. Moore, Benedict Shaw, W. S. Manks, Max Blumenstein, William J. Rosen, M. R. Mielicki, Edward Kiefer, Otto Wunderlick, Charles Zaren, Frederick J. Brasly, Raymond Kay, Daniel M. Broad, A. S. Coles, Herbert Rosenstein, William Morhart, John E. Hunt, Edward J. Ford, Harold K. Mulford, G. E. Smith, William Genz, Louis J. Wolf, D. C. Chatham, Milton R. Paries, R. LeRay Davis, Sidney Coleman, B. R. Foster, Julius Reib, Alexander Schwartz, H. T. Vahl, Elmer E. Gardner, Frank Biggs, Harry Haber, Irving Gruber, Henry Kahn, J. F. Fitzgerald, L. P. Naylor, Arthur Erickson, S. A. Robbins, Robert H. Maera, Harry Owen, Charles W. Down, Joseph L. David, Harry M. Ollhart, Ed. I. Traubenberg, Joseph and Sidney Siegel, R. B. Rose, M. I. Tash, Sol. Langer, J. H. Conneanon, Ernest H. Lewis, Thornton Widemar, Sidney E. Finkelshtain, Charles E. Clement, Walter E. Harris, Lew Brenner, Alfred Doudrin, Samuel Rosenfeld, Arnold Herbs, Harold A. Hurenski, Douglas C. Smith, C. Waute, Jr., Ernest J. Breda, Julius Goldberg, Elmer D. Wilson, Harry Blumenthal, Louis Shaffer, Albert Keckka, C. M. Hempted, Claude C. Post, Al. T. Sirota, A. J. Greiner, Jacob Rosen, R. G. Glover, Henry Mielke, Raymond H. Kline.

A. A. Conner, formerly connected with the Gaston Music Co., Hastings, Neb., has opened a music store at Central City, Neb. A complete line of talking machines and other musical instruments is being carried.

EMPIRE UNIVERSAL TONE ARMS AND REPRODUCERS

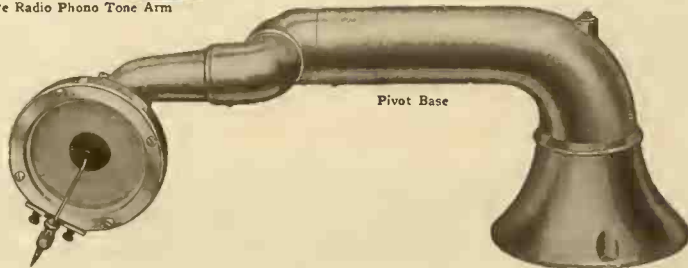
Excel In Every Important Feature



Empire Radio Phono Tone Arm

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

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



Pivot Base

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

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

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

Established in 1914

W. J. McNAMARA, President

"Yes Madam, we can make Immediate Delivery"



Model No. 30
Price \$150.00

The Music is in the Record

*I*N THE MIDST of claims and counterclaims for new, improved phonographs, keep this essential fact well in mind when talking with prospects, and making sales that—"after all the music is in the record."

Tell your customers, and those you hope to make customers, of the new "electrical records." These wonderful new rec-

ADLER-ROYAL

ords greatly surpass the old type; one outstanding achievement being the successful recording of a chorus of four thousand living voices, something quite impossible by the old methods.

Show your prospects the vastly better phonograph music which may be had by playing these new electrical records on a real good phonograph. Adler-Royal is a good phonograph. The combination of one of these new records played on an Adler-Royal is a revelation, and a salesmaker.

A Phonograph Shortage at hand this year

FOR THE FIRST TIME since 1919 you phonograph dealers face a serious shortage of standard, high quality merchandise. On the eve of your season of greatest sales and profits, with the rush of Christmas business just around the corner, you can try to sell your customers on promises of January or February deliveries.

Or, you can turn to the manufacturer who has refused to be stampeded into a wholesale dumping of valuable merchandise, but who, instead, has prepared for a good and profitable Fall phonograph season which is sure to come to those who stock and merchandise with energy.

Consider these Facts

In the face of glowing description and vast promises regarding the phonograph of the future and its construction, it behooves the thinking dealer to take these two facts into consideration.

FIRST, you cannot pay your November and December bills from February deliveries and collections.

SECOND, promises of January and February deliveries of phonographs will not satisfy your customers, and their insistent demands for Christmas music.

Good dealers may obtain some Adler-Royal Phonographs—The Adler manufacturing Company and its distributors have on hand, for immediate delivery, a reasonable amount of standard high quality instruments.

You can stock and sell Adler-Royal Phonographs with the assurance that you will be protected in the fullest meaning of the word.

You should act quickly. It is, of necessity, purely a case of first come, first served. Write today for the name of the nearest Adler-Royal distributor.

Your communication will have our prompt and careful attention

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



Andover—Model 5
Height 34-in., Width 32½-in., Depth 21-in.
Phonograph designed to permit installation of any standard radio panel.
Guaranteed motor. Automatic stop.
In Mahogany or Walnut. Nickel plated metal fittings. 595



Pergolesi—Model 20
Height 38½-in., Width 35-in., Depth 21-in.
Phonograph designed to permit installation of any standard radio panel.
Guaranteed motor. Automatic stop.
In highly figured American Walnut or Mahogany. Nickel plated metal fittings. 5125



Spanish—Model 30
Height 38½-in., Width 35-in., Depth 21-in.
Phonograph designed to permit installation of any standard radio panel.
Guaranteed motor. Automatic stop.
In highly figured American Walnut or Mahogany. Nickel plated metal fittings. 5125



Spanish Gothic—Model 90
Height 35-in., Width 44-in., Depth 26-in.
A phonograph of utmost quality. Guaranteed motor of six record capacity. Automatic Stop.
In highly figured American Walnut or Mahogany. Gold plated metal fittings. 5200

Phonographs

Survey Indicates Attitude of Owners to Receiving Sets They Have Purchased

Survey Made by Barton, Durstine & Osborn, Inc., to Determine How Owners of Atwater Kent Radio Use Sets and to Ascertain Effect of Advertising in Promoting Sales

Some interesting information relative to the attitude of owners of radio receiving sets towards the instruments and what they accomplish was gathered recently by the Atwater Kent Mfg. Co. through a survey made by Barton, Durstine & Osborn, Inc., the company's advertising agents, of some 1,900 homes scattered throughout the country, many sections being visited in an effort to gauge the situation in various localities.

The survey was made for the definite purpose of ascertaining how Atwater Kent owners used their instruments and how the advertising and sales campaign of the company was working out along the line of increasing interest and likewise increasing sales. However, much of the information gained is of general value to the industry, for it brings out some interesting facts, some of which we take the liberty of quoting from sections of the survey as published in the Atwater Kent bulletin.

"Two-thirds of the persons we talked with are owners of radio sets. We made a special effort to get hold of Atwater Kent owners, but also sought the ideas of owners of competitive makes.

"Among non-owners we found almost as much respect for radio as among owners. A typical comment from a school teacher was that there should be a set in every home, 'for they are educational and a great help to the school children.'

"We found that a larger proportion of owners than of non-owners had automobiles, phonographs, and pianos. More than half of the non-owners said they had seriously considered buying radio.

"Among the reasons for not having bought radio 'First cost too high,' led. Twenty-four per cent said they were 'waiting for the perfect set.' Good salesmanship can capture both these classes, for the cost of radio has been reduced and Atwater Kent radio is as nearly perfect as can be found for some time to come.

"Among non-owners we encountered an astonishing amount of ignorance as to what radio really is and does. A man who said there was no broadcasting on rainy nights and another

who complained that radio 'was taking too much electricity out of the air and making bad weather for the farmer' were representative of this class.

"We found that men were more eager purchasers of radio than women, but that interest among women was increasing fast.

"The largest number of purchases was made in December, and of the December purchases half were intended for Christmas gifts.

"The leading reason for buying a particular set was that the purchaser 'thought it best.' 'Advice of a friend' came second, then 'Price,' 'the advice of a dealer,' 'home demonstration,' 'advertising,' 'demonstration by the dealer,' and so on.

"Our reporter also asked owners what price they would be willing to pay for a new radio set. More than half said they did not know. Apparently they were open-minded and were more interested in what they would get than in what it would cost. The average owner who did have a specific price in mind said he would pay \$150 for a new set, complete. Almost without exception, the average owner was willing to pay more for a new radio than for his present one.

"Eighty-seven per cent of the owners said that they paid cash. One out of ten said that he bought on the instalment plan, one out of one hundred traded in an old set, and one out of two hundred traded in a phonograph. We know from what dealers tell us that the proportion of those who buy on instalments is much larger than here indicated. The chances are that a great many owners hesitate to admit that they did not pay cash.

"A great majority of owners bought their radio speakers along with their sets, 82 per cent being of the horn type.

"Five-tube sets were the leaders among the owners interviewed on this survey; three tubes came second; four tubes third; more than five tubes fourth; one tube fifth; crystal, sixth; and then two tubes. Of the Atwater Kent sets 83 7/10 per cent had five tubes.

"The users of wet A batteries far outnumbered the users of dry A batteries. Sixty per

cent of the wet battery owners used their own chargers. The outdoor aerial was used by 81 5/10 per cent of set owners.

"We also found out how radio sets are used and cared for. The majority of owners said that they installed their own sets and aerials. Forty-nine per cent said that the dealer offered no service when they bought their sets; 20.9 per cent said that 'Any service needed' was offered. In addition to these two groups nearly 13 per cent of the owners had received some sort of guarantee. The majority of owners reported that their radio had required no service which they were not able to give. When service was required, it usually came from the dealer from whom the set was bought.

"There was complaint that some dealers did not know how to give service. Of the owners, 28.2 per cent said they would be willing to pay a reasonable fee for regular inspection and adjustment; 70.7 per cent would not; and 1.1 per cent did not know. Since our reporters made no attempt to sell the idea of paying for service, it seems to us that the number who expressed a willingness to pay was very large indeed.

"Are owners of radio satisfied with their sets?"

"Of those we interviewed more than two-thirds said 'yes.' The proportion of satisfied Atwater Kent owners was largest. Owners of home-made sets are not as well satisfied as owners of manufactured sets. The reasons given by Atwater Kent owners for their satisfaction were, in their order: Simplicity, tone, volume, distance, selectivity, and appearance.

"The survey proved that the interest of owners in radio has increased since their sets were bought. This comment from a Brooklyn owner helps to explain the fact:

"I used to guff my wife about the radio, telling her we would all forget to talk. But that was not what happened. The radio brings more news into the house than all the papers printed in New York."

"Three-fourths of the owners told us they were satisfied with the present broadcasting programs. Among those who expressed dissatisfaction the principal reason was 'Too much jazz.'"

C. J. Rey Takes Charge of Polk Store in Richmond

ATLANTA, GA., November 5.—P. C. Brockman, sales manager of James K. Polk, Inc., one of the leading phonograph jobbers in the country, has announced the appointment of Charles J. Rey as manager of the company's branch at Richmond, Va., which was recently established. Mr. Rey needs no introduction to talking machine dealers throughout the South, for he has been associated with James K. Polk, Inc. for several years as assistant sales manager at Atlanta, and the success that he attained in this important work well merited his promotion to manager of the Richmond branch.

James K. Polk, Inc. is featuring to excellent advantage the products of the Sonora Phonograph Co., as well as Okeh records and other standard phonograph lines. It has developed a very important dealer clientele, which is steadily increasing and which will undoubtedly grow rapidly in Richmond territory under Mr. Rey's direction.

Make Records in Dallas

Special recordings of Okeh records were made in Dallas, Texas, the latter part of last month under the direction of P. Blackwell. Several records were made in that city last year and these met with great success.

Gast Bros. Open

JERSEY CITY, N. J., November 6.—Several well-known phonograph recording artists were present at the recent opening of the Gast Bros. Music Shop, 382 Central avenue.

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

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

THE PICKREL WALNUT CO.

St. Louis, Missouri

Exclusive Manufacturers of Walnut Lumber

BRUNO

Orthophonic Victrola

— a New Creation for the Nation

1. New Music
2. New Patents
3. New Construction
4. New in Principle
5. New Popular Prices
6. New Cabinet Designs



7. New Sales Era
8. New Standards
9. New Market
10. New Opportunity
11. New Possibilities
12. New Supremacy

"Console" — Orthophonic Victrola

Such an opportunity to merchandise real merchandise has rarely been the good fortune of Victor Dealers. The Orthophonic Victrola means new life in the trade and in the home.

*Profits are the result of accomplishments.
How will you share in the profits?*



C. BRUNO & SON, Inc.

351-353 Fourth Avenue

New York

"Victor Distributors to the Dealer Only"

Built Big Business in Third Floor Store

DaBoll's Store Is Located on Third Floor of a Business Building and in Spite of the Location Handicap His Sales Grow Rapidly

In these days of super-efficiency in business management, and in the rush to secure sales volume at any cost, often the basic principles of store operation are lost sight of. A great volume of sales is excellent, provided it is secured at a profit. Efficiency is to be commended if it does not interfere with the profitable conduct of the business. The friendship of customers, the kind of good will that brings increased patronage and a profit on every sale are the foundations of business progress, and in no enterprise is this more pronounced than in the talking machine business.

At least the above is the belief of Wilson H. DaBoll, of Rochester, N. Y., who started in business eighteen years ago, and is still going strong. The bulk of the sales of this dealer are secured from the recommendations of former customers and friends and from the lowly want ad. Every sale at this store is made with the idea of satisfying the customer and making of him a friend and booster for the store. The old principle, "The customer is always right," is practiced here, with the result that patrons do not hesitate to tell their friends to go to DaBoll's when they want a talking machine, records or a piano. With customers doing this very effective, if unconscious, selling, it is no wonder that the concern has built up a greater business each year, and that in the face of the keenest kind of competition, DaBoll's does not believe in cutting prices to maintain sales volume and the firm's reputation is such that the public knows it will be given a square deal by making their purchases at this store.

Successful Third Floor Store

When DaBoll's was opened eighteen years ago, the store location was one that would have been considered a bar to success by most talking machine dealers, for the establishment was on the third floor of a business building. In spite of this handicap, the business, under the principles laid down by its founder, Wilson H. DaBoll, flourished. Not so long ago the building in which the store made its original headquarters was to be torn down and DaBoll's found it necessary to move to a new location. After some thought, the

company decided to continue as a third-floor store and, accordingly, a site was selected on the third floor of the Burke Building, St. Paul street, in the heart of the business and shopping section of Rochester. In spite of the fact that in the immediate neighborhood there are a number of talking machine and general music stores the firm's success has continued and, in fact, business has improved right along.

Friendly Sales Promotion

Because of its low overhead, the company is

The success of DaBoll's business is predicated on certain merchandising principles which are universal, namely, a square deal to every customer and making each sale the basis of a friendship. This policy has made every customer a booster for the store with the result that location has proved of small moment to this dealer. Other factors in his success are outlined. . .

in a position to extend favors to its patrons. While prices, as has been mentioned before, are firmly upheld, DaBoll's sometimes makes a sale on what might be considered a very low down payment. Even in this respect, however, the firm does not go to extremes. There is no dollar down, or free delivery of instrument without down payment, or any other evils which have come to be recognized as unethical. The lowest down payment accepted is \$5. This is an inducement to the working people of the city to do their buying at DaBoll's. The line of talking machines is complete—Victor, Brunswick, Edison and Sonora lines being featured.

In line with its policy of keeping the overhead down, the company has for some time been using

the want ad section of the local newspapers to bring its products to the attention of the public, believing these small ads most effective per dollar of advertising expense in that particular locality. Both new instruments and those taken in trade are advertised in this way. Below is a new instrument ad:

Viololas, Brunswick, Edison, Sonora, all new models, \$5 down payment. DaBoll, Burke Bldg., elevator, 3 St. Paul St.

One of the used instrument ads reads as follows:

Talking machines, used, most all makes, \$10 to \$50, pay \$5 down. DaBoll, Burke Bldg., elevator, 3 St. Paul St.

Here is a record ad that has been found effective:

Victor records. Complete line. Call and hear the latest. DaBoll, Burke Bldg.

The cost of these small ads is so small compared to the results in sales, that DaBoll's has specialized in this type of publicity.

Like all dealers, this firm often has customers who for some reason or another are delinquent in their payments. When a payment is overdue no time is lost in getting in touch with a customer to ascertain the reason. Often it is because of sickness, or lack of work or some other temporary financial difficulty. The policy of the company is to be lenient with customers of this character and the time is extended to suit the convenience of the patron. This has resulted in many friendships among the customers and the building of good will which has been reflected in sales. In short, DaBoll's practices the Golden Rule in its business dealings, and the policy has overcome many handicaps incidental to location of the store off the beaten path of the shoppers.

Booklet Gives Interesting Facts About Kolster Radio

Eight pages of highly interesting reading covering the history of the Federal Telegraph Co. of California and the development of Kolster radio are contained in an attractive booklet just issued by the company. This booklet is being mailed by Kolster distributors to all dealers and prospective dealers and provides an unusually clear insight into the origination of the sound, progressive sales policies which have gained such widespread approval throughout the trade since their recent announcement by the Federal Telegraph Co. Opening with a brief history of the company since it was organized in 1911, the booklet outlines its financial strength, its sales and advertising policies and then devotes several pages to a complete description of the four models which represent the Kolster radio line.

Times Appliance Co. Radio Catalog and Guide Issued

The Times Appliance Co., New York City, distributor of radio products, has issued its 1925-26 edition of its "Radio Catalog and Dealers' Guide." Much care has been exercised in its preparation and every piece of merchandise, from the complete Radiola line, of which it is distributor, to the smallest individual part used in the construction of a set, is illustrated and described.

A feature of the new catalog is the dealers' guide section, where various articles of value to the dealer in the conduct of his business are presented. E. B. Ingraham, general manager of the company, is receiving many congratulatory letters upon this new piece of literature.

The New Improved PET O FONE

MADE IN U. S. A.

with One Piece Turntable

TO RETAIL AT \$12

Usual Trade Discounts



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

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

Distributors and Dealers write:

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

Chicago Representatives: Targ & Dinner, 229 West Randolph Street, Chicago, Ill.



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

A WORTH-WHILE story told to enough people to make an impression. 37 mediums, with circulation of 13,810,899, reaching three out of five families in the United States, are being used in the Gulbransen Fall campaign. The great opportunity offered the Gulbransen merchant becomes infinitely greater!

GULBRANSEN COMPANY,
3232 W. Chicago Ave., Chicago.

Send us new book on your Fall campaign—
"3 Out of 6."

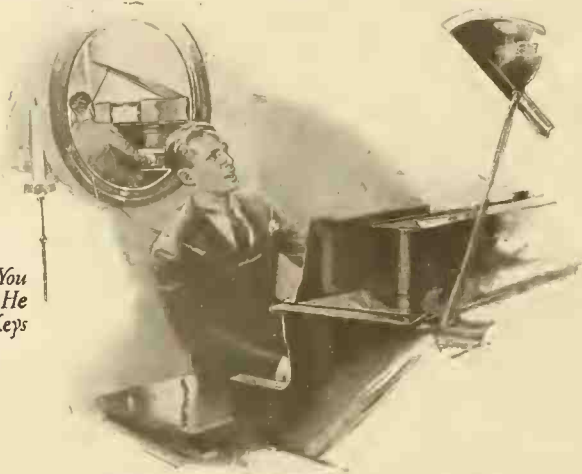
Name

Address

City and State

October 17, 1925

THE SATURDAY EVENING POST



No Ear Could Tell What You See In The Mirror—That He Plays Without Touching the Keys

The Biggest Thrill in Music is playing it Yourself

And now even untrained persons can do it

You can play better by roll than many who play by hand

And you can play ALL pieces while they can play but a few

IN MUSIC as in every human activity, it's your own participation that rouses your emotions most.

It's the ball you drive down the fairway yourself that stirs your blood.

It's the song that you sing yourself that touches your heart.

It's the number that you dance yourself that entrances you.

And this human trait is even more pronounced in the music that you play.

There is rapture in listening to the playing of others; but in playing yourself there's the thrill of personal creation, the hush of ineffable sweetness, and the flight of joy to heights no other music can attain. It is here you find your supreme inspiration.

Only Piano of Its Kind

We admit that it seems incredible that untrained persons can play like this—can play by roll, equal to playing by hand. Indeed it would be impossible were it not for the Gulbransen Registering Piano, the only instrument of its kind in the world.

For neither ordinary player-pianos, nor reproducing pianos can give you complete control of the keys, the same as in hand playing. The Gulbransen alone does this.

Hence you can play not "mechanical" music, but human music, with the human expression—the Time,

the Touch and the Tone Volume that you yourself impart to it.

You can play a piano solo correctly, accenting the melody and chords.

You can play an accompaniment for voices or instruments, subduing the melody to a whisper, pausing for the singer, and playing only the bass or lower register.

Why Pianists Own It

You could not do more if you played by hand than you can do by roll on the Gulbransen. And you could not play so many pieces.

That's one reason many pianists own the Gulbransen Registering Piano, notwithstanding that this same beautifully toned instrument is made without the roll-playing action.

Pieces they study, they can play by hand. More difficult compositions by Chopin, Rachmaninoff and others of the masters—they can play by roll.

Then there are many who cannot read a single note of sheet music who play by roll on the Gulbransen beautifully, easily and inspiringly. Who accompany artists who would not sing to "mechanical" music—whose only exception to hand-played accompaniments are those played by roll on the Gulbransen Registering Piano.

This Free Book "Your Unsuspected Talent" Will Surprise You

Mail us the coupon today for our new illustrated book de luxe—"Your Unsuspected Talent—Its Discovery and Enjoyment." It reveals a Treasure Trove of musical compositions. It shows the joys of playing them at home.

With this book comes the address of the nearest Gulbransen showroom where you can see and play all Gulbransen models—Grand and Upright.

Mail the coupon now—In-door Months are here. Let music make home gay.



Gulbransen Suburban Registering Piano, \$530

National Price—Suitable Terms

Gulbransen pianos are sold at the same cash price, freight prepaid, throughout the United States. For your protection, we stamp this price on the book, where you can read it. And Gulbransen dealers are prepared to deliver any model, Grand or Upright, for a small cash payment—balance to suit the purchaser. A reasonable allowance will be made for your present piano, if you own one.

Four Upright Models—Community, \$150; Suburban, \$230; Country Best, \$425; White House, \$700; Straight Grand, \$785; Registering Grand, \$1275.

The *National Association of Piano Tuners* recommends that all pianos be tuned twice a year. Your Gulbransen deserves this care.

The New Gulbransen GRAND As a Straight Piano, \$785 As a Registering Piano, \$1275



GULBRANSEN The Registering Piano

SEND THIS COUPON to Gulbransen Company, 3232 Chicago Ave., Chicago for Color-Illustrated Book De Luxe "Your Unsuspected Talent—Its Discovery and Enjoyment"

Name _____

Address _____

City _____ State _____

Check here if you own a piano and we will send you form enabling us to estimate value.



Okeh
and
Odeon
Records

A
Complete List
of

Okeh
and
Odeon

Distributors

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

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

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

TEXAS RADIO SALES COMPANY
411 North Harwood St., Dallas, Texas

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

CONSOLIDATED TALKING MA-
CHINE COMPANY

1121 Nicollet Ave., Minneapolis, Minn.

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

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

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

CONSOLIDATED TALKING MA-
CHINE COMPANY

227 W. Washington St., Chicago, Ill.

CONSOLIDATED TALKING MA-
CHINE COMPANY

2957 Gratiot Ave., Detroit, Mich.

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

STERLING ROLL AND RECORD
COMPANY

137 W. 4th St., Cincinnati, Ohio

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

IROQUOIS SALES CORPORATION
210 Franklin St., Buffalo, N. Y.

EVERYBODY'S TALKING MACHINE
COMPANY

810 Arch St., Philadelphia, Pa.

GENERAL PHONOGRAPH CORPO-
RATION OF NEW ENGLAND

126 Summer St., Boston, Mass.

GENERAL PHONOGRAPH CORP.,
(New York Distributing Division)

15 W. 18th St., New York City

JAMES K. POLK, INC.,
811 West Broad St., Richmond, Va.

Okeh
and
Odeon
Records

"Wreck of the Shenandoah"
Withdrawn by Victor Co.

Manufacturers Take Unusual Action in Con-
nection With Record of Song Based on the Re-
cent Disaster to Big American Airship

The Victor Co. has received much favorable comment on its recent action in withdrawing from the market the record of the "Wreck of the Shenandoah," designed to commemorate the recent disaster to the airship in Ohio. The action aroused much interest because of its unusual character and in the trade particularly because of the frankness of the letter announcing the withdrawal of the record, which read:

"Out of deference to the family of Commander Lansdowne, of the Shenandoah, we have decided to make no more shipments of record No. 19779—Wreck of the Shenandoah. The record listed on the other side will be re-issued, doubled with some other appropriate number.

"In taking this action we feel justified in pointing out to the trade that it is our opinion that great care must be exercised in the issuance of songs of this character. We think a mistake has been made. Such being the case, the best thing to do is to acknowledge it frankly, even though there be a great demand for the record.

"We feel certain that you will agree with us that it would be unseemly to give the appearance of wishing to capitalize a national disaster. We think it is our duty, and we feel sure you will concur in the thought, not to in any way bring distress upon the survivors or those who have been bereaved by such occurrences as the loss of the Shenandoah.

"Wherever an error in judgment has been made in regard to so delicate a matter as this, we are quite sure that the common decencies demand an acknowledgment of the error, and also that an effort be made to counteract whatever harm may have ensued.

"We sincerely trust that we will have your co-operation in spreading this idea in your communities."

Nyaccoflex R-5 Makes Bow

The New York Album & Card Co., New York City and Chicago, manufacturer of Nyaccoflex radio receiving sets, has announced the addition of a new number to the line, which will be known as the Nyaccoflex R-5. This newest addition is a five-tube set of radio frequency circuit and employs straight-line frequency condensers. It is attractively cabinetted and has a somewhat slanting panel which adds materially to the appearance of the set.

Max Willinger, president of the company, reports all models of the Nyaccoflex line moving well and that the Nyaccoflex RP-1, which is a combination portable talking machine and radio, is continuing to be in good demand. In the Nyaccorec record album line the advancing Fall season has generated a substantially increased demand for these albums and the outlook for holiday business is excellent.

Unique Auto Delivery Truck

LITTLE ROCK, ARK., November 6.—555, Inc., Atwater Kent distributor, located in this city, has chosen a novel plan of featuring Atwater Kent radio. A body for one of its delivery trucks has been built closely resembling an Atwater Kent five-tube cabinet receiving set. This giant radio cabinet was finished in imitation mahogany and is four feet high, four feet wide and twelve feet long.

A capable public speaker was engaged to tour the State and he stopped in each town and gave demonstrations, whenever a crowd gathered, from an Atwater Kent Model 20, which was installed inside the car. It is reported that this novel plan of advertising brought remarkable results and direct sales.

MICA
DIAPHRAGMS

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

INTERNATIONAL MICA CO.
PHILADELPHIA, PA. CHICAGO, ILL.

F. B. Barker Member of
Music Master Sales Staff

Experience Gained in Phonograph and Dicta-
phone Fields Stands Him in Good Stead in
Selling Music Master Line

F. B. Barker, who joined the sales staff of the Music Master Corp. a few months ago, has made an enviable sales record which he attributes to the training which he received in



F. B. Barker

the sales end of the phonograph and dictaphone fields. Mr. Barker was formerly connected with the Richardson Co. of Lockland, O., and more recently with the Dictaphone Products Corp., of New York City.

Brunswick Panatrop Heard

The Brunswick Panatrop was played for the first time in public at the Literary Vespers conducted on Sunday afternoons at Aeolian Hall, New York. The first of the series took place on November 1. The instrument was supplied through the courtesy of the Brunswick-Halke-Collender Co.

Haynes-Griffin Buys Store

The retail radio store of Stanley & Patterson, Inc., at 27 Warren street, New York, was recently purchased by Haynes-Griffin Radio Service, Inc. The purchase does not in any way affect the wholesale radio activities of Stanley & Patterson, which will be conducted as usual from their executive offices at 250 West street, this city.

Celebrates 50th Anniversary

MEMPHIS, TENN., November 2.—J. Goldsmith & Sons Co., large department store, which carries the Victor and Brunswick lines and several leading makes of radio receivers, recently celebrated their fiftieth anniversary by distributing some 5,000 cakes to their customers.

Fire, following an explosion of undetermined origin in the Royal Music Store, Kansas City, Mo., destroyed the entire stock of the establishment, valued at about \$5,000.

Okeh Records

THE MUSIC OF THE COUNTRY

Vick Myers' Atlanta
Melody Artists.

Jack Linx and His Bir-
mingham Society
Serenaders.

Arcadia Peacock Orches-
tra of St. Louis.

The Melody Sheiks, Sam
Lanin, Director.

Foor-Robinson Carolina
Club Orchestra.

Mickey Guy and His
Rose-Tree Cafe Or-
chestra.

To Dealers the quality
of national appeal
Okeh Records have
is of first importance.
This quality, espe-
cially in the dance
music, increases day
after day, the buyers
of Okeh Records in
every city and village
in the country.

In Okeh Orchestras
may be observed the
truth that they are
recording the best
dance music in the
country.

The Goofus Five

Okeh Syncopators.

Original Indiana Five.

The Arkansaw Travel-
ers.

The Yellow Jackets.

The Original New
Orleans Rhythm
Kings.

Tickle Toe Ten.

The Red Hotters.

Jack Gardner and His
Orchestra.



Vincent Lopez and His Hotel Pennsylvania
Orchestra



Jimmie Joy's St. Anthony Hotel Orchestra

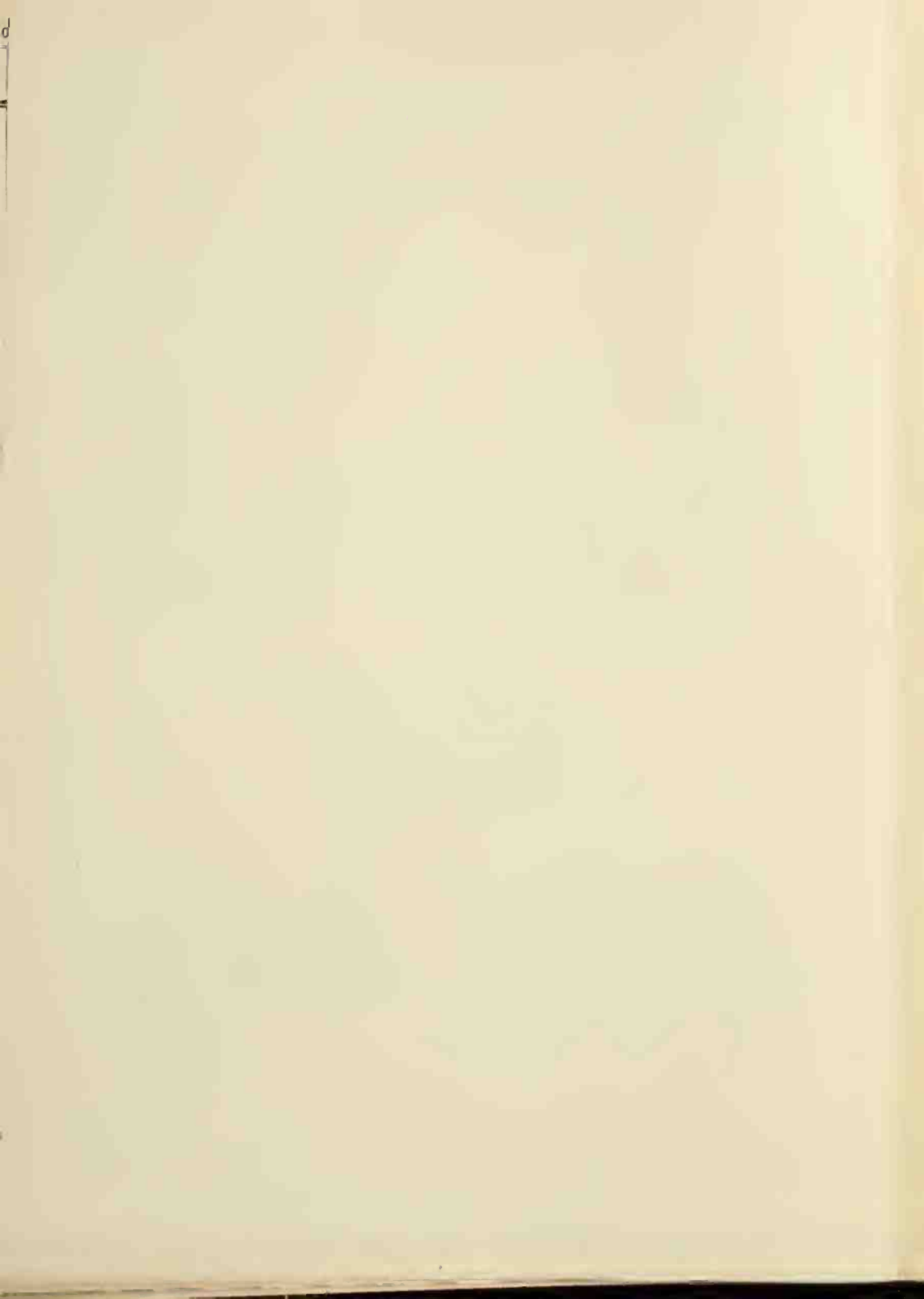


Fred "Sugar" Hall and His Sugar Babies

GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, President

25 West Forty-fifth Street, New York City



Brooklyn Annual Radio Show a Great Success

Manufacturers, Distributors and Retailers Exhibit the Latest Models of Radio Receivers and Equipment at 23rd Regiment Armory

The annual radio exposition in Brooklyn, N. Y., was held at the Twenty-third Regiment Armory during the period of October 17 to 24, and approximately one hundred manufacturers, distributors and retailers joined in displaying to the many thousands who attended the show the latest in radio equipment. A broadcasting studio was erected on the armory floor and practically a continuous performance was given with the general public able to see in person and listen to the many artists who had entertained them via the air route for the past few years. This studio was connected with stations WAHG and WBOQ, operated by A. H. Grebe & Co. One of the features of the show was the exhibit of A. I. Namm & Co., largest department store, which displayed the Freshman Masterpiece receivers in different surroundings with appropriate furniture and settings.

Among the exhibitors were included the Zenith Radio Corp., with the salesmen from Silas E. Pearsall Co., Herbert-John Corp. and the MacKenzie Radio Corp., metropolitan distributors, in charge; Tollner Electric Co., showing the complete line of the Radio Corp. of America; John W. Weber, Jr., Inc., showing American Bosch products, with a list of authorized American Bosch dealers in Brooklyn, occupying a prominent position in the exhibit; the Borough Hall Radio Supply Co., showing the complete line of Stromberg-Carlson receivers and other products; E. A. Wildermuth, displaying the Atwater Kent line of receivers and speakers; Twentieth Century Radio Corp., showing the Fada line; the Corwin Radiophone Sales Co., displaying the De Forest line; McPhibben Radio Corp., showing the De Forest line and the products of

the Dictograph Corp.; Victory Electric Supply Co., showing the Fada line; Magneto Repair Co., displaying Gilfillan receivers and N. & K. loud speakers; A. H. Grebe & Co., Grebe sets; the Marval Radio Corp., displaying its full line; Sherman Radio Mfg. Co., displaying the entire Clearfield line; Pyramid Motor Equipment Co., showing the Thermodyne line of receivers; Kelly & Phillips, showing the Fada line; Valley Electric Co., Batteryless Radio Corp., Columbia Mantel Co., Willard Battery Co., Sangam Electric Co., Marko Storage Battery Co., Tower Sales Co., distributor of Tower speakers; Premier Radio Corp., Mortimer Spingarn, distributor of the Burns speaker; G. Boissonault Co., Inc., showing the Whitestone line of receivers; Radio Tel. & Tel. Co., displaying Kismet receivers, and G. J. Seedman Auto & Radio Co., displaying the Grebe line

Hoboken Dealers Show the Orthophonic Victrola

The new Orthophonic Victrola was demonstrated to a large audience at Meyer's Hotel, Hoboken, N. J., at a concert given recently under the auspices of Harold S. Sugarman and Herman Jaffe, local Victor dealers. Ten selections were played, including operatic, classical and jazz recordings, and the audience was amazed at the clarity of the reproduced music.

C. W. Kopp Reopens

SOUTH BEND, IND., November 4.—Despite a fire that completely gutted the building he was occupying, and caused a loss of \$25,000, of which only one-third was covered by insurance, C. W. Kopp, talking machine and radio dealer reopened for business in forty-eight hours.

Victor dealers of Zanesville, O., are preparing to tie up with Paul Whiteman, scheduled to appear there November 24.

Philco Battery Manufacturer Occupies Addition to Plant

Five-Story Concrete Addition to Plant of Philadelphia Storage Battery Co. Increases Facilities of This Organization

PHILADELPHIA, PA., November 4.—A new five-story concrete addition to its manufacturing plant at Ontario and C streets, this city, was occupied recently by the Philadelphia Storage Battery Co., makers of Philco diamond-grid batteries. The new building, which contains approximately 45,000 square feet of floor space, was rushed to completion in order to provide manufacturing space for the new product—Philco radio "A" and "B" Socket Powers.

Production on these new Socket Powers, which change alternating current into direct current necessary for radio, was started early in September. Despite the handicap of congested floor space, the factory was able to produce 1,000 of the new Socket Powers each day. With the increased manufacturing facilities now available, according to an officer of the company, it will be possible to still further increase this output in a few weeks, as well as enable the factory to catch up on its orders for radio and automobile starting, lighting and ignition batteries. The fourth floor of the new building houses the general offices of the company. The basement contains recreation rooms and a restaurant for the employees.

Victrola for Ideal Home

Greenwood's Piano House, Youngstown, O., has supplied a Victrola for the Ideal Home, which is being erected and equipped by a local newspaper.

Fred C. Emery has leased a store on Pleasant street, Gardner, Mass., and will move his music business during October.

In Pittsburgh and Adjacent Territory

THE DE FOREST

Products Including

F-5 and W Lines

Are Shown, Demonstrated and Intensively Exploited



DE FOREST AUDION
is the world standard in tubes. De Forest created the first successful radio tube, and his invention made broadcasting possible. The De Forest pentode is a specific type of a specific tube for each socket insures easy reception and greater distance. Price \$3.

DE FOREST F-5-31
A superline 5-tube set in two-color mahogany cabinet with built-in loud speaker and concealed compartments for "A" and "B" batteries. A great distance getter, with automatic power to tune in and set stations at will, and fitted with splendid local equalizer. Extremely simple to operate. No howling or blowing in tuning in. An unsurpassed value at \$110.



DE FOREST F-5-31

By the

Pittsburgh Radio & Appliance Co., Inc.
112 DIAMOND STREET . . . PITTSBURGH, PA.

DE FOREST

Swings open the Door on the
Biggest Sales Opportunity
since the advent of Broadcasting



De Forest
Radiophone—Type W-6
"Renaissance"



The De Forest L S 400 Reproducer
The latest development of the original
and basic patents held by De Forest
on the cone type or open diaphragm
Reproducer.



De Forest Tubes. Bearing the trade
mark of the inventor of the 3-element
tube upon which present day radio is
dependent. Isolantite base and other
improvements, packed in shock-absorb-
ing, metallic cartons, combine to make
these the greatest tube values on the
market.

Our F-5 and W Lines are Both equipped with the *New Weagant Circuit*

Here you have an opportunity to *serve both extremes* of public demand with these unequalled values

THE De Forest Type F-5 Broadcast Receiver is well-known, popular priced and a speedy seller. The new De Forest Type W-6 and W-5 Radiophones are a veritable revelation—the longest stride in reception and reproduction yet taken.

The development of the new circuit is due to the genius of Roy A. Weagant, former Chief Engineer with Marconi and now Vice-President and Chief Engineer of the De Forest organization. Its advent has been awaited with interest by radio scientists and musicians. It brings you a new musical instrument, reproducing flawlessly the great orchestras, bands, and the human voice with a clearness that has never been equalled.

And it is housed in a cabinet worthy of its superiority, designed by Elbert McGran Jackson, renowned sculptor, architect, and painter.

The demand will be tremendous—get your share—tie up with our big national advertising campaigns by displaying these marvelous new De Forest instruments and pushing them.



Type F-5-AW



Type F-5-M

Type F-5-AW. 5-tube set in polished Walnut cabinet without built-in loud speaker, but with compartments for "A" and "B" batteries. Retail at \$90.00.

Type F-5-M. A 5-tube set in two-tone polished mahogany cabinet with built-in loud speaker. Space for both "A" and "B" batteries. Retail at \$110.00.

Type W-6-F Radiophone—floor model. Retail at \$450.00. 6 tubes, incorporating special power amplifier with 20 inch double cone reproducer. By an ingenious device, one knob operates two condensers—single dial, dual-control.

Type W-6-T (Table Model.) Same as W-6-F, except without lower cabinet portion. \$385.00.

Type W-5-F (Floor Model.) 5 tubes with 12 inch De Forest cone reproducer. \$235.00.

In addition to these new members of the De Forest family there are two other F-5 models; one at \$85.00, and another at \$90.00 and the D-17 loop series of three models.

Western prices slightly higher

DE FOREST RADIO COMPANY, JERSEY CITY, N. J.

Atwater Kent Radio Test Apparatus Being Marketed

New Device Designed Especially to Aid Dealers and Distributors in Testing and Servicing Atwater Kent Radio Sets

PHILADELPHIA, Pa., November 6.—The Atwater Kent Mfg. Co., manufacturer of radio receiving sets and speakers, this city, has just placed on the market a new product designed solely for the use of its distributors and dealers. It is a test apparatus which has been especially designed to test Atwater Kent radio sets and assist the dealer and distributor in servicing Atwater Kent radio products promptly and efficiently.

In the instruction book accompanying this testing apparatus, it is stated in part: "The Atwater Kent test stand consists of a meter board, so arranged that the output of the set can be compared with that of a standard set, both responding to the signals from the Wavemeter under identical conditions. It has been designed to assist you in eliminating practically any trouble that may exist." Thereafter follows a full and comprehensive description of the operation of the test apparatus.

This newest development on the part of the Atwater Kent Mfg. Co. may be characterized as a decidedly progressive step in the servicing of radio. It enables the dealer himself to place the most exacting test on the merchandise before it leaves his warehouses and to quickly locate any trouble that might arise. It enables him to render expert service to his customers. This new test device will be distributed through wholesalers.

Sol Lazarus, popular metropolitan talking machine and radio dealer, has joined the ranks of the granddaddies, his daughter, Mrs. A. F. Wellis, having become the mother of a lusty son, Harold Lewis.

Garod Corp. Moves Into New Belleville Factory

Plant Contains 60,000 Square Feet of Floor Space and Provides Adequate Facilities for Production of Garod Sets

The Garod Corp., Newark, N. J., manufacturer of Garod radio receivers, has recently moved into its new factory at Main and Mill streets, Belleville, N. J. The new plant contains 60,000 square feet of floor space and provides adequate facilities for the production of Garod sets. Laurence Gardner, president of the company,



The Modern New Plant of the Garod Corp.

is commenting on the acquisition of the new factory, said: "For the first time since we went into production on our present models, all of our manufacturing operations, warehousing, shipping and offices will be under one roof. We expect the move will allow us to keep up our production on a scale equal to the demand, which heretofore has always exceeded the number of models we have been able to manufacture under former conditions. The new site and building are such that they provide ample opportunity for future expansion, not only can

floors be added to the factory itself, but there is sufficient room on the surrounding property for any new buildings which we may care to erect."

Sacramento Trades Ass'n Holds Important Meeting

Music and Radio Dealers Hold October Gathering—Interesting Talks on "Profit," "Radio Installation" and "Collections"

SACRAMENTO, CALIF., November 3.—The Sacramento Music & Radio Trades Association held its regular meeting the latter part of last month at the Hotel Sacramento, with Ellas Mars, president of the Association, in the chair. A number of interesting talks were given, the outstanding ones being an address on "Profits" by Shirely Walker, president of the Music Trades Association of Northern California, and general manager of Shennan, Clay & Co., J. O. Tobey, district manager of the Pacific Gas & Electric

Co., spoke on "Radio" and assured the members that his company would give every possible assistance to radio dealers and radio fans and asked in return that the owners of radio sets use precaution in placing the antennae, and that, for safety's sake, they should not get under high-power wires.

The subject of the next address was "For Better Co-operation Between the Sales People, Mechanics and Credit Department for Better Collections," by Mr. Kettler, credit manager and director of the Sacramento Retail Merchants' Credit Association. All of the talks were timely and proved most interesting to the assembled members. Musical entertainment was provided by outstanding local talent. Open discussion by the members brought forth a number of good thoughts which are to be discussed at the next meeting.

Analysis of the Radio Market in Central Ohio

A comprehensive analysis of the radio market in central Ohio has been completed by the Columbus Dispatch, a leading newspaper of Columbus, O., and the results are being broadcast in booklet form. Some of the results of the analysis are particularly interesting inasmuch as they deal with the talking machine dealer who handles radio.

A portion of the booklet is devoted to sets and parts and in connection with the sale of each of these groups it is stated that "To the enthusiastic support of the amateur set builder the radio owes much of its early success. Today, however, with the passing of the experimental stage, radio, like the automobile, is more of a necessity than a luxury and it has become standard equipment in the home.

"According to the dealers, pre-season customers prefer the 'closed job.' The parts business may gradually be giving way to the complete set."

Columbus radio dealers were asked: "Is the sale of parts increasing or decreasing?" and of the 52 per cent who answered the question 60 per cent declared that the parts business is decreasing, while 40 per cent declared to the contrary. On the other hand, when these dealers were asked the same question regarding the sale of radio sets, 75 per cent stated that sales were gaining, while only 25 per cent reported a decrease. Sixty-three and four-tenths per cent of the dealers declared they would handle additional merchandise.



P.O.W.E.R

\$175

The eight tubes of the Pries "Straight Eight" may be likened to eight giant generators hooked up together. They mean POWER—the ability to reach out and bring in far distant stations.

The Public today wants distance. With Pries "Straight Eight" you can give them distance; no set on the market approaches the tremendous radio energy amplification of the "Straight Eight"—a radio energy amplification over 100 times more powerful than the ordinary five-tube set.

The "Straight Eight" has no competitor when a side by side comparative demonstration is made with any other set. For ease in tuning—no set is more simple. Just one tuning control—a visible wave length indicator. Loop operation makes home demonstrations an easy matter and installations extremely simple.

Write or wire for earliest possible demonstration by our distributor in your territory. Our protective dealer franchise will interest progressive dealers.

Pries

STRAIGHT EIGHT

PRIES RADIO CORPORATION
693 BROADWAY NEW YORK, N.Y.



Cabinet model with enclosed panel operation and built-in loudspeaker and battery compartment \$285



Great Names in the World of Music

SOME makers of musical instruments are equally famous with the great composers of symphony, sonata, and song; and with the world famous artists who interpret them.

And yet there is often but little visible difference between a Cremona violin and the much inferior imitation of it; between the master piano and one that utterly fails to respond to the flying fingers of the virtuoso.

You can't always describe the difference but the name of the maker identifies it.

So it is with an Air-Way radio receiver. Those fortunate enough to know Air-Way performance adopt it as a standard. And it is significant that those educated musically appreciate it the most.

The Model 61 shown above is the outstanding value in the radio world at \$98.50. The distinctively beautiful case is in American Walnut. Tone, range, selectivity and volume speak for themselves. We repeat our challenge: test it in parallel with any receiver, at any price, anywhere, under any conditions. Air-Way proves its superiority.

The Air-Way Certificate of Satisfaction makes this super-quality a powerful merchandising force for the dealer. Get the facts about it.

List of AIR-WAY Representatives

Mr. Ralph Bretzner,
128 W. 42d St., New York City
Telephone Wisconsin 2777

Mr. B. H. Smith,
755 Boylston St., Boston, Mass.

Mr. H. E. McKenney,
997 Forest Ave., Portland, Me.

Mr. J. H. Lyte,
Box 917, Narbeth, Pa.

Mr. C. M. Cutting,
1217 Bainbridge St.,
South Richmond, Va.

The Jackson Sales Company,
308-20 E. Jackson Blvd.,
Chicago, Ill.
Telephone Harrison 3744

The Carroll Company,
1323 Wall St., Dallas, Texas

Mr. J. D. Palmerlee,
Armada, Mich.

Mr. James M. Sullins,
Knoxville, Tenn.

Electric Power Maintenance Co.,
1101 Monroe St., Toledo, Ohio

Mr. C. L. Titus,
430 U. S. National Bank Bldg.,
Denver, Colo.

Motor Electric Co.,
3320 Broadway, Oakland, Calif.

Mr. Frank A. Brady,
215 N. Manhattan Place,
Los Angeles, Calif.

*For detailed information communicate directly
with the factory or the nearest representative.*

AIR-WAY ELECTRIC APPLIANCE CORP.

612 Broadway, Toledo, Ohio

Export Department, 220 Broadway, New York, N. Y.



Model 62 Air-Way—
\$137.50 with built-in
Air-Way speaker.



Model 63 Air-Way—
\$197.50. Compare this
Air-Way with any
other at twice the
price.



Air-Way Electric Appliance Corp.,
612 Broadway, Toledo, Ohio.

Please send me data and prices covering
the new Air-Way Radio Receivers.

Firm Name.....

Address.....

Your Name.....

Portland's First Radio Exposition Great Success

Complete Display of the Latest Models of Receivers, Speakers and Accessories Draws Thousands of Enthusiasts to First Show

PORTLAND, ORE., October 22.—Portland's first exclusive radio exposition opened its doors to the public October 15 and at that time launched into full swing the greatest season in the history of radio in this region, in the opinion of the officers of the Oregon Radio Trades Association, which put on the show. Many thousands stormed the doors for admittance during the three days and nights the exposition was in progress at the Multnomah Hotel. Fifty-one booths in all were installed, representing the products of every nationally known radio manufacturer. Several local manufacturers also were represented with completely stocked booths.

The morning sessions were given over to business meetings for dealers. Special musical programs were arranged for both afternoon and evening. A special stage was erected in the center of the exhibit hall, where broadcasting was done in full view of the visitors. The radio department of Sherman, Clay & Co. featured in several programs. A radio dance, with music picked up via radio from KGW, was the big closing event.

Several national exhibitors came to Portland to display their wares, making the event of outstanding importance. The Zinke Co., Chicago, offered for the first time to Portland radio fans the Mohawk one-dial set. They also displayed Mohawk knock-down sets, Thorola line, Stridy tubes and the Grayline "B" battery.

Nathaniel Baldwin, Salt Lake City, attracted attention to his display, which consisted of the Baldwin loud speaker. An elaborate display board showed all parts used in the making of the speaker. The Hunter-Walk Co. showed Marwol and Kennedy receivers and many other lines of accessories and Utah loud speakers. The Forbes Supply Co., Pacific States Electric Co. and Sherman, Clay & Co., in conjunction with the Radio Corp. of America, had an attractive display of their products, among which was the latest power speaker. The Stubs Electric Co. had the largest set, a Grebe Synerophone, measuring eight feet in height and twelve feet in length. They also displayed GHIIIAU, De

Forest and Grebe sets. All models were shown, from the console type to "just plain" radio sets.

The I. C. Warner Co. had the highest-priced set at the show, a Super-Zenith, a beautiful piece of furniture of hand-carved design housing the set. Other Zenith models were shown, as well as the Fada line of consoles and other models.

The Marshall-Wells Co. featured the Freed-Eisenmann and Crosley lines. J. K. Gill and the Electric Corp. featured Stromberg-Carlson and Day-Fin receivers. The Kellogg Switchboard & Supply Co. had the new Wavemaster on display, as well as the Symphony loud speaker. The Sunset Electric Co. featured Atwater Kent receivers and Pooley cabinets. The combination of the above is an ideal one and held the attention of all who passed the display. A new cone speaker, the latest Atwater Kent creation, also held much attention. The Auto Electric Supply Co. showed Utah speakers and other products. Brown's Radio Shop featured the Grebe and Freed-Eisenmann receivers; one model, a Grebe, in a massive cabinet, was a big hit. Weed's Radio Shop featured R. C. A., Grebe and Freed-Eisenmann sets, showing all models. Radio Headquarters featured Zenith "The G. F. Johnson Piano Co. displayed R. C. A. "Sun Hats" of the latest type and Freed-Eisenmann phonograph panels. The Industrial Electric Supply Co. showed the Atlas Colonial set and Atlas speakers. The Lectro Mfg. & Sales Co. featured Magnavox and Norel receivers and Magnavox loud speakers. Lipman, Wolfe & Co. and Munsen-Rayner displayed Magnavox receivers and speakers. The Willard Battery Co. had a miniature WLAM broadcast station, as well as its latest offering in both "A" and "B" batteries. The Philadelphia Storage Battery Co. offered its "A" and "B" batteries, besides their latest product, the Philo power unit, which works from the house-lighting circuit, doing away with batteries. The Gould Battery Co. showed its latest batteries. The Prestolite Battery Co., of San Francisco, had several new model "A" and "B" batteries. L. D. Heater showed the latest Thompson sets and speakers. H. A. Killam, of the A. S. Lindstrom Co., of San Francisco, featured the Balkite line. The Hyatt Music Co. featured R. C. A. and Atwater Kent receivers and R. C. A. speakers. The G. M. A. Radio Research Laboratories had a complete radio lab. of precision equipment, where tests of various parts took place. This exhibit was entirely educational and attracted many.

Officers of the Oregon Radio Trades Association put much effort behind the event and deserve great credit for its success. The officers are: G. E. Johnson, of the G. F. Johnson Piano Co., president; Joseph Hallock, of Hallock & Watson, vice-president; M. E. Brown, of Brown's Radio Shop, treasurer, and G. J. Thompson, secretary and general booster.

The Liberty Comparometer Just Placed on the Market

Latest Product of Liberty Transformer Co., Inc., Chicago, Excites Wide Trade Interest

The Liberty Transformer Co., Inc., Chicago, Ill., placed upon the market a few weeks ago a new product by means of which four radio re-



Liberty Comparometer

ceiving sets may be tested under the same existing conditions. This latest Liberty product is known as the Liberty Comparometer, and it is now in the hands of a number of dealers, as well as Liberty Transformer Co. representatives, who use it in demonstrating sets to the dealers.

The Comparometer, shown herewith, is in reality a testing meter with two switches, each controlling two sets. By merely flipping the switch, the sets may be heard in succession, each being tuned in on the same station and program, and the apparatus will undoubtedly prove a great help to the dealer in demonstrating to his prospects the performance and tonal qualities of his various sets. Four loud speakers, operated from a selector switch, may also be connected to the Comparometer, and each set which is being tested may be connected with the loud speaker, one after the other. In addition, the Comparometer contains a tube socket which both tests and rejuvenates tubes. A voltmeter will show the dealer, or the ultimate user, as the case may be, exactly the number of milliamperes of current consumed by each set, and he is thus further enabled to make his choice accurately and intelligently.

The Comparometer is finished in black leatherette and, unusual as it may sound, weighs only fourteen pounds, being about two-thirds the size of the average suitcase. The panel of the instrument is made of bakelite.

The new product is claimed by Liberty executives to be the first of its kind, and was developed by the Liberty Transformer Co. engineering staff, working in close co-operation with C. B. Cannon, president and sales manager. Mr. Cannon has had extensive experience in the electrical and sound transmission fields, having been head of all telephone and telegraphic research work for the American Expeditionary Forces during the World War. Previous to that time he was chief engineer for the Pearson Engineering Corp., of Brazil, for a period of eight years.

New Columbia Orchestra

The Half Way House Orchestra, of the Half Way House, New Orleans, makes its initial bow as a Columbia recording aggregation in this month's record releases with a coupling of two extremely "hot" dance selections, "Let Me Call You Sweetheart" and "Maple Leaf Rag."

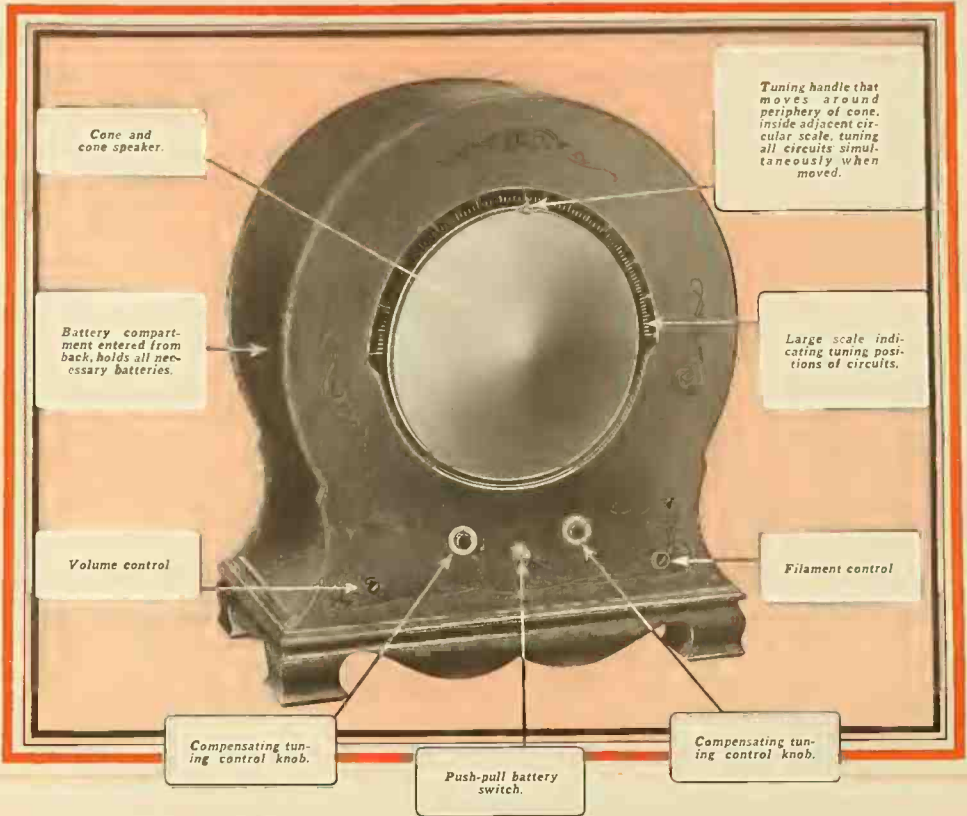


Sell the Larger Sizes Wherever Possible

Make it a point to push the larger sizes of French Ray-O-Vacs. For a few cents more the customer can almost double the life of battery service, he's better satisfied and comes back for other items as well as batteries. You make more profit from the outset. Stock the full line of ten Ray-O-Vacs to meet every requirement, but put special effort on the heavier-profit, larger sizes.

FRENCH BATTERY COMPANY, Madison, Wisconsin
ATLANTA DALLAS KANSAS CITY CHICAGO NEW YORK MINNEAPOLIS

FRENCH RAY-O-VAC
Radio's Best Batteries



Far, far ahead of yesterday

BY LEAPS and bounds the radio industry has grown. But no progress has been greater than that of the Thompson laboratories, which have built over 116 different types of radio apparatus in 16 years. Among these, the Thompson Minuet today stands out as a leader. It brings new results to radio users. By combining a special receiver and cone speaker, built to co-ordinate with each other, this set reproduces voice and music with unrivaled accuracy. The deep, sonorous tones of the bass clef are faithfully rendered. The rich, reso-

nant tones, equivalent to the original, make broadcasting a new marvel. The unique design of the cabinet—employing acoustic principles new to radio—contributes largely to this result. The Minuet is far ahead of yesterday, maintaining Thompson's reputation for giving you "tomorrow's" receiver today. Other Thompson Receivers from \$125 to \$360. Thompson and Thompson-Fuller Speakers, \$28 and \$35. Inquiries invited from leading dealers. R. E. Thompson Manufacturing Company, 30 Church Street, New York City.

Thompson Minuet, Model R-81. A combined five tube receiver and cone type speaker, built in special tone-amplifying chamber. Operates on dry-battery tubes, using either inside or outside aerial. Everything self-contained. All desired stations, one right after the other, brought in by moving one tuning lever. Surprising volume, distance and selectivity. Handsome and artistic mahogany cabinet, 21½ inches high, 18½ inches wide, 10½ inches deep. List price \$150, without tubes and batteries.

THOMPSON RADIO

BUILT BY MAKERS OF ARMY AND NAVY RADIO APPARATUS USED BY LEADING NATIONS

Development of the Portable Phonograph Popularity Shown by Carryola Co.'s Growth

Carryola Co. of America Takes Over Larger Floor Space to Meet Tremendous Demand—October Best Month in History—Don T. Allen, Vice-President, Largely Responsible for Success

A recent announcement by the Carryola Co. of America, Milwaukee, Wis., manufacturer of the Carryola line of portable phonographs, to the effect that the company had just taken over 15,000 square feet of additional floor space, is a concrete indication of the exceptional success that this company has attained in developing a market for its products. This extra floor space gives the Carryola Co. 50,000 square feet devoted exclusively to the manufacture of Carryola portable phonographs and, judging from the phenomenal progress that the company has made during the past four months, it is safe to predict that even this large amount of space will be insufficient to meet the demand for its product.

The exceptional success of Carryola portables may be attributed directly to the activities and ability of Don T. Allen, vice-president of the Carryola Co. of America, who, in the short space of four months, built up national distribution for Carryola portables. Mr. Allen has established jobbers from one end of the country to the other and there is no important trade center that is not being covered efficiently and adequately by a Carryola distributor. It is interesting to note that the sales of Carryola portables for the first twenty days of October were 30 per cent higher than the sales figures for any previous entire month in the history of the company. The total figures for the month of October were over 50 per cent more than any month in Carryola history, and the popularity of the Carryola Master and the Carryola Flapper, which was recently introduced, is indicated in the fact that various jobbers ordered during the month of October six carloads of phonographs, in addition to the regular 1 c. l. shipments. The success of any phonograph is assured when jobbers order in carload lots, particularly a portable phonograph, and the company is naturally gratified at the support and patronage accorded its product by Carryola jobbers.

When the Carryola Co. started out on its extensive merchandising campaign in behalf of Carryola portables it based its sales plan on the idea that the portable phonograph should not be considered as a small-goods item, to be set

aside in a corner, but was entitled to recognition as a major-sales item for the progressive and successful music dealer. This idea formed the foundation for Mr. Allen's sales activities,



Don T. Allen

and in preparing his plans he also determined to give Carryola jobbers maximum co-operation and protection in the development of their territories. Mr. Allen has followed this plan throughout all of his activities during the past few months, and as a result of this policy has built up a powerful jobber organization that is primarily responsible for Carryola sales. Mr. Allen has spent the greater part of the past ten months visiting the trade from coast to coast, and by acquainting himself with the jobbers' and dealers' problems he has been in a position to give them practical assistance and help in making Carryola a success in their respective territories.

The manufacture of the Carryola Master and the Carryola Flapper is based on the Ford progres-

sive system of production, calling for maximum efficiency in the factory as well as an executive direction capable of turning out a product in very large quantities that will give satisfaction under all conditions.

One of the most interesting features of the Carryola plant in Milwaukee is an inspection department which tests and actually plays each and every instrument before it is shipped to the jobber and which is far more critical than the average dealer or consumer. Mr. Allen has been a vital factor in the perfection of this factory organization, and at the present time he is directing plans whereby the Carryola organization will be in a position to handle a Christmas business far beyond all figures in the history of the company. Recently the Carryola Co. appointed George P. Hough as sales manager of the company, and he will work in close co-operation with Mr. Allen, visiting the jobbers throughout the year and keeping in touch with the activities of the Carryola sales organization.

For 1926 the Carryola Co. of America plans considerable extension in co-operating with its dealers through the preparation of descriptive sales literature, window displays, dealer helps, envelope enclosures, etc. The company is now working out a plan for co-operative dealer advertising which should add materially to the value of the Carryola dealer franchise, and taking into consideration the company's phenomenal progress during the past eighteen months, there is every reason to believe that during 1926 the sales figures will show the same substantial increase that has been a factor in Carryola business for each period during the past year and a half.

Noyes Elect. Supply Corp. Gets Enlarged Territory

Dayton Fan & Motor Co. Gives Noyes Corp., Metropolitan Distributor, New Jersey Territory—Featuring Line Aggressively

The Noyes Electrical Supply Corp., New York, exclusive distributor in the metropolitan district for the Dayton Fan & Motor Co., manufacturer of Day-Fan radio receiving sets, has recently been appointed a distributor for the New Jersey territory which it will cover in addition to its present territory.


H. C. Cashmore, president of the Noyes Electrical Supply Co., after his company's appointment as a Day-Fan distributor in New Jersey, said, "Although we are comparatively young insofar as the distribution of radio products is concerned, we feel that rapid strides have been made, in the last several years, during which time we have been connected with the radio industry. Our appointment to the additional territory in the State of New Jersey represents the confidence which the Dayton Fan & Motor Co. has in us as a distributor of radio products. We have constantly striven to increase the efficiency of the organization as a distributing unit, until to-day our sales force is composed of a number of men whom we feel are most capable to sell intelligently and co-operate with our dealers in every possible way towards the more satisfactory moving of radio merchandise."

The complete line of Day-Fan products was exhibited at both the recent radio shows which were held in New York. By virtue of this fact, and the intensive advertising campaign which is being conducted on behalf of the line in the metropolitan territory, a distinctly increased demand is being felt by dealers merchandising the Day-Fan products, according to officials of the Noyes Co.

New York Firm Chartered


The Gloria Radio Shop, New York, has been incorporated at Albany with a capital stock of \$10,000. The incorporators are A. M. Dingle, and M. E. Windsor.

9 out of 10
RADIO BUYERS INSIST ON



BRACH

LIGHTNING
ARRESTERS
and AERIAL OUTFITS



BRACH HIGH QUALITY
IS KNOWN BY EVERYBODY

L.S. BRACH MFG. CO.
NEWARK, NEW JERSEY

Argus Radio Corp. Host to the Davega Officials

Sales and Service Staff of Davega Chain of Retail Stores Hears Interesting Talks on Radio

The Argus Radio Corp., New York City, manufacturer of the Power electric radio, entertained the officials of Davega, Inc., at a dinner recently, held at the Times Square Hotel. Among those present of the Davega staff were A. Davega, president; Byron R. Forster, treasurer of the Knickerbocker Talking Machine Co. and general manager of the radio division, and a group including the sales and service staff of the entire chain of Davega retail stores.

Upon the conclusion of an elaborate menu, Ira Greene, treasurer and sales manager of the Argus Radio Corp., introduced Dr. Marcel Wallace, vice-president of the Argus Radio Corp. and its chief engineer. Dr. Wallace is the inventor of the Power electric radio set, which operates without batteries, and interestingly told of the development of this set from its very beginning. Capt. A. Soece, secretary of the company, next spoke. Captain Soece has assisted Dr. Wallace in much of his laboratory work and he also spoke interestingly on the Power electric set. A. Davega, president of Davega, Inc., responded with a talk upon his experience in the merchandising of the Power electric set.

This set is being sold in every one of the Davega chain stores and is also being wholesaled in the metropolitan district through the radio division of the Knickerbocker Talking Machine Co., which is controlled by Mr. Davega. Mr. Davega, in his address, told of his personal experience with the set in his summer home at Long Beach, in which he had it installed during the Summer months. The concluding address was given by Ira Greene, who gave a history of the organization from its very beginning.

Prior to the dinner, the Power electric radio provided entertainment for the guests in an adjoining room.

Talking Machine Committee for Annual Red Cross Drive

The talking machine division of the annual Red Cross drive has been organized and a committee appointed. Lloyd Spencer, of Silas E. Pearsall Co., is chairman of the committee, which includes H. A. Beach, manager of the Eastern division of the Brunswick Co.; E. L. Johnston, Frederick P. Oliver, C. Brino & Son, Inc.; New York Talking Machine Co.; Chas. H. Ditson Co., General Phonograph Corp., American Talking Machine Co., Musical Products Distributing Co., Eugene A. Widmann, president of the Pathé Phonograph & Radio Corp., and R. H. Keith, of the Long Island Phonograph Co. A similar group is being formed in the radio industry with David Sarnoff, general manager of the Radio Corp. of America, as chairman.

R. H. Woodford in New York

R. H. Woodford, sales manager of the radio division of the Stewart-Warner Speedometer Corp., Chicago, Ill., was a recent visitor to New York, making his headquarters at the company's New York service station and also visiting the Brooklyn branch. In a chat with The World, Mr. Woodford stated that Stewart-Warner dealers throughout the country reported a steadily increasing demand for the company's sets, and Mr. Woodford's organization is endeavoring to co-operate with these dealers in building sales.

Two recent releases in the Columbia Irish record catalog which have met with a heavy demand are "Peeler and the Goat," coupled with "Old Tea Kettle," and "Old Bog Hole," coupled with "Murphy's Wife," sung by Frank Quinn.

How Com. McDonald Kept in Touch With His Office

On Arrival in Chicago Tells of Daily Communication With Zenith Offices—A Truly Marvellous Achievement

Commander E. F. McDonald, Jr., president of the Zenith Radio Corp., is pictured herewith as he arrived in Chicago on October 23, fol-



lowing the landing at Boston, Mass., of the MacMillan Arctic Expedition. One of the first questions asked him as this photograph was taken at the La Salle Street Station immediately after he stepped from the train and attempted to make his way to a waiting motor which was to carry him to the Chicago residence of his mother and sister was, "You probably are very anxious to get to your office and factory to see how your business has been doing in your absence?"

Mr. McDonald answered, "What do you mean by my absence? I have been in constant daily communication with the Zenith offices by our short wave radio apparatus. In fact, I believe

that I was in closer touch than when I am actually at the office. That is true, at least, when one considers the thousands and thousands of words which passed between us each week. In one instance the department executives were in session and a question of considerable importance arose which necessitated information which I alone knew about. While these men were in conference they telephoned the Zenith Arctic expedition station 9NN, which in turn radiated WAP aboard my ship, the S. S. Peary. In less than twenty minutes, I understand, my reply reached the Zenith offices, before the conference was concluded, and changed their decision completely. Otherwise they would have followed an entirely different plan because of lack of information which I alone possessed. I was never at any time farther away from my office than you are from your telephone. We certainly made radio history."

J. B. Ferguson, Inc., Is Now in New Factory

J. B. Ferguson, Inc., manufacturer of the "Ferguson Six," a tuned radio frequency receiver produced in both table and console models, has moved into a new factory, 3542 Forty-first street, Long Island City, New York. J. B. Ferguson, who heads the company, is an electrical engineer of over twenty years' experience and a radio pioneer who has been associated with both the United States Navy and the Marconi Co. On its engineering staff the Ferguson Co. also has A. Ketcham, an electrical engineer and former commercial radio operator, and E. M. Roeder, mechanical engineer and amateur call operator.

Logan Music Co. Purchased

TWIN FALLS, IDAHO, November 5.—The Logan Music Co. of this city, was recently purchased by the C. B. Sampson Music Co., of Boise. A complete line of talking machines, pianos and radio equipment is carried. R. K. Logan is connected with the new establishment.

EVERY-
THING
FOR
THE
RADIO
DEALER

ZIMMERMAN · BITTER
Achievements
CONSTRUCTION · COMPANY

Landay's 10th Store, a Zimmerman-Bitter Achievement

The leader in the retail music trade once more selects the leader in music shop equipment, to design and furnish the interior of its newest and greatest store. As specialists in this field we are able to offer radio and phonograph dealers a maximum in workmanship and design with a minimum of expense.

quality *design*

Record Racks Display Cases
Hearing Rooms Musical Instrument
Service Counters Cases, Etc.

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ASK US
ABOUT
OUR
SHEET
MUSIC
AND
MUSICAL
INSTRUMENT
CASES

The new Orthophonic Victrola



The greatest development in sound-reproducing instruments for thirty years — the greatest opportunity which dealers in Victor products ever had at any time.

The Victrola and the Radiola combined

A still wider field of opportunity is opened by the Victrola and the Radiola combined—the newest and best in music reproduction and the newest and best in radio reception, both in one instrument. Dealers in Victor products have the big advantage—as usual.



Victrola

Victor Talking Machine Company, Camden, N.J.



The wonderful performance of these CROSLLEY Radios will be duplicated this year—and with these New prices they should be Radio's best sellers

Lives in Lawrenceburg, Ind.—Listens to U. S. With a Crosley 2-Tube 51

"I received program under normal conditions from New England States, including Canada, the Western Coast and as far South as Florida and Texas."

EDGAR F. FRIST,
Lawrenceburg, Ind.

Vermont Man Appreciates Selectivity of Crosley 2-Tube 51

"KOA, Denver, Colorado, as you know is very close to WGB of New York City. Come in on my dial only one point from each other, yet I get no interference."

ALTON D. FARRINGTON,
Putney, Vermont.

Lives in the Heart of Chicago—Gets the Country's Best in Radio With a Crosley 2-Tube 51

E. W. Plank, of 1530 Sheridan Road, Chicago, sends a list of 46 stations he hears regularly outside of Chicago from New York City to Los Angeles, California, to which he adds "all praise and credit to Crosley Radio."

Visits to Torrington, Connecticut is a Short Distance for the Crosley 2-Tube 51

"Following are only a few of the stations I have received:
"WBAP—Fort Worth, Texas; 6 KW, Cuba; KOA—Denver, Colorado; WTG—Manhattan, Kansas; KPO—San Francisco; Manchester, England; and Vnacover, for which I can furnish sworn statement if desired."

HARRIS C. ROSEFELLOW,
Torrington, Conn.

Crosley Trirdyn Has Brought Him 178 EKKO Stamps and KZKZ Manila, Philippine Islands

"In all I have logged 238 stations and received 178 EKKO stamps. The farthest I have received is 7,000 miles, which is Manila, Philippine Island (KZKZ). I have received one Alaska station and four California stations."

LEO CASSELL,
Indianapolis, Ind.

"Coast to Coast" Reception With a Crosley 3-Tube 52

"I have a record of reception of practically all the large radio stations in this country and Canada from WBZ, New England, to WMBF, Miami; from Fort Worth, Texas, to CURT, Toronto; and from CML, Mexico City, to KGW, Portland, Oregon, and KFI, Los Angeles."

WALTER HAGERTY,
Burlington, Iowa

Crosley 2-Tube 51 Regular

This efficient little set uses any make of tubes. Nearby stations on loud speaker, long range on headphones.



Now \$14.75 was \$18.50

Crosley 3-Tube 52 Regular



For a less expensive 3-tube set the Crosley 52 Regular cannot be surpassed at the new low price.

Now \$25 was \$30

Crosley Super-Trirdyn Regular

In the Super-Trirdyn, 3 tubes do the work of 5. Matchless performance. Beautifully finished solid mahogany cabinet.



Now \$45 was \$50

These prices do not include accessories.
Add 10% to all prices West of the Rockies.

Easy Tuning Is a Feature of the Crosley Trirdyn

"My little daughter, two and a half years old, is a real radio fan. For an honest fact, she can tune in the most powerful stations and get some music."

L. F. INFANGER,
Rome, New York.

Hot Weather Did Not Keep This Crosley Trirdyn Owner Home

"During hot weather I bring in New York, Schenectady, Detroit, Omaha, Cincinnati, Cleveland, New Orleans, Denver, St. Louis and Atlanta on any night. No matter how many stations are broadcasting in Chicago I can always pick up 10 to 20 outside stations on my set."

OSWELL G. DAILEY,
Chicago, Illinois.

35 States in the Union Report to This Crosley Trirdyn Owner

"Here is a list of States from which I have received verification stamps—from one or more stations in each State. I have also heard Scotland during international test."

JOHN H. PUTHOFF,
Akron, Ohio.

Low Power Stations Heard Across the Country With the Crosley 3-Tube 52

"One big asset of Crosley 52 is its ability to pick up low-powered broadcast. I have picked up KFON, Long Beach, California, and KFUM, Colorado Springs, Colo., both stations using only 100 watts, and KFEL, a 50-watt station in Denver."

PHILIP S. WILLIAMS,

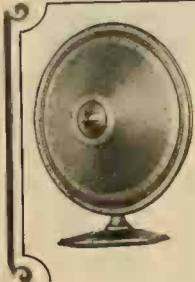
Lives in California—Lists 35 Stations East of Rockies Heard on Loud Speaker

J. F. McGinley, living in Haller, Calif., sends us a list of stations in the East, including Ohio, Pennsylvania and New York, whose broadcasting he enjoys constantly on his loud speaker. He emphasizes the fact that he owns no ear phones.

Spruce, Michigan, Is Within Reach of Europe With a Crosley 3-Tube 52

"During the international test last year I heard the following stations clearly and distinctly: Paris, Berlin, London, Honolulu and Puerto Rico." Six 8-tube sets in my neighborhood don't begin to compare with my 'Little Wonder.'"

ELLIS C. MARTIN,
Spruce, Michigan.



The Famous MUSICONE

This marvelous loud speaker—well on its way to REPLACE HALF A MILLION HORN TYPE SPEAKERS by January 1st—is substantially reduced because of assembly improvements developed by Crosley engineers. Reproduces all tones—without distortion. Crosley patented unit, not cone, secret of its amazing perfection.

Now \$14.75 was \$17.50

CROSLLEY RADIO

BETTER · COSTS LESS

THE CROSLLEY RADIO CORPORATION · Department 26 · CINCINNATI, OHIO

Priess Radio Corp. Adds 10,000 Feet of Floor Space

Extra Facilities Needed to Handle Flood of Business—Distribution Arrangements Practically Completed—Producing at Top Speed

The Priess Radio Corp. has taken an additional 10,000 square feet of floor space in order to handle expeditiously the flood of orders for its Straight Eight, the eight-tube, loop-operated receiver. They will use the space for cabinet assembly and shipping.

Clifford Estey, general sales manager, reports that distribution arrangements have been effected in all trade territories except Los Angeles and Buffalo. Arrangements for both territories were pending as this news was received and the probabilities are that 100 per cent distribution will have been arranged by the time it is printed.

All the Priess distributors have sent in word that trade interest in the Straight Eight is very active and that they are appointing many dealers.

One of the new Priess distributors is the Gilbert-Keator Corp., of New York. This firm will share the metropolitan territory with Victory Electrical Supply Co., of Brooklyn. The Gilbert-Keator Corp. has been actively identified with loop sets from the beginning of popular radio broadcasting.

The Priess factory at 693 Broadway, New York City, is working at top speed. Two shifts are working a total of 16 hours a day. And another shift will be put on in an attempt to meet the heavy demand for "Straight Eights", making twenty-four-hour manufacturing periods.

General Electric Co. Wins Vacuum Tube Patent Fight

Long Legal Battle Brought to an End by Decision in Favor of Schenectady Concern

Basic patent rights of the modern vacuum tube, used extensively in radio, X-ray and similar work, have been awarded to the General Electric Co., of Schenectady, N. Y., following twelve years of litigation. The type of tube involved in the litigation was invented in 1912 by Dr. Irving Langmuir, assistant director of the General Electric research laboratory, and has been the center of long controversy in the Patent Office. During the war the legal battle was suspended because of the necessity of war work being done by the litigants, but it began again after the armistice and has just ended.

The tube is characterized by its hard, constant vacuum and its general reliability, permitting operation with more than 50,000 volts, as well as smaller amounts such as are used in home radio receiving sets. The invention is described as making possible the enormous development of practical radio within the last ten years.

Dr. Langmuir's patent application was passed for issue in 1916 by the Patent Office examiner, but was revoked in order to permit a counter claim in an "interference" proceeding. After it had been determined that the invention was patentable, further litigation began as to prior rights in the invention. But this, too, eventually was settled in Dr. Langmuir's favor.

It is estimated that more than 10,000,000 tubes embodying the invention are in operation in the United States.

It's a Boy!

Harry Blumenthal, a music dealer, operating a store at 40 Lee avenue, Brooklyn, N. Y., has been receiving the congratulations of his friends due to the recent arrival of Blumenthal, Jr. Mr. Blumenthal was so well pleased that he made two phonograph and three radio sales the day after the announcement.

Powel Crosley, Jr., Writes on Radio's Benefit to Home

Head of Crosley Radio Corp., States That the Radio Has Been Responsible for Bringing the Family Back to the Home

In an interesting article which appeared in a recent issue of the Crosley Radio News, the official house organ of the Crosley Radio Corp., Cincinnati, O., Powel Crosley, Jr., president of the company and vice-president of the National Association of Broadcasters, dwelt on the benefits of radio as the medium which has brought the family back to the home. In part, Mr. Crosley in treating this angle of radio's benefit to mankind, states:

"If you stop a moment to reflect over the number of recent great inventions that make life more pleasant, you must inevitably conclude that the motor car, the motion picture and the

radio would overshadow all others in the last two decades.

"Yet the motor car and the motion picture, glorious and beneficial as they are, have tended to draw the family out of the home, with a resulting slackening of the ties that make for a contented family life.

"By bringing entertainment and amusement direct to the hearth, radio is once again making the home more than a mere stopping-off place in which to eat and sleep en route to a gay round of pleasures.

"Through bringing the family back to the home, radio is bringing the family together as in days gone by when outside magnets of pleasure were not so plentiful as to-day. The infinite variety of broadcasting programs affords appropriate entertainment for every member of the family. Dancing for the young folk; melodies and opera for the older folk; market quotations for the farmers and business men; bedtime stories for the children"



Every Home in which a dealer puts a radio set should be an annex to his showroom with the proud owner as his star salesman

— and it comes true with dealers of

RESAS Tone-A-Dyne

RESAS TONE-A-DYNE De Luxe Model

A 5-tube set of proven merit and unequalled tone. All the latest improvements are built in, such as the straight-line frequency condenser, which, with simple tuning, permits greater ease of operation, as the broadcasting stations are distributed evenly over the entire dial. This feature has heretofore been used only in sets selling around \$200. The finest materials obtainable are used in this model. Each set is a laboratory product.

Cabinet Length 27 1/4", height 8", depth 9"; mahogany finish, artistic design.

List Price \$69.50

RESAS TONE-A-DYNE Compact Model

Smaller than the De Luxe model, but having many of the same superior features, including the popular Tone Modulator, three matched tuning controls and one filament control for all five tubes. A 5-tube set artistically designed and carefully constructed.

Cabinet Length 21 1/4", height 8", depth 9"; mahogany finish, artistic design.

List Price \$49.50

When you handle a radio set you want to know more than that your first sales will be big and your profits good. You want also to know how your customer is going to react to his purchase.

Will he be a booster for his set? Will he be sending his friends to you? Will every home in which you put a set be an annex to your showroom with the proud owner as your star salesman?

The experience of Resas dealers has been that the customer does boost the Resas Tone-A-Dyne. And there is every reason why he should.

The simplicity of controlling both tone and volume by a single turn of the Tone Modulator—exclusive to the Resas—appeals to him. The ease with which he brings in distant stations, clear, strong and free from local interference, pleases the most critical. And for all this the price is far below other sets of this same high grade.

You can talk price, quality, selectivity, reception, everything, in fact, with a Resas Tone-A-Dyne and feel sure that the set will stand up to your promises.

Jobbers and Dealers: Write for exclusive proposition in territory still open

RESAS, Inc.

556 West 52nd St., New York City

"Air College" Lectures Afford Dealers Tie-Up

New Type of Buying Public Can Be Reached by Tie-up With Educational Feature—N. Y. U. Course Starts First Semester

One of the outstanding advantages of the merchandising of radio receivers is the fact that the appeal of the instrument is confined to no one class or type of customer, but the variety of the broadcast programs makes the receiver desirable to everyone. The dealer should consider this situation and note that the value of a radio set is known to all and the first buying urge is over, he should, in addition to featuring it in his advertisements as a general source of home entertainment, also call attention to the different features of the various programs which can be received. The great interest aroused by the morning physical culture courses, the market reports for the farmers, the Wall street quotations, the broadcasting of the baseball and football games, have undoubtedly resulted in the sale of hundreds of sets. Another class of the buying public whom the dealer would do well to interest can be reached by informing them of the plans of the "Air College," which is conducted by New York University and which broadcasts its lectures through station WJZ, New York.

The first semester of the third year of the Air College opened the latter part of last month with an address by Chancellor Elmer Ellsworth Brown, to the invisible audience of 1,860,000 students, the estimate of the Radio Corp. of America, of those who can tune in on the lectures. Fourteen weeks of lectures will be given during the first semester. The curriculum includes philosophy, psychology, physics, the classics and their influence, and economic organization in the United States. Emphasis has been placed on these subjects, fundamental to a liberal education, because of the great interest in cultural subjects on the part of last year's radio students.

The lectures will follow classroom routine, one lecture being given each week on each subject. The lectures on Philosophy will be given on Monday evenings; Tuesday, Physics; Wednesday, Psychology; Thursday, the Classics and Friday, Economics. The lectures will each be of one-half hour duration from six-thirty to seven p. m. The lecturers are members of the staff of New York University and are all educators of considerable prominence.

Trade Honors J. H. Mayers on Return From Abroad

Dinner and Reception Given J. H. Mayers at Broadway Central Hotel—More Than 300 Trade Associates and Friends Attend

More than three hundred members of the talking machine industry, together with friends of Joseph H. Mayers,



J. H. Mayers

Mr. and Mrs. A. H. Mayers, also prominent in metropolitan talking machine and radio circles. The countries visited included England, France, Germany, Switzerland, Roumania, Belgium, Italy, Turkey, Egypt and Palestine.

The banquet, which was tendered Mr. Mayers by his trade associates, employes and friends, was replete with entertainment features furnished by the Columbia Phonograph Co. The dancing was done to the strains of music provided by the Columbians, recording artists, playing under the direction of Robert Hood Bowers, musical director of the Columbia Phonograph Co. Between dances Pete Dale, exclusive Columbia artist, played on his seven-stringed ukulele and sang several selections. Art Gillham, the "Whispering Pianist," of nation-wide radio broadcasting fame, who is also a Columbia artist, did his bit to make the party the success which it was. Between courses of the dinner further entertainment was furnished by Rubie Goldberg, humorist; R. Burstein, Seymour Reichzeit, Estelle Schreiner, soprano, and other Columbia artists.

In addition to supplying the artists, the Columbia Phonograph Co. was well represented through the presence of Mr. and Mrs. E. W. Guttenberger, manager of the wholesale division of the company; N. B. Smith, assistant manager of the wholesale division, and Mrs. Smith.

George Luders, special sales representative; William Britton, wholesale credit manager, Mrs. Britton; S. A. Porges, manager of the foreign record department of the wholesale offices, and Mr. and Mrs. C. R. Stinson, of the sales force, I. Nodiff, of the international artists' department, was also present.

Brief addresses of a congratulatory nature were made by Lloyd Spencer, general manager of Silas E. Pearsall Co.; Lambert Friedl, vice-president and general manager of the Adler Mfg. Co., maker of the Adler-Royal line of phonographs and radio; Maurice Landay, president of the Greater City Phonograph Co., Sonora and Fred-Eisenmann distributor; A. H. Mayers, E. W. Guttenberger and Daniel M. Broad and George Sklar, of Mr. Mayers' organization. All of the speakers paid high tribute to Mr. Mayers and his influence in the trade. Prominent trade personages present at the dinner were Mr. and Mrs. Adolph H. Mayers, Lloyd L. Spencer, Silas E. Pearsall Co.; Paul Carlson, Charles H. Ditson Co.; Lambert Friedl, Adler Mfg. Co.; O. P. Grafen, Wholesale Radio Equipment Co.; P. Paul Graf, Radio Distributing Corp.; Joseph A. Kerr, Herbert-John Corp.; Mr. and Mrs. George Sklar, Mr. and Mrs. Daniel M. Broad, Maurice Landay, Greater City Phonograph Co., Inc.; Joseph W. Schwetz, Knickerbocker Talking Machine Co.; Mr. and Mrs. E. W. Guttenberger, Mr. and Mrs. N. B. Smith, Mr. and Mrs. William Britton, Mr. and Mrs. Charles Stinson, George Luders, S. A. Porges, Mr. and Mrs. Art Gillham, Mr. and Mrs. Pete Dale, Mr. and Mrs. I. Nodiff, all of the Columbia Phonograph Co.; Ira Greene, vice-president, Argus Radio Corp.; Archie Mayers, William Mayers, Bert Mayers, Michael Schloss, Otto Goldsmith, E. A. Wildermuth, Atwater Kent distributor; Mr. and Mrs. Lazar Pathé Phonograph & Radio Corp.; Mr. and Mrs. Ben Switky, Mr. and Mrs. J. Brooks, Sidney Coleman, Greater City Phonograph Co.; K. W. Morgan, Blackman Talking Machine Co.; John Y. Shepard, Knickerbocker Talking Machine Co.; Misses Anna and Fannie Wolfe, Mr. and Mrs. Alex Broadman, Dr. Hershman and Dr. and Mrs. Glassman, Mr. and Mrs. Frank Mandel, Mr. and Mrs. Leo Rocklin and Mr. and Mrs. Harold Browder.

Schloss Bros. Introduce Special Radio Cabinet

Well-known Cabinet Firm Announces Model No. 225 Especially Made for Radiola Model 25—Special Features in New Product

Schloss Bros., who for many years have manufactured quality cabinets for the talking machine industry, have achieved unusual success this season with a radio cabinet particularly made as a base for RCA Model 25. The factory, located at 801 East 135th street, New York City, has been working double shifts in order to supply this model to the large number of distributors throughout the country.

The model that has won this special favor is known as Schloss Bros. No. 225. It is an exact match for the radio set and makes a perfect setting for the instrument. It has a sliding shelf available on either side of the cabinet which can be used when pulled out for a loud-speaker base. The cabinet has compartments for battery eliminators, etc., a most complete product.

Schloss Bros. also produce single, double and triple-deck cabinets, with and without enclosed loud speaker, available for practically every table model receiver. The products of this company are made of the finest woods by expert cabinet makers.

New York Firm Chartered

The Tremont Radio Phone Co., New York, was recently incorporated at Albany with a capital stock of \$25,000. The incorporators are M. Rubin, R. Glass and E. Whyman.



**METROPOLITAN
DISTRIBUTORS**

FOR

Sonora
THE FINEST OF QUALITY
CLEAR AS A BELL

AND

Fred-Eisenmann
RADIO RECEIVERS

SONORA SPEAKERS
CUNNINGHAM TUBES
PHILCO . . . EXIDE
RAY-O-VAC . BALKITE



GREATER CITY
PHONOGRAPH COMPANY INC
234 WEST 39TH STREET NEW YORK NY

40% and 10%

FREED-EISEMANN is the first of the leading radio companies to give Dealers the necessary discount to insure their making a profit on sets listing over \$100.

+ P L U S +

A complete range of sets at \$75 up—

A sincere and binding franchise contract—not a mere selling diploma—

A direct-by-mail-campaign to the consumer, all addressed, stamped and imprinted with the dealer's name—at a fraction of the actual cost—

A window dressing service by trained, expert decorators—

Powerful advertising campaign now appearing.

WRITE us and one of our officers will reply personally, whether or not there is a franchise still available in your section.

Freed-Eisemann Radio Corporation
MANHATTAN BRIDGE PLAZA, BROOKLYN, N. Y.

FREED-EISEMANN

World's Largest Makers of Neutrodyne Radio

Court Renders Decision Against Price Cutters

Appellate Division Reverses Order of Federal Trade Commission to American Tobacco Co.
—Opinion of Judge Henry W. Rogers

A decision which should prove of interest to manufacturers of talking machines and radio equipment was written by Judge Henry W. Rogers of the United States Circuit Court of Appeals and reverses an order of the Federal Trade Commission which directed the American Tobacco Co. to desist from acts alleged to be in restraint of trade and to be in violation of the Sherman Anti-Trust Law. The Appellate Court holds that the American Tobacco Co. acted to protect its interests; to enable jobbers to make a reasonable profit, and to avoid demoralization of trade. The decision, in part, reads:

"Practices cannot be regarded as fair which work the demoralization of the business, and practices cannot be regarded as unfair methods of competition if the manufacturer declines to sell to the wholesaler who demoralizes the legitimate market by selling at a price which those in the business regard as insufficient to enable the business to be conducted at a reasonable profit.

"The American Tobacco Co. was, in our opinion, within its rights in declaring that it would not sell to jobbers who made it a practice to sell to retailers at a price which made it impossible for the jobbers to carry on the business at a reasonable profit and worked the demoralization of the trade. In holding that the Federal Trade Commission was intended to prevent what the American Tobacco Co. did we are clearly of the opinion that the commission has misapprehended the intent of the act."

The action in question was an order of the Federal Trade Commission in the case of the Wholesale Tobacco and Cigar Dealers' Association of Philadelphia, the American Tobacco Co. and the P. Lorillard Co. The commission acted on complaint that the association had issued list prices and certain discounts not to be exceeded by its members.

The Radio Service & Supply Co., Wilmington, Del., recently increased its capital stock from \$5,000 to \$25,000.

Kolster Radio Receivers Contain Exclusive Features

Product of Federal Telegraph Co. of California,
Invented by Dr. F. A. Kolster, Well Received
by the Trade and the Public

The Kolster line of radio which was placed on the market during the past month has aroused much favorable comment both from



Kolster Radio Model 8-c

dealers and from the general buying public. This radio receiver was invented by Dr. Frederick A. Kolster, an inventor and scientist of international repute, and is a product of the Federal Telegraph Co. of California, one of the oldest radio companies existing and operating under its own name. The backing of this company assures the soundness and permanence of the new undertaking, and the fact that Rudolph Spreckles is chairman of the board of the Federal Telegraph Co. only adds to this impression, for he is well known in the field of finance. Dr. Kolster is also well known to the public mind and his record is impressive. He was for eight years chief of the radio section of the

United States Bureau of Standards and represented the United States at the International Radio Convention in London, as technical adviser to the American delegation. He has made several notable contributions to the radio industry in the form of new inventions. The Federal Telegraph Co. recently took over a factory in Newark, N. J., for manufacturing purposes.

The Kolster line consists of four attractive models, constructed of genuine mahogany throughout and finished in a duo-tone Adam-brown satin finish. Two of the models are of the eight-tube type and the other two operate by six tubes. The eight-tube sets appear in highly artistic floor model console cabinets, with built-in loud speakers. The six-tube sets are also of the cabinet type, one containing a specially designed built-in reproducer.

A feature of this line is the Kolster split circuit, which provides automatic adjustment of coupling to just the exact degree required for each wave length. This automatic adjustment, it is claimed, eliminates the necessity of using manually operated makeshift devices, and secures absolute stabilization, independent of all personal factors. High selectivity is also secured through this circuit. An entirely new audio system is also contained in the Kolster receivers.

Hommel Encyclopedia of Radio Apparatus Issued

Latest Edition of Complete Catalog by Ludwig Hommel & Co., a Trade Reference Book

PITTSBURGH, PA., November 6.—Ludwig Hommel & Co., radio distributors of this city, have just issued a new edition of the Hommel Encyclopedia of Radio Apparatus which name their catalog is known. This newest catalog has surpassed all previous efforts of the company and constitutes an exceptionally comprehensive catalog of radio sets, parts and accessories. The section devoted to complete sets is printed on tinted stock and the pages devoted to accessories and parts are on white, thus clearly separating them for the dealer's convenience.

The complete line of the Radio Corp. of America is shown, as well as Fada and Crosley lines. A novel feature introduced in this catalog is that in addition to the description of the set itself there is added a listing, with prices, of the accessories required to complete the installation of each model.

There is also included detailed information and illustrations of a wide line of accessories and parts. The page devoted to the policies of the company, which has been a feature of the Hommel Encyclopedia in the past, has been retained and another page describing the House of Hommel is to be found, with a photographic reproduction of the large Hommel staff of employees, thus visualizing the service facilities of the company.

This periodical "encyclopedia" has become very popular with Hommel dealers and has been found of invaluable assistance for reference and ordering purposes.

Wiedoeft, Ash, Lyman and Whiteman in One Orchestra

CHICAGO, ILL., November 5.—The audience at the Palace Theater on Sunday evening of the week when Herb Wiedoeft and His Orchestra were appearing was given an unexpected treat in an afterpiece when the Brunswick recording orchestra was augmented by Paul Ash, another Brunswick artist, who played the piano; Abe Lyman, also of Brunswick fame, who presided at the drums; and the audience Paul Whiteman, who joined the other musicians in providing a "wow" finish to the Wiedoeft appearance. This orchestra of stars played several choruses of "Hotzy Totsy" and they brought down the house.

The 1925-26 Line of New and Improved FRESHMAN MASTERPIECE 5 Tube Tuned Radio Frequency Receivers

Sold direct to selected dealers—one dealer only in towns of less than 25,000 people—specified localities in larger cities.

**NO MORE CUT-THROAT COMPETITION
NO MORE LOSSES ON INSTALLMENT SALES**

Eight distinctive
models from
\$39.50 to \$115

Chas. Freshman Co., Inc.
Radio Receivers and Parts
FRESHMAN BUILDING
140-142 WEST 40TH ST.—NEW YORK, N.Y.
Chicago Office—2626 W. Washington Blvd.

Write to either
office for com-
plete information

More About DYMAC National Advertising

THE SATURDAY EVENING POST



As looking through plate glass gives a clear eye-picture, so reception from a DYMAC Selecto Five gives a true, clear ear-picture of transmitted sound.

The DYMAC represents something different in set construction -- it's not just a receiver, but a fine, musical instrument built to render complete and accurate reproduction of tonal values.

The DYMAC is built exclusively of time-proved, DYMAC-made parts. Cabinet is walnut finish mahogany with ebonized panels.

Its price is \$75. If your dealer can't supply you with a DYMAC Selecto Five promptly, write direct to us. DYMAC Type G Headset (\$5) and Loud Speaker (\$8.50), shown above, will increase your reception enjoyment.

Every DYMAC product is guaranteed for one year

Type E Headset, \$3
Vocoder Dial, \$1.50
Loud Speaker Unit, \$5
Soldering Set (Standard) \$2.50
Crystal Set (Complete) \$7.50
Sub-panel Sockets, 75c.



Electrical Products Mfg. Co.
Providence, Rhode Island
N. Y. Office: Metropolitan Tower
Export Office: Ad. Auriema, Inc.,
116 Broad Street, New York City

This advertisement appeared in the SATURDAY EVENING POST of October 17 and in RADIO NEWS and COUNTRY GENTLEMAN for November.

In the September issue of this publication, we told you how completely DYMAC National Advertising covers the field of prospective radio buyers.

Don't you agree that DYMAC advertisements like the one above will sell more sets than ads which merely burst into a "hullabaloo" about "the radio sensation of the century"?

Is it not better to sell one idea—clarity of reception—and hammer that point home from a new angle in each advertisement?

Many dealers and jobbers are writing to us saying we are right. LET'S HEAR FROM YOU.

Electrical Products Mfg. Co. Providence, Rhode Island

New York Office: Metropolitan Tower
Export Office: Ad. Auriema, Inc., 116 Broad St., N. Y. City
Write us or nearest DYMAC Factory Sales Agent for Catalog showing complete line of DYMAC Guaranteed Radio Products

DYMAC Factory Sales Agents

- BOSTON, So.—Harrison Elec. Sales Co.
- PHILADELPHIA—Erlachman, Harris & Klein
- WASHINGTON—W. Lester Baker
- CLEVELAND—Factory Sales Co.
- CHICAGO—E. V. Finson
- MINNEAPOLIS—Twin City Radio Sales Co.
- ST. LOUIS—M. Scott Gardner
- KANSAS CITY—Wm. S. Reid Sales Co.
- OSAMA—Leonard Kohn
- DENVER—Schmidt Sales Co.
- SEATTLE—Fred. L. Tomlinson Co.
- SAN FRANCISCO—Fred. L. Tomlinson Co.
- LOS ANGELES—Fred. L. Tomlinson Co.
- FORT WORTH—Savage & Schmid
- ATLANTA—Barnes & Co.
- VANCOUVER, B. C.—John E. T. Yewdall

EVERY *Dymac* PRODUCT
GUARANTEED FOR ONE YEAR

Columbia Co. Launches Newspaper Ad Campaign

Full-Page Advertisements in Leading Newspapers Feature Recordings by New Process—Dealers Get Tie-up Opportunity

A newspaper campaign of national proportions utilizing full-page advertisements in the newspapers of twenty-eight of the largest cities in the country was inaugurated the latter part of last month by the Columbia Phonograph Co., New York. The initial advertisement bore the slogans: "Your phonograph is worth twice



James P. Duffy

what you paid for it" and "You never heard your own phonograph till to-day." Carrying out this thought Columbia record 50013D is featured and the attention of the public is called to this extraordinary recording of 4850 voices singing "Adeste Fideles." Six of the latest and best Columbia dance records and six Columbia vocal recordings by well-known artists are also mentioned in this first advertisement. James P. Duffy, advertising manager of the company, states this advertisement is the first of a series which will undoubtedly stimulate the sale of Columbia records to a great degree. Copies of the advertisement were sent Columbia dealers in advance for display in their windows and on the walls of their stores.

The newspapers in which this advertisement appeared were: Evening Journal, Atlanta, Ga.; Morning and Evening Sun, Baltimore, Md.; Evening News, Buffalo, N. Y.; Morning Post, Boston, Mass.; Morning Tribune, Chicago, Ill.; Evening Post, Cincinnati, O.; Evening Press, Cleveland, O.; Morning News, Dallas, Tex.; Evening Post, Denver, Colo.; Evening News, Detroit, Mich.; Evening News, Indianapolis, Ind.; Morning Times-Union, Jacksonville, Fla.; Morning and Evening Star, Kansas City, Mo.; Evening Herald, Los Angeles, Cal.; Evening Journal, Milwaukee, Wis.; Evening Journal, Minneapolis, Minn.; Morning Times-Picayune, New Orleans, La.; Morning Herald-Tribune and Morning Times, New York, N. Y.; Evening Bulletin, Philadelphia, Pa.; Evening Press, Pittsburgh, Pa.; Morning Oregonian, Portland, Ore.; Evening Post-Dispatch, St. Louis, Mo.; Morning Tribune, Salt Lake City, Utah; Evening Call Post, San Francisco, Cal.; Evening Times, Seattle, Wash.; Morning Post-Standard, Syracuse, N. Y.; Morning Tribune, Tampa, Fla.; and the Evening Star, Washington, D. C.

Walter A. Heppner With R. E. Thompson Mfg. Co.

Has Taken Charge of Laboratory Force as Chief Assistant to Dr. L. F. Fuller

Walter A. Heppner, formerly of the Western Electric Co., has joined the R. E. Thompson Mfg. Co., radio manufacturer, to take charge of the laboratory force as chief assistant to Dr. L. F. Fuller, vice-president and chief engineer.

Mr. Heppner, who is well known as a radio engineer, has had widespread experience in laboratory and field work with the Western Electric Co. At the request of the War Department in Washington he was granted leave of absence from the Western Electric to supervise important work with the United States Army Signal Corps at Camp Alfred Vail in New Jersey, a work which he just recently completed prior to accepting the position with the R. E. Thompson Mfg. Co.

The Naylor Radio Corp., New York, was recently incorporated at Albany, with a capital stock of 200 shares of common stock of no par value. The incorporators are J. N. Sengal, H. J. Crawford and S. Thompson.

Selling Effort Necessary in Merchandising Radio

G. C. Cunningham, Field Representative of Music Master Corp., Pittsburgh, Says Radio Market Has Become Buyers' Market

The change from a sellers' to a buyers' market in radio was interestingly described in a recent interview with G. C. Cunningham, field representative of the Pittsburgh headquarters of the Music Master Corp., of Philadelphia, Pa.

"Until very recently," says Mr. Cunningham, "we in the radio business have had one grand



G. C. Cunningham

merchandising joyride. People have flocked into stores and almost begged to be allowed to buy a radio set—any set and every set—just as they flocked into Dawson in the first wild days of the Gold Rush. A sellers' market—and real selling effort was unnecessary.

"That was when radio was new. To-day it's different. The buying public, through the efforts of reputable radio manufacturers, have been taught to know what they may expect of a first-class radio set. And the manufacturers themselves, through protective, iron-clad sales policies and restricted distribution, have done much to make the radio industry safe and sound, both for the buyer and for the seller."

Mr. Cunningham has literally come up through the ranks to his present position in the radio trade. A native of Pennsylvania, he learned the practical trade of machinist as a tool and die maker. He has served successively as instructor, inspector, foreman and superintendent. During the World War he still followed his chosen trade to practical advantage, serving as Chief Army Inspector of Ordnance. Here his training proved valuable, and he came through with a clean record and a certificate for faithful service rendered. His sales experience has been very extensive.

"I have been a salesman for twenty years," says Mr. Cunningham, "and have sold nearly everything from cash registers to electrical fixtures. And now, enlisted under the Music Master banner, I see splendid possibilities ahead. Under our protected sales policy, the merchant is assured of his profit and his customers get full value for their money in the unending satisfaction and pleasure of Music Master radio products."

Organizations Take Notice

All district and local radio trades associations in the United States are urgently requested to communicate at once with the Radio Manufacturers' Association, 123 West Madison street, Chicago, Ill. The purpose of this request is to get the correct address and the names of the officers of the various organizations, so that they can be informed of legislative and other matters vitally important to every manufacturer, jobber and dealer. A prompt response will be greatly appreciated by the officers of the Radio Manufacturers' Association. (Signed) Herbert H. Frost, President.

No Batteries—No Attachments—All Self Contained

POWER ELECTRIC RADIO

The only electric radio that works on A. C. or D. C. using no outside attachments. Just Plug in the Light Socket—all that is necessary to operate.

ENTIRELY SELF CONTAINED

NO BATTERIES!

OPERATES FROM THE LIGHT SOCKET

No More Buying A, B, or C Batteries. Economical to operate. Power Electric Radio Receivers—made in 4 different models. Two Console Types, Standard Model and Phonograph Panel.

Send for Literature, Distributor and Dealer Proposition

MANUFACTURED BY

ARGUS RADIO CORP.

25 West 18th Street, New York City

Just Plug In—Works on AC or DC Current

POWER

FEATURES

Works on A.C. or D.C.
Self Contained
No X-Ray Batteries
No Attachments
No Rectifying Tubes
No Transformer
No Tuner or One and for Locals
Lays on Indian Art for Owners
Variable Intensity
Ruggerly Constructed
Life of Tubes Prolonged
Sensitivity Unsurpassed
1-40 craps per hour

To the Prospective Radio Amateur "POWER" means—

MORE SALES

LESS RESISTANCE

GREATER PROFIT

Every Set is UNCONDITIONALLY GUARANTEED
Quality and Value Guaranteed

POWER

"PETER PAN"

will be your
best seller
CHRISTMAS



It Is the Perfect Gift

AN article you are proud to display because of attractive appearance and proud to sell because of substantial performance and ability.

Lasting quality encased in exquisite elegance embodies this successful product.

The thought of possession is instantly instilled in all who hear and see Peter Pan operate.

List Prices
\$25.00 Leathers.
\$20.00 Black Imitation.

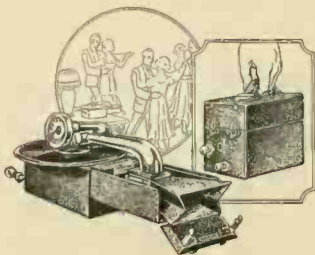
For the radio owner and enthusiast Peter Pan is ideal as there is always a time when music through the phonograph is desired.

Here is a machine that is small and inexpensive which can be tucked away easily and be ready to perform on these many occasions.

PETER PAN GRAMOPHONES

Patented in Foreign Countries—U. S. Patent Pending

UNITED STATES DISTRIBUTORS
MARYSVILLE PRODUCTS CO.
MARYSVILLE,
MICH.



The Superior Little Phonograph
—A Quality Product

DEALERS
ORDER NOW FOR CHRISTMAS
If you do not know Peter Pan send for descriptive literature
MARYSVILLE PRODUCTS CO.,
MARYSVILLE, MICH.
Please send us descriptive literature of Peter Pan Gramophones.

Columbia Record Praised by English Publication

"The Recorder" of the Leicester Chronicle Makes Interesting Comment About Columbia Record, "Adeste Fideles"

In a recent issue of the Leicester Chronicle, of England (Aug. 29, 1925), "The Recorder," who conducts a column entitled "Progress of Gramophone Music," says some very interesting things about the recording made by the Columbia Phonograph Co., New York City, of the recital of the Associated Glee Clubs of America in the Metropolitan Opera House, New York, on March 31, last. This is the record which accurately recorded 4,850 voices—the first time

that so many voices have ever been successfully recorded on one disc. "The Recorder" referred to this record in part as follows: "At the time of writing, very little in the way of September issues has come to hand, but a glance at the advance lists will cause all really musical people to rejoice at the material promised, and to feel considerable relief that we have managed to bid farewell to the trivial summer records. The issues have arrived, however, from Columbia and they contain one of the most amazing records ever produced in the whole history of the gramophone. This is the singing, by no less than 4,850 voices, of the hymn "Adeste Fideles" (O Come, All Ye Faithful), on No. 9048, with "D'ye Ken John Peel," by 850 voices on the reverse side. Honestly, I never thought it could be done, and

when I saw the record announced in the advance list, I was in a state of combined skepticism and apprehension as to what the result would be, from previous painful experience of 'wash-outs' in choral recording. But hearing the production dispelled all that. It is a marvelous achievement, and the lightest compliment one can pay it is to say that on neither side does the disc sound the least like a record. The effect upon you is exactly the same as that produced upon a listener standing outside a great cathedral listening to a full choral Mass within. Not only are the words astonishingly clear for such a great volume of sound—and the sternest antiphonal swell is recorded with a fidelity really uncanny.

"A word may be of interest as to the 'components' of the record: It was made by the American branch of the Columbia Co., on the occasion of the gathering of the Associated Glee Clubs of America in the Metropolitan Opera House, New York, on March 31, last. The item "John Peel" was sung by the Glee Clubs' Choir, of 850 voices. The meeting ended with the singing of "Adeste Fideles," and the audience of 4,000 was invited to join in it. I am pleased to notice that the record is issued at the ordinary price of 4s. 6d., which brings it within reach of all."

THE TUBE WITH A SENSIBLE GUARANTEE **SUPERTRON** RECORD TUBE



**Profit Is One Thing!
Goodwill Is Another!**

Both Are Essential to Building a Permanent Business

All Types \$2.00

Canada, \$2.75

Each SUPERTRON is serial numbered with a GUARANTEE Certificate, bearing a corresponding number—for your protection—for your customers' satisfaction.
A GOOD PROFIT to the dealer—he deserves it.
A GOOD PROFIT to the Jobber—he earns it.
A GOOD TUBE to the PUBLIC—they're entitled to it.

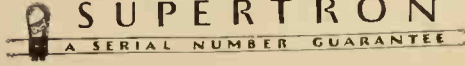
Distributors

- | | |
|------------------------------|------------------|
| Fireside Radio Set Co. | Chicago |
| E. E. Nichols & Co. | Chicago |
| Yahr & Lange | Milwaukee |
| The Howell Co. | Minneapolis |
| Sorenson Lamp Co. | Des Moines |
| Higson Sales Auto Supply | Des Moines |
| Ort Bros. | Cedar Rapids |
| Radia Division Supply Co. | San Francisco |
| Franklin Electric Supply Co. | Philadelphia |
| Kristians Radio Dist. Co. | Philadelphia |
| Swanson Electric Co. | Escanaba |
| M. N. Johnson Electric Co. | Calumet |
| Meadell Electric Co. | Truy |
| Frederic Sales Co. | Buffalo |
| Hawburg Bros. | Pittsburgh |
| Supertronic Radio Co. | Denver |
| Radio Stores, Inc. | Bryn Mawr |
| Ed. J. Gutz Co. | Uniontown |
| Edwin Radio Corp. | St. Paul |
| Turkey Lippert | Newark, N. J. |
| Herbison-Lawrence | Wheatville |
| Benney Accessories Co. | St. Louis |
| Witte Hardware Co. | St. Louis |
| E. K. Curtis Music Co. | Kansas City |
| E. K. Curtis Electric Co. | Kansas City |
| Specialty Service | Brooklyn |
| G. J. Swadlow | Brooklyn |
| N. Greenlow | Aurora, Ill. |
| Milman's Inc. | Springfield, Mo. |
| Alberta Radio Co. | Aventura, Fla. |
| F. A. Gullstein | Calgary, Canada |
| | St. Paul, Minn. |
| | Montreal, Canada |

Branch Offices

- | | |
|---------------|--------------------------|
| CHICAGO | 53 West Jackson Bldg. |
| ATLANTA | Georgia Bldg. Bank Bldg. |
| DALLAS | 805 1/2 Commerce St. |
| PHILADELPHIA | 255 North 4th St. |
| MINNEAPOLIS | 250 North 4th St. |
| KANSAS CITY | 255 Myer Ave. |
| DETROIT | 241 First St. |
| BOSTON | 26 Bedford St. |
| PITTSBURGH | 24 South Elmwood |
| BUFFALO | Central Reserve Bldg. |
| ST. LOUIS | 114 Lafayette Bldg. |
| DETROIT | 455 Beaubien Bldg. |
| DALHE, N.E.H. | 100 Ontario Bldg. |
| LOS ANGELES | 107 Central Bldg. |
| ST. PAUL | 50 Grove Ave. |
| PORTLAND | Small Cherry Bldg. |
| TOLDO | |

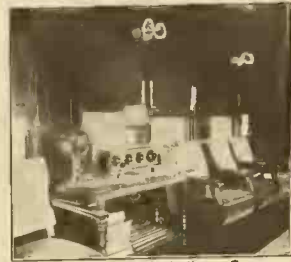
SUPERTRON MFG. CO., Inc.
HOBOKEN, N. J.
Export Dept., 250 Broadway, N. Y. City



Equipped Pullman Car With Atwater Kent Receiver

Burr-Fowler Co., New York State Distributor, Equipped Exhibition Pullman Car With Radio at Recent State Fair at Syracuse

SYRACUSE, N. Y., November 5.—The advent of radio as part of the regular equipment of Pullman club cars would seem to be logical in the



Atwater Kent in Pullman Car

very near future. At the recent State Fair held in this city the Burr-Fowler Co., Atwater Kent distributor, equipped the exhibition Pullman car with an Atwater Kent Model 20, as shown in the accompanying photograph. This small space occupied by this model and its harmonious adaptability with the other fittings of the car combine to give a very pleasing effect. The Burr-Fowler Co. is an energetic distributor and is accomplishing much with the Atwater Kent line in the territory which it covers.

Eagle Radio Co. Announces Two New Distributors

The Conduit Electric Supply Co., 244 West Jefferson street, Syracuse, N. Y., has been appointed distributor for the Eagle Radio Co. in its territory. This company will carry on an intensive campaign exploiting Eagle products.

Another appointment by the Eagle Radio Co. is that of the American Radio & Equipment Co., of Milwaukee, Wis., located at 449-51 East Water street, that city. The officers of the company are Harry M. Hahn and Edmond B. Shea, both of whom are Eagle enthusiasts.

Peter J. Constant, Inc., New York, manufacturer of radio supplies, recently filed a schedule of assets and liabilities, showing assets of \$21,486 and liabilities of \$45,382.

Celebrating Our Fifth Anniversary with a
BIG NEW CATALOGUE

PHONOGRAPHS
 MUSICAL
 INSTRUMENTS
 ACCESSORIES

RADIO



Mr. Dealer:

This catalogue is a guide for your purchases and contains a very fine line of musical merchandise at prices as low or lower than those offered by any reputable house in the trade.

No dealer can afford to be without this comprehensive guide.

PHONOGRAPHS

Never before have we offered standard equipped phonographs at these remarkably low prices. Our new line of Artophone and Majestic phonographs combines attractiveness and superior workmanship with prices that will enable the dealer to do a volume of profitable business.

MUSICAL INSTRUMENTS

The demand for Musical Instruments and small goods far exceeds the supply and we call particular attention to the section of our catalogue dealing with Musical Instruments and accessories.

GET YOUR COPY TODAY

Now is the time to get in your stock of Phonographs, Radio Sets, Accessories, Ukuleles, and all other merchandise for the fall and holiday business. Mail your letterhead or business card and get your copy at once. A trial order will convince you.

The Artophone Corporation

1103 Olive Street, St. Louis, Mo.

ADLER-ROYAL

Phonograph and Radio

You will find ADLER-ROYAL
a profitable line to handle

THE ADLER-ROYAL franchise brings to you a complete and comprehensive line of radio sets and speakers; radio-adapted phonographs, radio-phonograph combinations and exquisite radio cabinetry. There are models of every type and at the right prices, to meet the tastes and requirements of all your customers.

All along the line, from the largest distributor to the smallest retail store the prestige of handling the complete, high quality Adler-Royal line is a selling factor of immense value.

We congratulate our customers (and ourselves as well) on the fact that we are offering this splendid line backed by the progressive ideas, vast resources, selling acumen and matchless product of the great Adler-Royal organization.

Get ready for your coming fall and Christmas trade by writing at once for full information.

THE ARTOPHONE CORPORATION

EDWIN SCHIELE, President HERBERT S. SCHIELE, Vice Pres. & Treas.

1103 OLIVE STREET, ST. LOUIS, MO.

Distributors for Missouri, Kansas, Arkansas,
Southern Illinois and Western Tennessee



Pergolesi—Model 20
Height 34 1/2 in., Width 36 in., Depth 21 in.
Phonograph designed to permit installation of any standard radio panel.
Guaranteed motor. Automatic stop.
In highly figured American Walnut or Mahogany. Nickel plated metal fittings. \$125



Marie Antoinette—Model 60
Height 34 1/2 in., Width 36 in., Depth 21 in.
Phonograph designed to permit installation of any standard radio panel.
Guaranteed motor of six record capacity. Automatic stop.
In highly figured American Walnut or Mahogany. Gold plated metal fittings. \$190



Spanish Gothic—Model 90
Height 35 in., Width 44 in., Depth 26 in.
A phonograph of utmost quality. Guaranteed motor of six record capacity. Automatic stop.
In highly figured American Walnut or Mahogany. Gold plated metal fittings. \$200



Radio-Phonograph Highboy Model F

Height 50 1/2 in., Width 36 in., Depth 21 1/2 in.
Highest quality Adler-Royal Phonograph supplied with or without Adler-Royal five tube Neurodyne Radio, in Walnut with Bidlers Maple and striped Walnut overlays. With Neurodyne set and unit. \$340
Phonograph only, for installation of any set and unit. \$225



Neurodyne RadIn Set—Model 199 and Console Speaker—Model 200

This combination makes a most desirable radio installation. Each model also sold separately.
Five tube Neurodyne Radio Set and Console Speaker, as illustrated. \$175
Radio Set only. \$125
Console Speaker only. \$50
All finishes except priced without tubes or batteries.



Elizabethan—Model 50

Height 33 1/2 in., Width 36 in., Depth 21 in.
High quality Adler-Royal Phonograph. Switchover from radio in phonograph—no adjustment required. In Walnut or Mahogany.
With Adler-Royal five-tube Neurodyne radio set and ampion unit. \$325
Phonograph only for installation of any standard panel. \$175



Adler-Royal Radio Speaker Model 100

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

Congratulations! to the **ARTOPHONE COMPANY** *on its 5th Year of successful business*

and its biggest year in the handling of Carryola Models. We are proud to have these people for our distributors in St. Louis. Considering their splendid showing for this year in selling Carryolas we can't think of a kinder or better wish than that they may have a still bigger year in 1926. Indeed we confidently expect this company in 1926 to more than double its 1925 Carryola sales—for it will have just twice as many models to work with. The Carryola Flapper is now honey-mooning with the Carryola Master. From their happy union greater prosperity should spring.



**CARRYOLA
FLAPPER**



**CARRYOLA
MASTER**

Once more—congratulations! And good wishes for a 6th year that will be still more wonderful.

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



CONGRATULATING for an
attained and distinguished success

THE ARTOPHONE
CORPORATION

is an occasion to us of sincere
pleasure and best wishes for the
greatest progress and prosperity
the future can bring them.

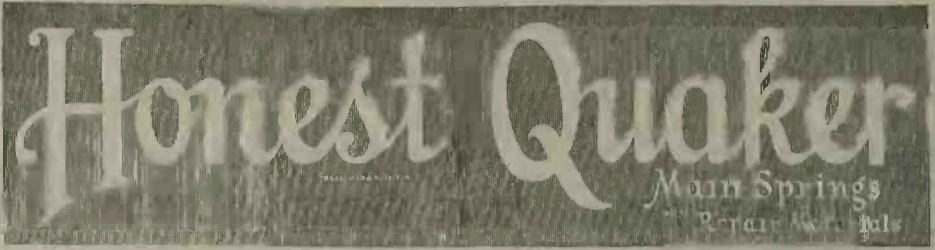
The Artophone Corporation has per-
formed an important work; especially in
establishing the popularity and perpetuat-
ing the sale of Okeh-Odeon records, like-
wise the Okeh and Truetone needles, in
the middle and southwest.

The merit of their business activities
reflects the reason why they have so de-
cidedly progressed toward and attained
success.

GENERAL PHONOGRAPH
CORPORATION

OTTO HEINEMAN, Pres.

25 West Forty-fifth Street - - New York City



Congratulations!

Allow us to congratulate The Artophone Corporation on their 5th Anniversary in the Phonograph Industry. It is certainly an occasion for general felicitations.

The success of Mr. Edwin Schiele and his associates is an achievement that any distributor would be justly proud of.

Our relations with The Artophone Corporation have always been extremely pleasant. We are confident that on their 20th Anniversary we shall continue to co-operate with them and have their organization distribute our line of HONEST QUAKER Main Springs and Repair Materials.

So we take this opportunity to congratulate The Artophone Corporation again and say . . . "May you continue to be successful and have an infinite number of anniversaries. May you continue to be recognized as the Leading Distributor of the Middle West and may the best you ever wish for . . . be the worst you ever get." . . .

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

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

To
THE ARTOPHONE CORPORATION
ST. LOUIS

Hearty congratulations on the occasion
of your Fifth Anniversary.

Sincere best wishes for unlimited future
success.

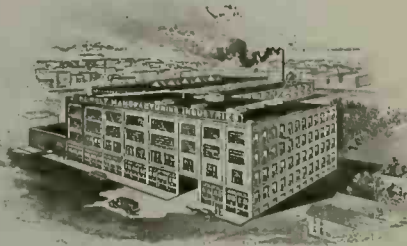
The privilege of the splendid patronage
afforded to date is deeply appreciated.

THE WOLF MANUFACTURING INDUSTRIES

(Established 1890)

Builders "Mastercraft" Phonographs, Radio Cabinets
QUINCY, ILLINOIS

NEW YORK OFFICE—17 West 42nd Street



PLANT N°1



PLANT N°2

To The Artophone Corporation

Distributor of WALL-KANE products for the states of Missouri, Kansas, Southwestern Indiana, Southern Illinois, and Western Kentucky.

It is indeed fitting that the year which marks the culmination of your five years of service to the phonograph industry, should be the year of your inception as distributor of the WALL-KANE products.

We were proud to have you as our jobber. The splendid record that you have established for integrity, worth and sterling principles, makes us doubly proud to appoint you as our distributor.

Sincere congratulations and best wishes for the continuation of the success which is the fitting reward of your earnest endeavor and honest efforts to really serve the phonograph industry.

Wall-Kane Needle Mfg. Co., Inc.

3922 Fourteenth Avenue
BROOKLYN, N. Y.

*WALL-KANE, JAZZ
CONCERT AND PETMECKY
NEEDLES*

While visiting the Chicago Radio Show

November 17th—22nd

*You are invited to make your
Headquarters at the booth of*



*THE BIG BOOK WITH THE
ORANGE COVER*

You will find The WORLD in
Booth W5
IN THE MAIN BUILDING

and we will gladly place at your disposal stenographic and telephone service.

The TALKING MACHINE WORLD display will reflect the pre-eminence of "The Big Book With the Orange Cover" as an advertising medium for the phonograph and radio industries.

LIST OF EXHIBITORS

The Fourth Annual CHICAGO RADIO SHOW COLISEUM

November 17th to 22nd, 1925

Endorsed by the Radio Manufacturers' Association



G. CLAYTON IRWIN, JR.

General Manager Radio Manufacturers' Show Association

Name	Booth	Name	Booth	Name	Booth
American Bosch Magneto Corp.	HH-9	Electric Storage Battery Co.	HH-21	Pathé Photo. & Radio Corp.	E-2
Alco Mfg. Co.	HH-5	Electrical Research Laboratories	K-4	Pooley Co.	N-2
Apco Mfg. Co.	AA-8	Ekko Co.	G-3	Prest-O-Lite Co.	P-9
Andrea, Inc., F. A. D.	HH-30	English Whitman Products	HH-2	Pianstiehl Radio Co.	J-4
Alden Mfg. Co.	E-7	French Battery Co.	X-7	Phenix Radio Corp.	B-1
Amsco Products, Inc.	AA-1	Fansteel Products Co.	G-2	Philadelphia Storage Battery Co.	R-2
Acme Apparatus Co.	E-9	Formica Insulation Co.	W-1	Perryman Electric Co.	KK-27
Auto Mechanical Products Co.	X-5	Frost, Inc., Herbert H.	R-3	Precise Mfg. Corp.	AA-11
A. C. Electrical Mfg. Co.	EE-3	Federal Radio Corp.	F-1	Premier Radio Corp.	T-4
Apex Electric Mfg. Co.	E-4	Ferguson, Inc., J. B.	HH-4	Priess Radio Corp.	J-1
American Electric Co.	FF-5	Freed-Eisemann Radio Corp.	D-3	Q R S Music Co.	W-8
Andrews Radio Co.	CC-1	Chas. Freshman Co.	H-11	Quam Radio Corp.	HH-3
All-American Radio Corp.	J-8	Fore Electric Mfg. Co.	P-3	Remler Radio Mfg. Co.	R-3
Atwater Kent Mfg. Co.	Q-1	Fletcher-Wickes Co.	JJ-7	Rola Co.	HH-34
Auburn Button Works	L-1	Gilfillan Bros., Inc.	FF-3	Robbins & Myers Co.	FF-1
Acro Products Co., Inc.	W-3	General Radio Co.	DD-9	Runzel-Lenz Elec. Mfg. Co.	DD-8
Anylite Electric Co.	HH-18	Garod Corp.	J-6	Reichmann Co.	F-5
Aalco Radio Lab., Inc.	KK-8	Gale Radio Laboratories	J-3	Rathbun Mfg. Co.	AA-10
Airway Electric App. Co.	GG-1	Grigsby-Grunow-Hinds Co.	K-8	Saal Co., H. G.	FF-2
Ainsworth Radio Co.	T-1	Grebe & Co., Inc., A. H.	N-1	Stiles Mfg. Co.	EE-4
Acme Wire Co.	T-2	Goldschmidt Corp., Th.	V-3	Shakeproof Lock Washer Co.	HH-36
Baker-Smith Co., Inc.	HH-12	Gleason Corp.	P-3	Sunbeam Radio Corp.	CC-2
Buckingham Radio Corp.	AA-6	Gleason Corp.	EE-10	Stromberg-Carlson Telephone Mfg. Co.	EE-5
L. S. Brach Mfg. Co.	A-4	Hornig, August W.	W-3	Stewart Warner Speedometer Corp.	C-1
Bremer-Tully Mfg. Co.	A-10	Howard Mfg. Co.	BB-11	Sonora Phonograph Co.	O-1
Buell Mfg. Co.	Y-3	Helmenann Electric Co.	R-1	Splitdorf Electric Co.	L-1
Belden Mfg. Co.	K-1	Henry Hyman & Co.	HH-13	Seaman-Jones Fibre Products Co.	HH-13
Brunswick-Balke-Collender Co.	H-1	Jewett Radio & Phono Co.	Y-4	Sherman Radio Mfg. Co.	Y-2
Barkeley Elec. Mfg. Co.	HH-13	Jones, Howard B.	D-1	Steinitz Radio Labs.	KK-11
Benjamin Elec. Mfg. Co.	HH-15	Jefferson Electric Mfg. Co.	F-8	Shamrock Mfg. Co.	GG-5
Brown, Strickler & Brown	KK-19	Jewell Electrical Instrument Co.	N-3	Sturdy Eng. Co.	P-3
Buckwalter Radio Co.	KK-33	Karas Electric Co.	F-3	Samson Electric Co.	S-3
Continental Fibre Co.	P-4	King Quality Products, Inc.	S-1	Stanley-Warren Co.	HH-19
Cribben Radio Corp.	HH-1	Kodol Radio Corp.	A-6	Sterling Mfg. Co.	Z-4
Chelsea Radio Co.	EE-10	Kellogg Switchboard & Supply Co.	S-1	Timmons Radio Products Corp.	DD-3
Curtis Leger Fixture Co.	BB-6	Kennedy, Colin B., Corp.	Q-3	Thompson Mfg. Co., R. E.	AA-3
Colonial Radio Corp.	DD-1	Kurz-Kasch Co.	L-3	TALKING MACHINE WORLD	W-5
Crosley Radio Corp.	G-1	Liberty Transformer Co.	T-3	Thermodyne Radio Corp.	B-3
Coyne Electrical School	O-5	Lynn Radio Specialty Co.	BB-9	Trimm Radio Mfg. Co.	A-9
Carter Radio Co.	A-8	Lignole Corp.	U-6	Thordarson Electric Mfg. Co.	E-1
Cunningham, Inc., E. T.	R-3	Magnavox Co.	T-6	Tower Mfg. Co.	HH-16
Cole Battery Co.	AA-5	Mohawk Electric Corp.	DD-5	Utah Radio Products Co.	O-4
Central Radio Laboratories	G-3	Music Master Corp.	P-8	United Scientific Lab.	CC-8
Crowe Name Plate & Mfg. Co.	HH-17	Muter, Leslie F., Co.	K-3	Valley Electric Co.	U-2
Capitol Phono. & Radio Corp.	G-3	Morris Register Co.	K-6	Wireless Dry Cells, Ltd.	GG-3
Connersville Furniture Co.	W-6	Murdock, Wm. J., Co.	KK-28	Walnut Electric Mfg. Co.	P-4
Cleartron Vacuum Tube Co.	KK-21	Minerva Radio Co.	CC-4	Western Coil & Electric Co.	A-3
Crest Radio Corp.	KK-21	Niles Mfg. Co.	HH-26	Willard Storage Battery Co.	L-5
Daven Radio Corp.	Z-1	National Co., Inc.	GG-4	Walbert Mfg. Co.	L-1
DeForest Radio Co.	EE-1	National Carbon Co.	E-8	Wilson Electrical Laboratory	HH-13
Dubilier Condenser & Radio Corp.	BB-1	Neufeldt & Kuhnke	S-4	Windsor Furniture Co.	BB-5
Dayton Fan & Motor Co.	A-6	Operadio Corp.	Y-3	Yaxley Mfg. Co.	CC-7
Dictograph Products Corp.	F-4	Pearson Div. of Elec. Research Lab.	P-1	Zenith Radio Corp.	M-1
Diamond T. Mfrs.	KK-34		O-3	Zinke Co.	P-3
Express Body Corp.	U-4				

Important New Invention Has Vast Possibilities

Radio Vacuum Tube and Photo-Electric Cell Combined by Physicist of the Westinghouse Electric Research Laboratories

An invention which may have a far-reaching effect on radio reception and amplification was exhibited at the recent electrical show in the Grand Central Palace, New York. The invention, which is the result of long research on the part of V. K. Zworykin, a physicist of the Westinghouse Electric Research Laboratories, combines the photo-electric cell, which is used in turning light into electric current in picture telegraphing, in talking films, new types of talking machines and other processes of like character, with the radio vacuum tube amplifier.

Variations of light falling on this instrument, which looks nearly the same as an ordinary radio tube, instantly become variations of electrical current and are amplified many thousand-fold.

The photo-electric cell, which makes electricity out of light, is built into the standard radio tube. One end of the radio tube is coated on the inside with potassium or some other alkaline metal which throws off showers of electrons when light falls on it. Electron showers are electrical currents. The shower is feeble if the light is feeble, heavy if the light is strong. Any variation in light changes the intensity of the electron shower. The current which the light strikes out of the alkali metal is amplified before it leaves the tube.

Speaking of television, or the projection of motion pictures, on which several inventors are working, Mr. Zworykin said:

"All the processes that are needed for projecting motion pictures are in existence already. The theory is all right, but at present the apparatus would have to be endless, cumbersome and uncertain. But it will be simplified. It will take some years, but we will have eventually the instantaneous or near-instantaneous transmission of motion pictures."

The inventor said he thought the new combination tube was a step in the direction of television, but nothing more. One of the Zworykin patents covers a combination of his photo-electric and radio tube with the interferometer invented by A. A. Michelson, the American astronomer. The interferometer is the most sensitive measuring instrument known.

The Michelson invention is so sensitive that its performances can be disturbed by the slightest sound. The patent, which Zworykin is seeking to cover both his own combination of devices and the interferometer, is intended to give him the rights over any microphone that may be produced by the combination of all three.

"It might be possible," he said, "to combine the principles and produce the most sensitive microphone in the world. The interferometer responds to pressure by changes in its shadows, or interference fringes. It might be possible to arrange the grids of the photo-electric cell in such relation to the interference fringes so as to produce disturbances of current corresponding to the disturbances produced by the sound-waves in the interferometer. The trouble is now that such a combination of instruments would react wildly and violently to sound. It would be necessary to find some way of controlling their oversensitvity. I covered this combination by patents, but of course, many things are patented which do not come to pass."

The physicist said that his invention could be used for measuring the light of stars and for recording continuously the light of variable stars. This is now being done by astronomers using the photo-electric cell and the tube separately.

The Weisbrod Music Co., Richmond, Ind., has opened an attractive store at North Ninth and A streets.

Okeh Sales Force Engaged in Novel Sales Contest

"Race to the Pole" Contest Devised by Manager Ray Wilson Stimulates Sales of All Products Handled by New York Distributing Division

Okeh and Odeon records, Carryola, Outing and Swanson portable talking machines, Okeh and Truetone needles, and in fact all the products handled by the Distributing Division of the General Phonograph Corp., New York, have enjoyed good sales during October, and the total sales show a large increase over September and an increase over October of last year. The good business accomplished is due in large part to the activities of the sales force which is engaged in a novel sales contest devised by Ray Wilson, manager of the division. This is in the form of a race to the North Pole, with each of the products handled representing a certain mileage value. The course is laid out in Mr. Wilson's office and is in the form of air-

planes attached to wires, with a marker wire indicating the distance covered. Not only has the contest stimulated the sales force but visiting dealers show an interest in the progress of the salesmen who visit them and all together the idea has roused enthusiasm which is making for profits.

Another feature of the contest is that the greatest mileage value is given slow-moving stock and naturally the salesmen get behind this merchandise in a most vigorous manner, with the result that it is moving briskly. Odeon album record sets, portable talking machines and needles are showing special sales activity at this time.

New Manager in Alliance

ALLIANCE, O., November 3.—E. C. Burbick, for several years identified with the Lewis Bros. Co., Victor dealer here, has been appointed manager of the new Cope store here. Mr. Burbick, before coming to Alliance, was connected with a retail music house in Canton.

NATIONAL PHONOGRAPH TOYS

STOCK THEM FOR CHRISTMAS

Display Them; Their Funny Antics Make Quick Sales
Order the Complete Assortment—Here It Is:



Shimandy
Price \$1.66



The Boxers
Price \$1.25



Ragtime Rastus
Price \$1.25



The Magnetic Dancers
Price \$1.00



Phonograph Phollies
Price \$1.00 per set



(Usual Trade Discounts)

Don't pass up this proposition. Give it your immediate attention. You will be glad you did. It takes just a minute to fix the whole thing. Get your letter in tonight's mail. Quick action at this end.

NATIONAL COMPANY, Inc.

110 Brookline Street W. A. READY, President Cambridge, Mass.

ATWATER KENT RADIO

WHEREVER people have been asked to specify the Radio they intend to buy, more of them have answered "Atwater Kent" than any other name. For example:

The Meredith Publications, owned by E. T. Meredith, former Secretary of Agriculture, asked 100,000 readers throughout the United States what make they intended to buy. Atwater Kent led.

The Capper Publications, owned by Senator Capper of Kansas, asked the townspeople and farmers in Ohio, Kansas, Iowa and Texas what make they intended to buy. Again Atwater Kent led.

Disregard, if you wish, our own national survey, although it was impartial and extended from Maine to Oklahoma—and had the same result.

Disregard, if you wish, the fact that owners of Atwater Kent Radio are so well satisfied that they hold our Receiving Sets at the highest re-sale value in the market.

Disregard, if you wish, everything except the one question so vital to dealers and prospective dealers: The people who have no Radio now, and those who expect to replace their present sets—what Radio do most of them intend to buy?

More of them, we repeat, intend to buy Atwater Kent than any other Radio. Every survey proved it.

Atwater Kent Radio is the most desired of all. Its reliability, simplicity, good looks and sensible price make it the Radio which most people want to buy and most dealers want to sell.

Write for illustrated booklet of Atwater Kent Radio

ATWATER KENT MANUFACTURING COMPANY
Atwater Kent, President
4725 WISSEHICKON AVENUE PHILADELPHIA, PA.

HEAR the Atwater Kent Radio Artists every Sunday evening at 9.15 o'clock (Eastern Standard Time) through stations—

WEAF New York	WFI Philadelphia	WVJ Detroit
WJAK Providence	WOO Allentown	WOC Davenport
WEEI Boston	WCAE Pittsburgh	KSD St. Louis
WSAI Cincinnati	WGR Buffalo	WEAG Worcester
WCAP Washington	WCCO Minneapolis-St. Paul	

Model L, with 9" flexible cord, \$37



Model 30, without tubes, \$50

Prices slightly higher from the Russian west, and in Canada.



Phonograph Attachment, with 9" flexible cord, \$5

Model H, with 9" flexible cord, \$23



Model 14, without tubes, \$100



Model 30, including battery cable, but without tubes, \$50



Model 30 Complete, including battery cable, but without tubes, \$50



Model 12, built on special order, including battery cable but without tubes, \$100

ATWATER KENT RADIO

is the
most desired
of all

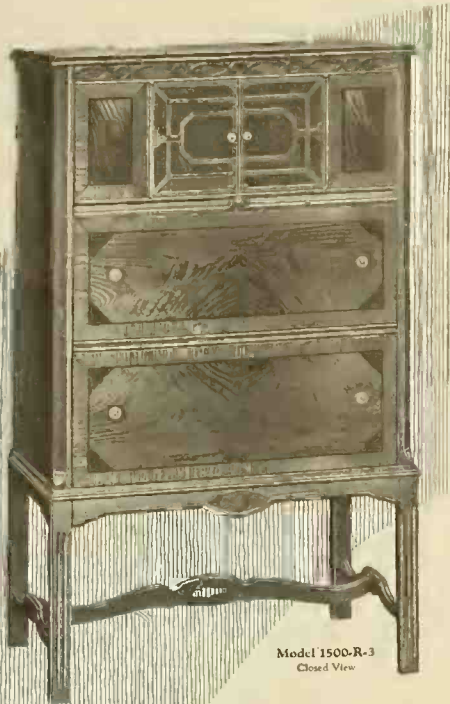
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*Every survey
proves it*

POOLEY
RADIO - PHONOGRAPH
with
ATWATER KENT
RADIO

Model 1500 R-3

Chinese Chippendale Style, American Walnut or English brown mahogany, duo-tone, 50" high, 30" wide, 15" deep. Equipped with Atwater Kent Model 20 Compact, 3 tube Tandem Type Receiver built in Pooley sounding horn with phonograph in amplifying chamber, hidden by sliding grille. Ample battery space and low shelves for record albums. Complete, leathers and batteries, \$295.



Model 1500-R-3
Closed View



The Pooley
Radio-Phonograph

THE cabinet is beautiful. Women like it. It combines the two most modern means of entertainment at almost the price of one.

It sets free at will the wealth of entertainment stored in all the countless phonograph records. This Pooley model is a wonderful space saver to the thousands and thousands who want phonograph and radio. It is a particularly fine Pooley Cabinet equipped with Atwater Kent Radio. Where will you find its equal?

We can still take care of a few orders for December delivery—but you had better phone or telegraph your distributor immediately.

Radio-Phonograph Sales Department F

THE POOLEY COMPANY

1604 Indiana Avenue
Philadelphia, U. S. A.

Prices slightly higher west of the Rockies and in Canada

See our Exhibit at the
**FOURTH ANNUAL
 CHICAGO RADIO
 SHOW**
COLISEUM, CHICAGO

November 17th-22nd inclusive

Model 1600-R-2

Italian Style—mahogany or walnut, duo-tone, height 41", length 34", depth 16 1/2". Equipped with Atwater Kent Model 20 Compact, 5 tube Panel Type Receiving Set and built-in Pooley floating horn. Complete, less tubes and batteries—\$200.

POOLEY
RADIO CABINETS
with
ATWATER KENT
RADIO

Model 1320-R-2-D

Square Style—mahogany or walnut, especially selected Oriental burr, rosewood and walnut inlays. Height 50 1/2", length 29", depth 15 1/2". Equipped with Atwater Kent Model 20, 5 tube Panel Type Receiving Set and built-in Pooley floating horn. Complete, less tubes and batteries—\$265.

Model 1320-R-2
 Is the same but without doors covering grille. \$260

MODEL 1120-R-2

Model 1120-R-2

Square Style—mahogany or walnut, duo-tone. Height 52 1/2", length 33", depth 15 1/2". Equipped with Atwater Kent Model 20, 5 tube Panel Type Receiving Set, and built-in Pooley floating horn. Complete, less tubes and batteries—\$225.

Model 1110-R-2 is the same except equipped with Model 10 Atwater Kent 5 tube Open Set—\$220.

MODEL 1600-R-2

MODEL 1400-R-1

MODEL 1320-R-2-D

Telegraph—
Your Orders

IN June we announced the new Pooley models—all of them ready for immediate shipment.

In July we said "to be sure of enough Cabinets this fall—act now". In August we reported heavy orders from distributors—warning dealers again to prepare them for the big season to come. In September business took a leap and in October each day was a sales event.

It's surely a Pooley season. And now we say—be sure you have enough stock to cover your full share of November and December sales. We cannot urge too strongly that you phone or telegraph your Pooley distributor today.

Radio Sales Department F

THE POOLEY COMPANY

1604 Indiana Avenue
 Philadelphia, U. S. A.

Prices slightly higher west of
 the Rockies and in Canada

Console Model 1400-R-1

Louis XVI Style—mahogany only. Height 31 1/2", length 34", depth 16 1/2". Has built-in Pooley floating horn with Atwater Kent reproducing unit. The top of Console accommodates any Atwater Kent Receiver. Price, less tubes and batteries—\$75.

Columbia International, Ltd., Formed with Large Capital

New \$20,000,000 Concern Includes Columbia Phonograph Co., Columbia Graphophone Co., Lindstrom Co., and Transoceanic Co.—President Cox's Interesting Statement

Henry C. Cox, president of the Columbia Phonograph Co., Inc., New York, whose headquarters are at 1819 Broadway, has confirmed a cablegram from London announcing the formation of the Columbia International, Ltd., of London, a £5,000,000 holding company for the following four companies, with an aggregate of more than \$20,000,000 of capital stock and assets: The Carl Lindstrom Co., of Berlin; the Transoceanic Trading Co., of Amsterdam; the Columbia Phonograph Co. (of America), and the Columbia Graphophone Co., Ltd., of London, which, last March, had acquired a controlling interest in the Columbia Phonograph Co. (of America).

President Cox is a director in the holding company, and the other American representative on the board of directors is Louis Sterling. The chairman of the board of the holding company is Sir George Croydon Marks.

The Lindstrom Co., of Berlin, is also a manufacturer of radios and wireless equipment, in addition to talking machines and records. Although President Cox said that he was not prepared to state to what extent, if any, the new alliance would go in for a combination of phonographs and radio, it is thought that the new combination may take advantage of the rights of the Lindstrom Co. to enter the radio field, just as, in this country, the Victor Talking Machine Co. and the Brunswick-Balke-Clender Co. already have done through arrangements with the Radio Corp. of America.

The American company has factories at Bridgeport, Conn., and the Lindstrom Co. has factories in Germany, France, Spain, Italy, Austria, Sweden, the Argentine, and Brazil. The London company has plants in England, and the Amsterdam company has factories in Holland. The holding company, therefore, will have factories in eleven countries and, through its laboratories and trade selling arrangements, will become one of the largest organizations of its kind in the world.

The above announcement by Mr. Cox, which represents one of the most important moves that have been made in the talking machine industry in recent years, reflects the phenomenal progress and exceptional success attained by the Columbia Phonograph Co., Inc., under the direction of its present executives. Louis Sterling, managing director of the Columbia interests, is recognized internationally as one of the foremost authorities on phonograph manufacturing and distributing and, in conjunction with Mr. Cox and W. C. Fulri, vice-president of the company, he is giving Columbia dealers every

possible form of co-operation. The association with the Lindstrom organization adds materially to Columbia fame and prestige and is significant of the Columbia program of expanded activities for 1926.

Eddie Peabody Making Records for Plaza Co.

Famous Banjoist Featured in Late Releases of Banner, Domino and Regal Records—Special Publicity to Exploit These Numbers

Eddie Peabody, whose records with voice and banjo have attained considerable success, has now enlarged his activities by including his band



Eddie Peabody

in some of his later releases for the Banner, Domino and Regal records, produced by the Plaza Music Co.

It is understood that he will continue to make banjo records, for he has created a large clientele for these offerings. With his enlarged musical combination his later records are expected to become just as important.

Banjo records, with vocal versions of popular hits, are quite the vogue now. Eddie Peabody undoubtedly brought considerable of this popularity to the record industry. It is understood that he will shortly make operatic selections in modern form which during the coming season should add further to Peabody's importance as a record maker.

The Plaza Music Co., in exploiting the Eddie Peabody products, has arranged for much special advertising material, including window and counter displays, circulars, streamers and other business creatives.

Crosley Station Starts Educational Programs

Station WLW Broadcasting Talks by Leading Educators on Elementary School Subjects—Has Endorsement of Authorities

CINCINNATI, O., November 5.—Broadcasting station WLW, which is conducted by the Crosley Radio Corp., inaugurated, the early part of this month, an elementary school course which promises to be a big feature of the programs sent from this station. Lessons are broadcast on Monday, Tuesday and Friday mornings from nine to nine-thirty, which period is divided into four divisions: First, ten-minute lesson in music appreciation; second, ten-minute talk by leading educators on such subjects as nature studies, geography, current events, etc.; third, five-minute agricultural primer and fourth, five minutes of arithmetic.

The departments of education and public instruction of Ohio, Indiana, Kentucky, West Virginia and other States have given their endorsement to the radio school feature, and leading universities, colleges, schools and the Y. M. C. A. are behind the movement. The plan increases the three "R's" to four, making them readin', ritin', 'rithmetic, and radio.

Bamberger's Demonstrate Orthophonic in Newark

NEWARK, N. J., November 7.—The recent demonstration by Bamberger's Department Store, of the new Orthophonic Victrola, held in the McCarter Galleries of the Robert Treat Hotel, this city, under the direction of E. Paul Hamilton, manager of the music departments of Bamberger's, created widespread interest for this new product. During these demonstrations the Rotary Club members, who met in an adjoining room, heard of the demonstration and immediately upon the conclusion of its affair a large number of the Rotarians attended the Victrola demonstration, with the result that the Bamberger store took a number of orders for later delivery from some of the leading business executives in Newark.

Merchants' Ass'n Year Book

The Merchants Association of New York recently distributed its Year Book of 1925, which is practically a "Who's Who" of the city's trades, industries and professions, as it classifies the membership of the Association, which is in excess of 7,000 and which is divided into forty-nine large divisions within which there are 145 sub-divisions. The outstanding activities of the Association are summarized and the reports of the various committees are given in full.

POOLEY
RADIO CABINETS
with
ATWATER KENT
RADIO

In New York Radio's
"BEST SELLER" is

Pooley-Atwater Kent

Wholesale Distributors

Musical Products Distributing Co., Inc.
22 West 19th St. New York City

Also Federal Ortho-voice—Cunningham—Radio-Art—Red Seal
Phono—Babbite—Western Electric—Post Muzette, Etc.



MODEL NO. 1600-R2

Price \$200

The Four Aces of Radio



A Good Hand
for
Any
Dealer



GUARANTEE
Buy a Utah and use it for two weeks. Compare its tone with the best others are able to produce. **If the Utah does not give better reception return it to your dealer and he will refund your money.**



We are
Manufacturers
Not
Assemblers

UTAH
Made in Salt Lake City
Trade Mark Registered

UTAH RADIO PRODUCTS CO.

1427 S. Michigan Ave., Chicago, Ill.

Analysis of Developments in the Radio Industry

Albert E. Haase Outlines the Progress Made in All Branches of Radio Merchandising in the Course of a Comprehensive Article

In a most instructive article entitled "What's Happening in the Radio Industry," Albert E. Haase in a recent issue of *Printers' Ink* makes an interesting analysis of the business, including the manufacturing, distributing and retail ends. He says, in part:

"Radio manufacturers found out more quickly than the automobile makers did that their success was absolutely dependent upon the right dealer organization. Last Spring it became apparent to all who were willing to see that the use of any retailer as a sales outlet could not last. Experience had defined the characteristics of a radio retailer by that time. It was plain that he had to have three basic requirements if

he was to continue to sell radio with profit to himself and the maker, and to the satisfaction of the consumer. These characteristics may be defined as:

"1. Ability to demonstrate. This means that he must have a proper setting in which to show the product in operation to the consumer.

"2. Ability to sell on a time-payment basis. The market for the low-price set is disappearing. Time-payment has made the set retailing at a hundred dollars the popular choice. Every day instalment selling becomes more and more of a factor in radio retailing. The retailer who is unable to keep a clean record with finance companies will consequently lose sales. The dealer who has had experience in instalment selling and who knows how to collect his own accounts will be way ahead in the profession. Finance companies have put through an increase in financing costs for dealers who do not collect their own accounts.

"3. Ability to give service. A retailer must know how to keep a set in operation—the buyer demands this knowledge. The radio retailer who cannot render service will lose original business and accessory business. Some retailers have already found it profitable to guarantee year-round service at a cost of \$10 a year to their customers. Much battery and tube sales volume of retailers is being obtained through service men.

"These three known requisites for success in retailing radio sets have been used as measuring rods and have resulted in the opinion that there are, at present, seven satisfactory retail channels.

"These retail outlets are: (1) The straight radio store; (2) the talking machine shop; (3) the electrical shop; (4) the department store; (5) the automobile dealer; (6) the sporting goods store, and (7) the hardware shop.

"Of the other six types of dealers, general opinion in the radio trade at present is that the talking machine store and the electrical goods store will form the most important retail outlets. The department store is problematical. The department store was a retail outlet for the automobile years ago, but it isn't to-day. Twenty-two years ago John Wanamaker sold Ford motor cars. His store wouldn't think of selling them to-day. At present some department stores are dumping grounds for distress merchandise; others are selling at regular prices but make no offer of service; while still others offer real service to their customers. It is a fairly general practice in department stores to put radio buying authority in the hands of the talking machine buyer. There are exceptions to this practice, however."

The various plans of leading radio manufacturers in building up select dealer representation are also described, notably, the plan of the Radio Corp. of America, that of Chas. Freshman, Inc., Stromberg-Carlson Tel. Mfg. Co., and the Stewart-Warner Speedometer Corp. The distribution plans of the Atwater Kent Mfg. Co., P. A. D. Andrea, Inc., Music Master Corp., and others are described in more or less detail. All in all, the article is so comprehensive in scope that the reader is given a clear idea of "what is happening in radio."

Sell More Sets by Using an Amplion to Demonstrate Them!

AMPLION
The World's Standard
Loud Speaker

ALFRED GRAHAM & CO., LONDON, ENO., Patentes

Loud tone travel with special amplification is provided in reproducer cones by the specially designed & braced Curved bases of the Amplion.



Blurred horn illustrates how to make desired for best sound effect.



Amplion Junior DeLuxe

Note This Very Special Offer:

Permit us to send you, if you are a dealer in musical instruments, an Amplion on ten days' trial. Unless, in your opinion, the performance of the Amplion really surpasses all other speakers, return it for full credit. (Be sure to give us your jobber's name and address as we sell entirely through jobbers and further business would go through your jobber.)

The reason that Amplions for years have enjoyed the largest international sale among all loud speakers is typically revealed in the following letter:

"I had never heard music through the Amplion loud speaker before but had through many other makes, some of which I had heretofore considered the best. I want to assure you that I had really never heard any music before that can compare to that reproduced by the Amplion. The sound is clear, sweet and mellow. It brings in clearly the well modulated. It brings in clearly instruments in bands and orchestras that were lost in other speakers, and I am thoroughly delighted and content. I want to thank you for giving me this opportunity to enjoy my radio to a degree that I had never thought possible."

—C. W. Bossidy, Auburn, N. Y.



Phonograph Units in Two Sizes

THE AMPLION CORPORATION of AMERICA

Executive Office: Suite C, 280 Madison Avenue, New York City
Canadian Distributors: BURNBURY OF CANADA, LTD., Toronto
Associated Companies: ALFRED GRAHAM & CO., London, England; COMPAGNIE FRANÇAISE AMPLION, Paris, France; COMPAGNIE CONTINENTALE AMPLION, Brussels, Belgium.
Representatives in all leading cities throughout the world.

Heavy Advance Orders for the Orthophonic Victrola

NEW HAVEN, CONN., November 6.—The Horton-Gallo-Creamer Co., of this city, Victor distributor, is finding the increased facilities of its new building valuable in the handling of the heavy orders for the new Orthophonic Victrola. Victor dealers throughout the entire territory are tremendously enthusiastic about the new instrument and are booking good business. E. C. Gallo, head of the organization, reports a decided increase in record sales.

Gilbert-Keator Corp. to Job Priess "Straight 8"

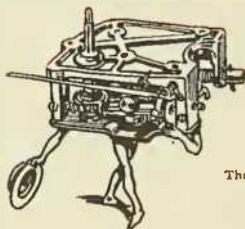
The Gilbert-Keator Corp., 135 Fifth avenue, New York City, well-known distributor, was recently appointed a jobber for the Priess "Straight 8" manufactured by the Priess Radio Corp., of which William H. Priess, the radio engineer, is the head. The Gilbert-Keator franchise covers the metropolitan area of New York.

Repair Business Grows

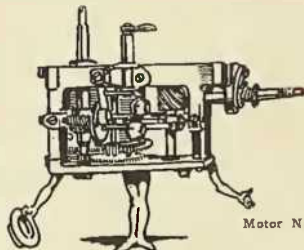
CEDAR RAPIDS, IA., November 4.—The Cedar Rapids Phonograph Repair Co., which started four and a half years ago in a small way, has grown to such proportions that it now handles work from practically every State in the country and has a fleet of motor cars and cycles operating about this city. The firm was founded and is operated by Mr. and Mrs. G. W. Selty.

Introducing—

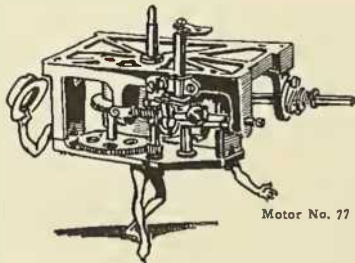
my family to you in a new and more personal way



The Flyer



Motor No. 38



Motor No. 77

FOR years you have heard of Heineman Motors. Through their efficient service and their widespread use, they have become known to thousands in the industry.

This family of mine has gotten to be quite famous—but in a formal and distant sort of a way.

And so I'm going to introduce them to you now on a strictly informal basis. To begin with here's one of the younger members of the family. We call him Flyer, not because he's fly or because he's a "high flyer," but because he flies from place to place in portables. He's a great traveler and an ideal companion for the thousands who like to take their music with them.

And then, of course, we have the Thirty-Eight. Here's a solid, substantial sort of a citizen, pretty useful in an all around way. And his elder brother, Seventy-Seven—of course you know him already and he really needs no introduction.

But keep your eye open for these informal chats because I'm going to tell you some things that will help you in your business and that's, after all, what you are interested in.

Tom

The Motor Ad Man

HEINEMAN

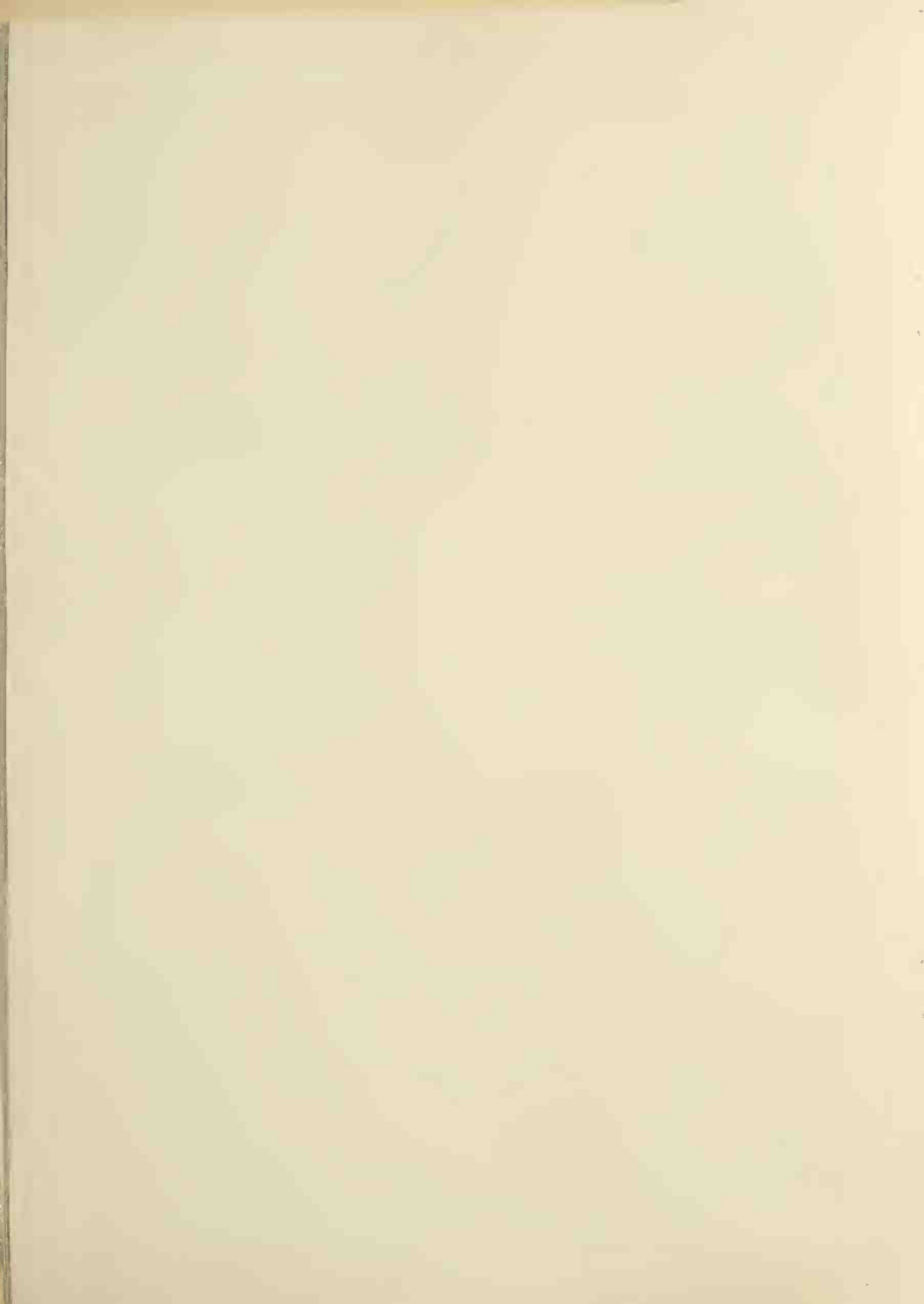
quality MOTORS

A Product of

GENERAL PHONOGRAPH CORPORATION

Otto Heineman, Pres.

25 West 45th Street . . . New York City



Colder Weather Brings Increased Sales in Indianapolis Field, Say Retailers

Strong Demand for Talking Machines and Records Anticipated by Dealers as Wind-up of Year's Business—New Talking Machines Excite Interest of Trade and Public—Other News

INDIANAPOLIS, IND., November 7.—Much to the delight of the radio and talking machine dealer, cold weather has set in on him earlier than he had anticipated. It has meant a heavier demand for his radio dealers as well, and the local field has developed more rapidly than was expected. Records have likewise shown a slight decline in sales. Local dealers anticipate a strong demand in the talking machine and record lines as the season advances. In some instances record sales have run ahead of last year's figures.

Good Demand at Brunswick Shop

W. J. Baker, manager of the local Brunswick Shop, reports that the record business of this store is running ahead of its last year's sales. Radio sales have shown an increased activity this Fall. The local store has carried strong newspaper advertising and has tied up each week with the several artists that have appeared at local theatres. Attractive window displays, changed each week, have proved their merchandising value. A. Gresham, for the past five years associated with the Baldwin Piano Co., has been added to the sales force of the Brunswick Shop," states Mr. Baker. "Our increased activity in the radio field made it necessary for us to enlarge our sales force."

Orthophonic Victrola Demonstrated

Joel Ryde, of the Fuller-Ryde Music Co., announced that its establishment gave an Orthophonic demonstration for the Indianapolis Rotary Club, Monday, November 2, in the Riley room at the Hotel Claypool. This store had the assistance of A. F. Delano, of the Chicago Talking Machine Co. A special feature of the program was an exhibition of the Charleston popular dance step with music furnished by the new Victor Orthophonic.

The talking machine department of the L. S. Ayres & Co. store gave a private demonstration and dinner for the benefit of Indianapolis newspaper men at the Indianapolis Athletic Club, October 26, of the new Orthophonic Victrola and was assisted in the demonstration by F. C. Deas, direct representative of the Victor Talking Machine Co.

From advance reports from the department of this store, the new Orthophonic machine will

prove a tremendous sales value to this store.

Atwater Kent Sales Lead

W. G. Wilson, of the recently formed Wilson-Stewart Music Co., reports that radio sales have predominated the demand at this store. The store features the Atwater Kent radio. "Record sales," states Mr. Wilson, "have been a little slow thus far this Fall, but I believe that the future will see an increase in this department." The store under its new management has shown added activity in the local talking machine field and one of its employes, Miss Olive McGriff, represented "Miss Pennsylvania Street," in The Greater Indiana Mardi Gras parade, which featured the celebration staged in downtown Indianapolis. The majority of local talking machine dealers are situated on Pennsylvania street or adjacent to it.

Beats Last Year's Sales Record

C. P. Herdman, manager of the talking machine department of the Baldwin Piano Co., which handles the Brunswick, Victor and Edison lines, reports that "the talking machine sales have run ahead of their last year's record. In fact, our record business was so good during the Summer months that we did not feel that we could afford to close on Saturday afternoons." The new location on Monument Circle, which affords spacious display rooms and proximity to the heart of the city, was given as a reason for increased business in this department. This store is adjacent to the Circle Theatre that has featured each week for the past six months well-known recording orchestras featuring their own recordings. The Baldwin Co. has tied up to good advantage.

Introduces New Teletone Speaker

G. L. Bailey, of the Teletone Corp. of America, of New York City, was calling on the local trade the latter part of the week introducing the new Teletone drum type speaker. Mr. Bailey has made his trip through the East and Middle West calling on the radio dealers in the principal cities comprising the territory of Washington, Richmond, Va., Pittsburgh, Cincinnati, Louisville, Indianapolis, and is now on his way back East. In commenting on the business conditions in the territory which he has covered, Mr. Bailey says: "I have found that the radio dealers are doing a very good business. In fact, there have not been enough sets available to supply the demand and dealers show confidence for a good year's business."

BRASS TONE ARM for RADIO and PHONOGRAPHS



Speakertube Tone Arm available for all loud speaker attachments in radio cabinets



No. 3 Portables — high quality tone at a low price



No. 4 Universal full size Priced for quick turnovers. Good volume—clear tone



No. 5 High Class Universal. Latest model. Acoustically perfect for finest machines

Tone Arms and Sound Boxes and All Parts for These Products in Raw or Finished State

All Globe Products are Manufactured in Entirety From Raw Material to the Finished State, on the Premises. The Savings Assure Low Quotations



All kinds of Plating, Polishing and Finishing for the Trade

75-77 Winthrop St.

Newark, N. J.

Hermann Thorens

Ste. Croix, Switzerland

Manufacturer of Europe's Most Celebrated Swiss Phonograph Motors

Write for descriptive matter and prices on portable motor numbers. 36 single-spring motor, 24BC and 28BC double-spring motor.

L. H. JUNOD & CO.

104 Fifth Ave.

New York

Solo Agents for the U. S. A.

R. E. Thompson Co. Adds 25,000 Square Feet to Plant

To keep pace with its expansion program insured by an increasing amount of orders for its new Minut model and other units of its production, the R. E. Thompson Mfg. Co., radio manufacturer, has acquired by lease an additional two floors in a separate building in Jersey City, where its main plant is located.

Including the two floors just leased, at 314 Claremont avenue, and four entire floors recently leased in the 103 Greene street, Jersey City building, the company has added approximately 25,000 square feet of leased floor space to the plant facilities it owns at 66 York street, Jersey City.

Audition of the Orthophonic

SOUTH BEND, INO., November 6.—A demonstration of the Orthophonic Victrola was given to an invited audience at the Hotel Oliver here recently under the auspices of the Complete Music Store. The difference between the present-day Victrola and the Orthophonic instrument caused much comment among the listeners.



Sonora

builds a Radio-Phonograph
for the Smith family—

THE Smith family knows just enough about radio to know that they know nothing about it. When they buy their instrument they do not buy radio circuits or the mechanical parts of a phonograph—they buy performance and confidence in the integrity of the maker.

They realize that the real enduring charm of radio and phonograph is quality of tone and realistic reproduction. They have a

keen appreciation of cabinet artistry and only beautiful furniture will find its way into their homes.

In short, their taste is refined, though their income may be moderate. This Smith family (numbering some 100,000 members) is a quality group. The Sonora Chatham is a quality product priced for the Smiths—\$225.

SONORA PHONOGRAPH COMPANY, 279 BROADWAY, NEW YORK



For the home beautiful

A RADIO SPEAKER

famous for its
mellow tone!

Sonora De Luxe \$30
Radio Speaker

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL



Demonstrations and Displays of Victor Orthophonic Interest Cleveland Public

Introduction of the New Instruments the Outstanding Event of the Month in the Trade—Export Big Holiday Business—Artists Tie-Up Proves Sales Stimulus—Other News

CLEVELAND, O., November 6.—The Victor Orthophonic phonograph has gone over with a whirl in Cleveland. Howard H. Shurtle, president of the Cleveland Talking Machine Co., Victor distributor, said he had given a blanket order to the manufacturer for \$1,000,000 worth of the new machines. Before they had been placed on sale the first of November he had booked orders for \$200,000 worth with dealers in Cleveland and other northern Ohio cities. He and his sales force are enthusiastic over the reception dealers gave the new instrument during demonstrations he conducted in Cleveland, Toledo, Columbus, Indianapolis and other cities. The first displays of the new machines by Cleveland dealers aroused the interest of the public. Dealers like the Dreher Piano Co., Buescher's Music Store, Robert L. White Music Co., William Taylor Son & Co., Wolfe Music Co., and others, booked many orders ahead of the first offerings of the new machines.

"Radio will help to increase the sale of these new Victor machines," said Mr. Shurtle. "It has created a wider desire for good music and we have a product now that will fill the demand."

Much newspaper space was given the new machines by Cleveland newspapers. David Dietz, science editor of the Press, paid a high compliment to the new instrument, following a demonstration before the members of the Cleveland Advertising Club and a recital at Carnegie Hall, attended by leading talking machine dealers and other music merchants.

The Cleveland Talking Machine Co. co-operated largely with dealers in advertising and featuring the new machines, thousands of pieces of direct mail going from the company to dealers and prospective buyers.

Artist Tie-Up Aids Sales

A new demand for McCormack Victor talking machine records was created by his appearance in the Public Hall, this city, November 1. Dealers the week previous to his appearance made a good tie-up of McCormack records in window and store displays. Advertising material used

in connection with the displays and McCormack's concert was supplied dealers through E. J. Jones at the Public Hall.

"Brown Eyes, Why Are You Blue?" is one of the best new Victor records. C. S. Cruthers and L. A. McQueen, of the Goodrich Tire & Rubber Co., of Akron, O., are supplying dealers with material for featuring this song which was played by the Goodrich Silvertown Orchestra for the Victor Talking Machine Co.

Co-operative Ad Drive

The new Columbia records are being featured in big newspaper advertisements in Cleveland through co-operative ads carrying the name of several Columbia dealers. These products have been universally acclaimed.

Expects Big Business

Dan E. Baumhauer, manager of the May Co.'s talking machine department, says October was the best month of the year and predicts November will beat all previous months in selling Victor machines.

Cleveland radio dealers have been informed by C. A. Entekin, president of the Entekin Electric Co., of Columbus, O., that his store will be closed until July 1, 1926. Mr. and Mrs. Entekin will motor through the South this Winter and next Spring.

Cleveland's newest radio broadcasting studio, in the "Blue Room" of the Public Hall, has been put in operation.

Nine Columbus, O., radio dealers report they have formed an organization to improve trade conditions. L. R. Krumm, of the Erner-Hopkins Co., is chairman, and James H. Gooley, of the Radio Electric Co., is secretary of the organization, which includes these two firms and the following: C. C. Baker Music Co., the Sell Electric Co., the Avery & Loeh Electric Co., Winders Motor Sales Co., Columbus Ignition Co., J. H. and F. A. Sells Co., and the Columbus Battery & Radio Service.

Victor and Brunswick at Radio Show

Several Cleveland radio dealers are interested in the second radio show to be opened in Me-

morial Hall, Columbus, O., November 7, and to run a week. The Columbus Dispatch, an afternoon daily newspaper, will co-operate with the Ohio Radio Show Co., in conducting the show and among the exhibitors booked are the Victor Talking Machine Co. and the Brunswick-Balke Collender Co. The new model instruments made by these firms will be shown.

M. Glick Resigns

M. Glick, sales manager for the Robert I. White Music Co., the Old Arcade, has resigned and his duties are now handled by Mr. White. The firm has had a big run on Victorolas and RCA radio receivers.

M. R. Slocum Opens Store

Milton R. Slocum, a familiar figure in the piano business of Cleveland for several years, is back in the business. He announces the opening of a new store at 235 The Arcade, and will handle a full line of well known pianos, making a specialty of tuning and repairing. He will also handle talking machines and possibly add radio sets.

Features "Talkers" in Sales Drive

The Bailey Co. department store of Cleveland, October 31, featured "National Sales Day" in which a chain of fifteen retail stores under the control of the National Department Stores, Inc., co-operated. Pianos, talking machines and radio sets and equipment were largely featured in 12-page daily newspaper advertising and a new record for sales of musical instruments and radio sets was established, according to Victor W. Sincere, general manager.

W. T. Blue in New Post

George M. Ott, head of the George M. Ott Piano Co., has made W. T. Blue manager of the Ott branch store at Euclid avenue and East Sixty-first street. Mr. Blue is well known to Cleveland music merchants. Both of the Ott stores feature Victorolas and Hardman pianos.

Good "Talker" Business

The Muehlhueser Bros. Piano Co., which features high-grade talking machines, reports the best October since the firm started in business. The Starr Piano Co.'s phonograph sales have also made big gains over a year ago. The Wurlitzer stores, Buescher's, Wolfe Music Co., Wright Music Co., three stores of the Euclid Music Co., and the talking machine sections of department stores such as the Bailey Co., William Taylor Son & Co., May Co., Aldrich-Howey Co., report sales gains.

RCA at Radio Show

The first Cleveland radio show is all set for the formal opening in the Public Hall, to-morrow, for a full week. The Radio Corp. of America will be among the exhibitors. The Dreher Piano Co. will have an exhibit of radio sets and phonographs and other local distributors will make extended exhibits.

News Gleanings

The first Fall meeting of the Cleveland Radio Association was held October 23.

The Concert Radiophone Co., of 1938 Euclid avenue, has taken over the bankrupt stock of the Cleveland Radio Co.

The Glidden Co. and the Sherwin Williams Co., Cleveland paint and varnish companies, which supply much of the varnish for pianos, player-pianos, phonographs, radio sets and other musical instruments, report increased sales.

The Buell Distributing Co., of Cleveland, according to E. B. Lyons, general manager, continues to make big gains in its selling territory.

Sales of Adler-Royal machines in the Cleveland zone show a good pick-up.

Splendid orders for the Zenith radios are being booked by the Cleveland Talking Machine Co., distributor of Zenith instruments here.

The General Phonograph Co., of Elyria, O., is booking many orders for the Genola, which will be a popular Christmas gift in the line of furniture for children.

The Highboy models of phonographs such as are featured by exclusive Sonora distributors like the Pennsylvania Phonograph Distributing Co., having a branch at 1747 Chester avenue, Cleveland, are meeting with a good demand.

The REMO TRUMPET

CONCERT TYPE



Have You Heard It?

If not read offer below!

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

Retails for \$25.00

The Remola Concert Cabinet

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

Remola Concert Cabinet
List Price, \$25.00



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

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

The REMO CORP. MERIDEN, CONN.



Pathe for Christmas, a Sales Sensation

HERE'S the fastest and most phenomenal seller in years—Pathe, the newest thing for Christmas, the marvelous motion picture outfit that has taken the nation by storm.

Pathe sells—and re-sells—and every sale brings a big profit to you. Backed by wide national advertising in leading magazines—pushed by concentrated, hard-hitting local newspaper campaigns.

Pathe jumped to big sales on the very first day it was announced—it has been smashing sales records ever since—it has a universal appeal, with Pathe anyone can make motion pictures as easily and at no greater cost than taking snapshots.

Priced below competition, Pathe offers the chance of a lifetime for an unequalled volume of huge Christmas business—the Pathe Camera is \$47.50, the Projector sells at \$50.00—the Complete Pathe Motion Picture Outfit with all accessories costs only \$97.50.

And there's a Pathe Library with Complete Reels for Home Exhibition—Comedies, Travel Films, Educational Features, News Reels—always something new. This means continuous repeat sales—here's a business builder with even greater pulling power than the phonograph record.

Don't miss this chance. Get in on Pathe *now* and grab your share of the flood of Christmas orders—write today for terms and full information.



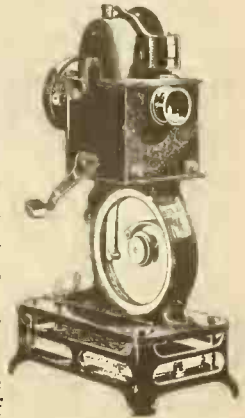
THE CAMERA

\$47⁵⁰

(Slightly higher in Far West)

PATHE MOTION PICTURE CAMERA

Photographs everything from a distance of 5 feet to infinity. Complete with tripod and leather case.



THE PROJECTOR

\$50⁰⁰

(Slightly higher in Far West)

PATHE MOTION PICTURE PROJECTOR

Operates on home electric light current—throws motion pictures 27" x 36" at a distance of only 12 feet.



Non-Inflammable
PATHE MOTION PICTURE FILM

In daylight loading magazine, capacity about 1100 frames. Price, including developing and return to you, \$1.75.

Pathe was developed by Pathe of France, pioneers of the Motion Picture Industry. Pathe, Inc., of America, is a subsidiary of the famous Pathe Exchange, Inc.

Complete Outfit **\$97⁵⁰**
CAMERA and PROJECTOR
With necessary accessories

Pathe
MOTION PICTURE
Camera and Projector

PATHE, Inc.,

A Subsidiary of
PATHE EXCHANGE, Inc.

35 W. 45th St., N. Y.



PATHE LIBRARY

2 sizes of reels for Home Exhibition: Features, Comedies, Travel, Industry, Art, Sport \$1.00 and \$1.75 each.

Nation-wide

Farrand Speaker
\$32.50

Before you buy your speaker COMPARE

Into the realm of the beautiful Lower Chords where other speakers fear to tread

Farrand Speaker
\$16.50

TONE QUALITY Plus!

Everything Other Speakers Do AND MORE

In the Lowest Chords of Organ to the Highest C Galli-Curci Perfectly

Farrand Speaker
\$32.50

71 Newspapers with a combined circulation of over 9,000,000

are carrying the message of Farrand Speaker supremacy to radio buyers the country over. Farrand dealers everywhere are demonstrating this superiority. And thousands upon thousands of listening ears are saying **BUY!**

Advertising

NOW
a Farrand Speaker
at a popular price

Again Farrand triumphs. The same inventive ingenuity and engineering skill that conceived the famous Farrand Speakers, now brings this greatest of radio reproducers within the reach of all—a Junior model at \$16.50.

All the self-same features of design and construction which distinguish its bigger brother, are embodied in this new, smaller model—the same matchless tone quality, tone fidelity and tone range accompany its performance.

Of course you'll want one—everybody will. And, of course, there won't be nearly enough to go around. Better go to your dealer and buy one NOW.

FARRAND MFG. CO., Inc.
 Long Island City, N. Y.



JUNIOR MODEL
\$16.50

Farrand Speaker

YOUR NAME HERE

These Beautiful Lower Chords!

The beautiful lower chords of the organ, the rich resonance of the deep-toned brass, the rich medleys of the organist's cell—these qualities—these are now yours to enjoy in radio as they have been before here—only when you see these in this instrument and music.

It is this additional tone richness—the ability to reproduce the entire musical scale, with its rich clarity—and apart from all other radio reproducers. Have your dealer demonstrate the Farrand Speaker. Let your ears be the judge.



JUNIOR MODEL
\$16.50

Farrand Speaker

YOUR NAME HERE

Beautifuls the reception of a new receiver—
 Youthifies the reception of an old one.



Farrand Speaker

JUNIOR MODEL
\$16.50

YOUR NAME HERE

Hear the music sounding at a radio as though it were a living being—this is the beauty of the Farrand Speaker. Hear the music of the organ, the rich medleys of the organist's cell—these are now yours to enjoy in radio as they have been before here—only when you see these in this instrument and music.



JUNIOR MODEL
\$16.50

Farrand Speaker

YOUR NAME HERE

Farrand Speaker

JUNIOR MODEL
\$16.50

YOUR NAME HERE

No product in all radio history has enjoyed so great a demand. No product has ever offered greater opportunity for retailing profit and volume. Is YOUR order in? If not, get in touch with your distributor at once. Two models—the Farrand Speaker Senior at \$32.50 and the Farrand Speaker Junior at \$16.50

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

Victor Co. Announces Radio Installations in the Orthophonic Types and Electrolas

Radio Receivers of the RCA Type Range From Five-Tube Models for Small Console Instruments to Eight-Tube Models in Combined Orthophonic and Electric Product

Simultaneously with the introduction of two revolutionary types of talking machines embodying newly discovered principles of sound reproduction, the Victor Talking Machine Co., of Camden, N. J., announces that models of both lines of instruments will be produced in combination with radio receiving sets ranging from five to eight tubes. The new Orthophonic Victrola, and the electrical amplifying talking machine, to be known as the Electrola, are to be put on the market with built-in radio sets of the latest types announced by the Radio Corp. of America.

The smallest of the new combination instruments is to be a console type mechanical Victrola, built to the new Orthophonic design, combined with a five-tube balanced radio frequency receiver of substantially uni-control type (Radiola No. 20), equipped with controllable regeneration. Provision is made for adapting the receiver to aerials of various lengths. Either outside or loop antenna can be used, and the set operates on dry cells, one of the new UX-120 tubes being used in the last audio stage.

The console type Orthophonic instrument is also being built in combination with a six-tube super-heterodyne receiver (Radiola No. 25), having a door loop antenna and operating on dry-cell power. A feature of this six-tube receiver is the use of the new UX-120 tube in the last audio stage, and one UV-877 protective tube, for protection against "shorts." The other five tubes are the UX-199 type. A loud-speaker attachment feeds into the Orthophonic horn. In this model either five or eight-tube radio equipment is optional.

Next in size comes what is known as the

Floranza model with intermediate horn, in combination with the six-tube super-heterodyne receiver operating on dry-cell power. A loud-speaker attachment which utilizes the Orthophonic sound passage will be used. The antenna will be of the flat panel door loop type, which folds out of sight when not in use. This model also is substantially uni-controlled.

The new eight-tube super-heterodyne receiver (Radiola No. 28), operating on battery power, will be incorporated with the Orthophonic Victrola in what is known as the De Luxe Credenza cabinet, in which the Orthophonic talking machine reaches its highest degree of perfection, with the sound passage or horn only slightly less than six feet long. This sound passage is also used by the radio receiver by means of a loud-speaker unit.

The antenna for the eight-tube receiver is built into the Credenza cabinet and is invisible to the listener. This receiver has the full uni-control tuning system, employing "straight line" frequency condensers giving equal spacing of all stations on tuning scale. Seven UX-199 tubes and one UX-120 tube are used.

Another De Luxe Credenza model of the Orthophonic instrument will also be equipped with the eight-tube super-heterodyne receiver operating on 110-volt, sixty-cycle alternating current, and will in addition contain another new Victor feature, the Electrola, providing for electrical reproduction of sound from talking machine records. In the above combination instrument, however, there are included the three big features of this year's new Victrola models, the Orthophonic (mechanical) Victrola, the Electrola and the eight-tube super-heterodyne radio receiver.

Thus it will be possible in this instrument to utilize at will either Orthophonic mechanical reproduction from records, electrical reproduction and amplification through vacuum tubes from a record or the radio receiver.

The Electrola takes the mechanical vibrations from the record groove by means of a needle, in the usual manner, and translates these vibrations into electrical impulses. These electrical impulses are then amplified through vacuum tubes in the same manner as are radio impulses.

Since the Electrola employs a current rectifier of the same type as that required for the eight-tube receiver where alternating current from a household circuit is used, the Electrola and the radio set will use the same rectifier. A simple throw-over switch changes from the radio set to the electrical talking machine at will. The talking machine tuntable is inoperated. The radio receiver, the Orthophonic talking machine equipment and the Electrola talking machine reproducer all use the Orthophonic horn.

Tube equipment of this combination consists of seven UX-199 tubes, one UX-210 tube, two UX-216B tubes, one UX-876 tube, and one UX-877 protective lamp.

These combination instruments are in addition to the large line of straight talking machines being introduced by the Victor Co. in both the Orthophonic Victrola and the Electrola designs.

There is also offered a new Victor clock-type loud speaker which employs the double balanced diaphragm principle and a pleated permanent sound-radiating surface. The electro-magnetic unit energizes the entire surface of the diaphragm, giving loud, undistorted reproduction when used in connection with any good audio-frequency amplifier.

The J. C. McIntosh Music Co., Fort Lauderdale, Fla., recently completed extensive alterations to its store.



Constant vigilance is the price of uniformity and constant vigilance is maintained over Magnatrons. That is why Magnatrons are uniform, and uniformly good.

Magnatrons must always be a source of pleasure and pride to Magnatron vicelers, that is the Magnatron creed. With this end in view the dealer constantly receives factory co-operation.

Write Dept. W for your copy of "Magnatron News," a snappy little trade newspaper.

Magnatron DC-201A, DC-199 and DC-195 (large base) now list for only \$2.50

Conway Elec. Laboratories, Magnatron Bldg., Holbrook, N. J.
West coast outlet from complete stocks carried by Pacific Radio Sales, 255 So. Los Angeles St., Los Angeles, Calif.



MAGNATRONS

Over the Top

Mr. Victor Dealer

During the World War we knew what was meant by the "Zero Hour" and felt our responsibility when the word was given to go "Over the Top."

The "Zero Hour" has arrived for Victor Dealers and with the incomparable new Orthophonic Victrola comes the obligation to go "Over the Top."

Thousands of Victor Dealers are going "Over the Top" with each demonstration of this marvelous musical instrument. Opposition is being overcome, prejudices are melting away, discouragement or lost interest is being succeeded by the greatest confidence and enthusiasm ever shown for Victor Product.

Business is never just the way we would have it. We recently had too much merchandise and too little demand and now we have not enough merchandise to fill a quickly revived demand.

Some time ago we heard people ask who would want Victrolas now that we have Radio. Now thousands are asking who will want Radio after hearing the new Orthophonic Victrola.

You will have the answer, Mr. Victor Dealer, in the combination of the Orthophonic Victrola and Radio if you add to that Blackman Victor and Radio service. Then you can fill the demand for Victrolas and Radio, combined or separately with a quality of product and service that will steadily increase your goodwill and profit.

We suggest, Mr. Victor Dealer, that you confine your lines to as few products and sources of supply as possible. Make your representation and patronage worthy of the best support and you will get it. Don't try to handle everything or to please everybody. It can't be done and it will not bring you the support you will need during a great shortage of goods.

If you make Blackman your main source of supply, we will fully recognize our responsibility and it will be reflected in our support and service. But let's all go "Over the Top" with the new Victor Product, Mr. Victor Dealer, even though you may not be in the Blackman division.

*"Blackman and Dependability—
One Suggests the Other."*



WHY BLACKMAN SELECTED GAROD—DEFOREST—GREBE

BECAUSE for 23 years the Blackman Talking Machine Co. has handled merchandisc of unquestioned quality and reputation and Blackman dealers have learned to expect dependability in every transaction. This has culminated in the thought "Blackman and Dependability—One Suggests the Other."

With the advent of Radio and the unprecedented demand the new-born products and industry had to go through a period of "growing pains."

Consequently the Radio Industry sprung up with a "mushroom" growth, including a "toadstool" variety of manufacturer or assembler, wholesaler and dealer.

Until the Blackman organization could become trained to judge Radio products and apply selling tests to determine the dependable Radio products we preferred to delay our entry into the Radio field.

Meantime some Radio manufacturers who had asked us to act as wholesale distributors have since fully proved the dependability of their product. They now believe that they have satisfactory wholesale distribution. This being the case we believe they should not add us or any other distributors. We frankly admit there are worthy competing Radio products and wholesale Radio distributors.

But in selecting GAROD, DEFOREST and GREBE we are showing our confidence in reputable manufacturers with a sales policy we can support and each with a product which has stood the test of time and will meet a certain demand.

We fully appreciate the confidence placed in us by GAROD, DEFOREST and GREBE in selecting us to act as wholesale Distributors.

And now, Mr. Radio Dealer, we want you to get acquainted with Blackman Radio Service. Let us explain and demonstrate what "Blackman and Dependability—One Suggests the Other," can mean to you.

Blackman
TALKING MACHINE CO.
28-30 W. 23RD ST. NEW YORK N.Y.
EXCLUSIVELY WHOLESALE

NOTE: Blackman Service includes a complete line of dependable Radio accessories

New Edison Plays Part in Operetta Given in Java

Provides a Vocal Solo in One of the Scenes of "The Last Waltz," as Presented by a Traveling Operetta Troupe—Good Publicity

According to a report received recently by Thomas A. Edison, Inc., from Larsen, De Brey & Co., representatives for the New Edison



The Edison on the Stage

phonograph in Weltevreden, Java, the New Edison some time ago played a most prominent part in a local presentation of "The Last Waltz" by the Oscar Strauss Operetta Troupe.

One of the scenes shows a big feast in a castle, during which there is sung a selection, supposedly by a well-known opera singer. At the local performance this selection was rendered from behind closed curtains and the audience heartily applauded the singer, commenting favorably upon the quality of the voice. When the curtains were parted it was disclosed that the song had come from a New Edison, placed in the rear of the stage.

The unusual feature received wide comment in the local newspapers.

Ed. E. Hartwell recently joined the sales staff of the J. R. Manton Co., Herrin, Ill. Mr. Hartwell is an experienced salesman.

Exhibit Power Electric Set at Dealers' Meeting

Talking Machine and Radio Men, Inc., Listen to Talks by Ira Green and M. Wallace, of Argus Radio Corp., at October Meeting

The regular monthly meeting of the Talking Machine & Radio Men, Inc., New York, was held on Wednesday, October 16, with a large number of members present. The feature of the gathering was a demonstration of the Power Electric Radio set, with brief talks given by Ira Green, vice-president of the Argus Radio Corp., New York, manufacturer of this receiver, and Marcel Wallace, inventor of the Power Electric receiver. An unexpected feature of the meeting was the attendance of Henry E. Weisert, president of the National Association of Music Merchants, who spoke briefly to the gathering and suggested that the meeting pass a resolution to the effect that a conference be held with the manufacturers of talking machines and radio sets to the end that a more equitable discount be given dealers so that they could secure a fair profit on their capital investment.

Irwin Kurtz, president of the association, announced that the first of the radio concerts to be given under the auspices of the association with record artists featured, would be given in November. These concerts were planned with the definite idea of their stimulating record sales and dealers are urged to try up in every possible way, so that their customers can listen to the broadcasting of the artists and be influenced to purchase the records of those selections which appeal to them. The dealer reports of the result of the first concert will determine whether or not the series which is planned will be carried through.

The next meeting of the association will be held on November 18 and the Freed-Eisemann receivers will be demonstrated and the officers of the Freed-Eisemann Radio Corp., Brooklyn, N. Y., will speak of the policies of the company.

D. T. Lansing Co. Tenders Dinner to Its Retailers

Seranton Distributor of Atwater Kent Co. and Pooley Co. Host to Dealers at Hotel Casey—Visit the Radio and Electric Show

SCRANTON, PA., November 6.—D. T. Lansing Co., Inc., this city, which was recently appointed a distributor for the Atwater Kent Mfg. Co., of Philadelphia, and the Pooley Co., Inc., also of that city, recently tendered a dinner to the new dealers which, in the short space of time since it has been in existence, it has established in this very important territory.

The affair was held at the Hotel Casey in this city and a full program was prepared to cover the entire day. In the morning the business session was opened at 10:30, which was later followed by a buffet luncheon. In the afternoon representatives of the Atwater Kent and Pooley factories gave talks on the Atwater Kent line of receiving sets and speakers and Pooley cabinets. Following the afternoon session, the D. T. Lansing Co., Inc., was host to its dealers at an elaborate dinner. Following this, all present adjourned to the Radio and Electric Show which was in progress in Seranton during that week. There were present from the Atwater Kent Mfg. Co., C. W. Geiser, T. J. Malloy and Bert Henry. A. A. Faig represented the Pooley Co.

This well established and enterprising concern has been in the automotive field for a number of years and has entered the radio field for the first time. In spite of the strike situation in the surrounding anthracite fields and of the late start in the radio season, and the company's newness in the merchandising of radio, the D. T. Lansing Co., Inc., has made exceptional strides. It has gone into it in an energetic manner and in order to provide the maximum of service has secured a new building at 342 Gibson street, this city, providing exceptional service facilities.

The O'Neil Audiphone is the Loudspeaker Your Customers Want

THE O'Neil Audiphone is being sold in direct comparison with other loudspeakers—at any price—and selling BIG on its merits.

Clear, full volume, resonant tone and absolute freedom from blast and chatter have made the O'Neil Audiphone supreme among loudspeakers.

Your customers want the O'Neil Audiphone. You will find that this loudspeaker with its wonderful 3-way control balanced armature will *sell itself* in comparison with any other loudspeaker on the market.

Build up new business and profits with the O'Neil Audiphone.

Endorsed and sold as the Marconi Speaker in Canada by the Canadian Marconi Co.



LIST PRICE \$25

A Few Profitable Territories Now Open. Write for Dealer Proposition and Free Local Newspaper Advertising.

O'NEIL MFG. COMPANY

4734 Hudson Boulevard

West New York, New Jersey



This is Selectron in place. It takes only two or three minutes to set in position. Now built for all standard Victrola or Brunswick machines.

Another Problem!

Turn It to Your Advantage!

YOU don't hire a singer on good looks alone. You must hear her sing. Let your customers hear Selectron sing!

Just put Selectron on a good phonograph, plug the Selectron cord into a good radio set, and let Selectron sell itself!

Getting from radio, through Selectron, whole octaves of low and high notes that never have been heard before is an actual fact that has startled listeners at every hearing. Selectron is to radio what the new electric records are to recorded music.

Selectron's working elements have been so exquisitely coordinated with the vibration period of the fine phonograph reproducing tone-chamber, that a whole new world of beauty and tonal truth is revealed.

We do not wish to use the superlatives in which radio equipment usually describes its achievements. We only ask you to hear Selectron and judge for yourself.

And don't forget the new importance of instantly being able to flip the Selectron dial to records.

BY this time, you have heard the new electrically recorded records. You know the extra range they give—the high and low notes, rich and full. These new records will give new life to the millions of good phonographs now in American homes. People will again want to play their phonographs.

But radio has a permanent hold on the American public. The average person sees, as the ultimate answer to these two needs, the combination radio-phonograph instrument.

But 80 per cent of the market for this combination already own phonographs. This 80 per cent won't buy combinations without trading in their out-of-date machines. You know you can't afford to freeze your profits in these instruments.

Therefore, the problem for you is to

answer the demand for a combination instrument using the present phonographs. You know very well that a mere speaker unit doesn't make a true combination because it has to be fussed and tinkered with every time people want to play records. The need for this perfect combining link brought about Selectron.

Why Selectron Satisfies the 80%

Selectron gives radio or record instantly—nothing to fuss or tinker with (and that's important because people will want to play the new records often).

But Selectron does more than that. It gives radio the same rich overtones that the new records give recorded music.

These qualities have led many progressive dealers to actually sell radio sets by demonstrating them with Selectron.

Somebody is going to use Selectron to sell the 80 per cent who can't be sold any other way. Why not you?



Retail Price

\$19.50

Liberal Profit to Dealer

Selectron

REG. U.S. PAT. OFF.

SELECTRON CORPORATION, 565 Fifth Ave., New York, N. Y.
(ASSOCIATED WITH AUDAK COMPANY)

COUPON

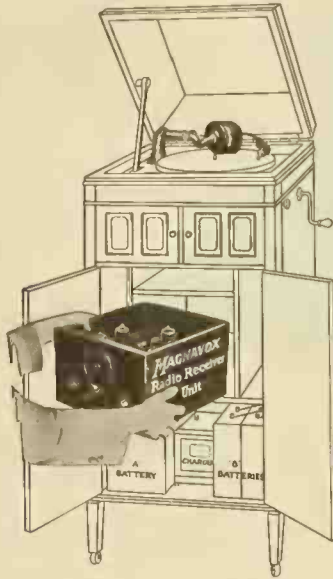
WI

Selectron Corporation,
565 Fifth Avenue,
New York, N. Y.

Please send me full details of your Selectron proposition by return mail. I am a dealer
 jobber
 I want to hear Selectron, and see it work

Name

Address



DEALERS

A Big New Sales Opportunity

MILLIONS of people own cabinet phonographs—they are only part of the huge Magnavox market.

Show them how to make a combination radio and phonograph at half the usual cost—and you've got them.

Here's all there is to it:—

Install the Magnavox Receiver Drawer and necessary batteries in the lower compartment of any phonograph cabinet—attach the PM-4 Reproducer to the phonograph tone arm—that's all, you

have a splendid radio set and a handsome cabinet phonograph.

The Magnavox Receiver Unit is entirely protected in a detachable drawer with multi-plug and cord for all battery wires. With this great new feature and the Magnavox Radio Phonograph Reproducer, you can sweep the market.

Here's the greatest opening for quick sales and big business now available in the whole phonograph and radio field—write for full information today.

MAGNAVOX

THE MAGNAVOX COMPANY

OAKLAND, CALIFORNIA

1315 So. Michigan Ave., Chicago





MAGNAVOX M-20
Cabinet Loud Speaker. Especially adapted for use with Magnavox Model 10 Radio Receiving Set. Price of the M-20 Cabinet Model including cord and plug is \$25

MAGNAVOX 75
Five tube tuned radio frequency set. Built-in Magnavox Loud Speaker encloses all accessories in artistic mahogany cabinet, hand rubbed finish. Price, without tubes or batteries, \$200



Magnavox Perfected Single Dial Control

STANDARD CALIBRATION
WAVE LENGTH



MAGNAVOX 25
Table model, Magnavox Built-in Loud Speaker, enclosing B batteries, exposed dial panel. Price, without tubes or batteries \$145



MAGNAVOX JUNIOR
Same circuit as Magnavox 75, but not removable from cabinet. A compact, portable set. Price \$85



MAGNAVOX 10
Table model, allowing enclosure of B batteries, operating with external loud speaker. Artistic cabinet finish. Price, without tubes, batteries or loud speaker, \$110



MAGNAVOX M-3
Loud Speaker
Magnavox Loud Speakers combine all factors essential to perfect reproduction. The M-3 has a 15 inch bell. Price \$25

The New Magnavox

The Radiant Name in Radio

BBETTER reproduction, improved appearance, easier operation, unequalled satisfaction—that's the New Magnavox.

So simple in its single-dial control, a child can work it—so wonderful in its richness of tone, it delights the lover of fine music.

The response of the public to this long step forward in

radio has been amazing—Remarkable Sales are the immediate tribute to the superb performance of the New Magnavox.

Cash in on this Swift-Selling New Magnavox—get busy and get your share of profits on this Most Popular Radio Value.

Don't delay, write now for terms and full details.

MAGNAVOX

THE MAGNAVOX COMPANY

OAKLAND, CALIFORNIA

1315 So. Michigan Ave., Chicago



Licensed Under
Hoan Patent 1,014,002



Forest Products Laboratory

Madison, Wisconsin

This laboratory rates BIRCH and MAPLE as having the Highest Tensile Strength of all hard woods.

Atlas Plywood Packing Cases are constructed of 3-ply BIRCH and MAPLE veneer. This accounts for their phenomenal strength and resistance to abuse in transit.

Maximum Strength and Protection combined with Extreme Lightness in Weight are distinguishing features which render Atlas Cases ideal for Phonograph and Radio shipments. Save your customers the inconvenience and dissatisfaction felt at receipt of damaged goods. Save yourselves the trouble of presenting damage claims to the transportation companies.

SHIP IN AN "ATLAS"

Ask for details

Atlas Plywood Corp.

PARK SQ. BUILDING

BOSTON, MASS.

Largest Manufacturers of Box Shook in New England

Cogert and Motto, Okeh Artists, on Vaudeville Tour

"Human Jazz Band," Popular Recording Stars. Appearing in Middle Western Cities—Aggressive Dealers Stimulate Sales by Tie-Up

Cogert and Motto, the human jazz band, popular Okeh artists and vaudeville headliners, are enjoying a most successful tour of the vaude-



Cogert and Motto

ville theatres of the Middle West. This popular team played the Cleveland houses for the past few weeks and is due there until the latter part of this month. Following this engagement they will proceed to Chicago for extended engagements. Okeh dealers in both these cities are alert to the opportunities of effecting tie-ups with these artists.

Economics of Radio Industry

Economics of the Radio Industry, by Hiram L. Jone, professor of Economics, Denison University, is the title of a work on radio economics. The aim of this book is to show how the radio industry is working out its significant, important problems of business organization, marketing, finance and relations with the public.

In its preface the author states: "The legal and economic problems of radio operation and regulation are fundamentally problems of social significance and it is appropriate to look upon these as service problems and to analyze them from the social point of view." This approach is indicated by the main divisions of the subject. In Part I the author takes up the development and present extent of the radio industry. Part II is devoted to a consideration of the most effective ways of making this service available to the people. In it will be found, clearly described, various marketing policies and, contrasted and compared with them, an illustrative section outlining a proposed marketing plan. Also the retailer will find here an effective treatment of his problem; what type of store can render best service, its location, the selection and arrangement of stock, kinds of advertising, the importance of the purchasing department, salesmanship and accounting systems. A chapter on the status of radio as an investment, and another on the method of handling traffic

containing several paragraphs on the physical principles upon which the art and science of radio are based, help considerably to bring out the pivotal points in manufacturing and marketing radio equipment.

Part III considers the problems facing the organizations rendering radio service. It discusses the problems of efficiency in radio service connected with broadcasting, copyright, patents, public policy and control. Part IV is devoted to the future of the radio service and its relation to the other social agencies and means of communication. An interesting feature is the appendix, which contains the views of prominent experts as to the place and future of radio, and also a list of important events since 1827, furnishing a chronological compendium of the outstanding happenings in radio since the first crude experiments.

"Selling" Atwater Kent Radio to Boys of Nation

There has been much said about the increasing importance of selling the radio set to the lady of the house. However, it has remained for the Atwater Kent Mfg. Co., of Philadelphia, Pa., manufacturer of Atwater Kent receiving sets and radio speakers, to consider the importance of the boy's choice in the selection of the radio set to be installed. It cannot be refuted that the boys of the nation have taken tremendous interest in radio and many parents undoubtedly lean heavily on the boy's advice in the purchase of a manufactured set.

The Atwater Kent Mfg. Co. has, therefore, selected as a medium for its national advertising campaign the American Boy. The advertising copy used in this publication is of an entirely different nature than that used in the other magazines constituting the list. In the preparation of this copy two boys were conducted through the great manufacturing plant of the Atwater Kent Mfg. Co., after which they themselves wrote their impressions of this tour of inspection. The copy is written in a language that will readily appeal to the average boy and will undoubtedly greatly enhance the popularity of the Atwater Kent radio receiving set among boys.

Florida Demonstrations of the Orthophonic Victrola

JACKSONVILLE, FLA., November 6.—French Nestor, president of the French Nestor Co., Victor distributor in Florida, and David S. Pruitt, Southwestern Victor representative, have been engaged during the past month in giving a series of demonstrations of the new Victor Orthophonic instrument in different cities and towns throughout the State, in conjunction with local dealers.

New Eveready "B" Battery Announced to the Trade

Latest Product of National Carbon Co. Designed for Compartments of Certain Types of Radio Receiving Sets Now Being Marketed

The National Carbon Co. announces a new Eveready "B" battery to be known as No. 779. This is designed particularly to fit the battery



New Eveready "B" Battery

compartments of certain types of Operadio and DeForest receivers. The voltage is 22½ and dimensions 4¼ x 3¼ x 7¾.

This battery is added to the Eveready line in accordance with its established policy of meeting every existing radio battery need. The new battery permits the use of the largest size cells possible in the battery compartments of the sets referred to, resulting in the greatest economy permitted by the space available for power supply.


Salak Bros. Expand

RACINE, WIS., November 5.—Larger quarters at 418 Sixth street have been taken by Salak Bros., piano merchants, of this city, who have been located at 306 Fifth street for about six years. In order to house the concern properly in its new store many alterations have been made necessary and have been completed recently. Salak Bros. handle the Brunswick line

"An Unusual Sales Proposition"

SERVICE AND QUALITY

**RADIO SERVICE
CONSTRUCTION
REPAIRING
ASSEMBLING
TESTING
WORKSHOP**



GRID-LEAK

**BUILT SETS
BLUE PRINTS
PARTS
TUBES
BATTERIES
ACCESSORIES**

**236 GENESEE STREET
UTICA, N. Y.**

August, 22, 1925.

Mr. R. G. Lees,
Stewart Warner Radio Distributors,
Utica, N. Y.

Dear Sir:

I wish to report to you the success I had in testing your sixty-five dollar Model Speeder Warner radio set.


Being quite interested in the new idea of calibrating the center dial I tested it for accuracy and although the night was bad I managed through heavy static, to tune in nine stations which did not vary over one point on the dial on my station. This was quite surprising and knowing that KPO and KOO California were on that night at midnight our time, I got up and after about a half hour tuned them both in almost on the dot on the dial calibration and was able to get the announcements of both with the head phones.

This sort of demonstration this time of the year has satisfied me to the extent that I can sell on Stewart Warner sets as an unusual sales proposition and we feel that we can do a job with it over any similar product on the market regardless of the fact that it is a new set on the market.


Thanking you for your tenacious efforts in trying to sell us on your product and trusting we will all enjoy a prosperous season as a result, I am,

Very truly yours,
W. G. Schuch
Gen'l Mgr. & Treas.


AES/JB




Model 405
\$19.50




Model 400
\$25.00




Model 301A—\$2.50



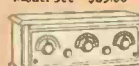
Model 505
Console Table
\$22.50




Model 310—\$175.00




Model 300—\$65.00




Model 325—\$80.00




Model 305—\$95.00



Model 410
Console Table
\$65.00



Model 315—\$285.00



Model 320—\$450.00

YOU can't imagine a more enthusiastic group than our Stewart-Warner radio dealers. And why shouldn't they be enthusiastic! They tried the sets under adverse summer conditions and came through with flying colors in every case.

The wonderful quality of tone, the extreme selectivity, the strong volume, the accuracy and simplicity of tuning gives them every selling advantage. And back of all is the Stewart-Warner reputation, which in the opinion of many is in itself sufficient reason to buy a Stewart-Warner Matched-Unit Radio.

Over ten million people are using Stewart-Warner products today and know Stewart-Warner quality. Soon over ten million people will be talking about the wonderful job Stewart-Warner has accomplished in Radio. Will you be reaping the benefit in your locality?

Our "dealer-made" plan guarantees you absolute protection. There are no other authorized Stewart-Warner dealers in your vicinity. You deal directly with Stewart-Warner Branches—we have no jobbers. And there will be no "bargains" in Stewart-Warner Radio.

Our national advertising is already creating a big demand.

If you are interested in selling a high grade line that will give you real profit, prestige, protection and permanence, and furnish your customers with complete radio satisfaction, write for the Stewart-Warner proposition today!

Address: Stewart-Warner Speedometer Corporation, 1824 Diversey Parkway, Chicago, Ill.

Tune in
Stewart-Warner
Programs

Station WBBM
226 Meters

TIME SCHEDULE
OPPOSITE

Stewart-Warner

Matched-Unit Radio

INSTRUMENTS TUBES REPRODUCERS ACCESSORIES

Mon. - 6-7 p. m.
Tues. - 10-12 p. m.
Wed. - 12-2 a. m.
Thur. - 9-10 p. m.
Fri. - 8-10 p. m.
Sat. - 11-1 a. m.
Sun. - 4-6 p. m.
CHICAGO TIME

Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

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

A New Era in Music

For a good long time past I have been telling the readers of The Talking Machine World about the musical possibilities of the talking machine, and how these may and should, in my opinion, be developed for the purpose of stimulating public interest. If it has been possible to do this with real interest, and perhaps even not without some effect, with the records and the machines of the day that is now so definitely though so recently past, what may one not expect to be able to say and do in the new conditions now just opening out before us?

For let there be no mistake about the matter. The new announcements by the Victor and Brunswick interests have raised a veritable whirlwind of interest through the length and breadth of the talking machine industry. The retailers are plucking up courage, and are looking forward to a new age. The manufacturers themselves are justly pointing with pride to wonderful achievements. The public is on tip-toe with expectation. By the time that these words come to be read, the talking machine stores will have the new records and the new machines. It is evidently time to say a word or two about their musical possibilities, for it is upon these that the future of the business will undoubtedly have to rest. The past is past and nothing can bring it back. But the future is already defined, and the sign-manual of it is Music.

How It Worked

The difficulty with the talking machine record in the past has been that the mechanical system of recording, using a glass diaphragm directly receiving the sound vibrations and transmitting them to the cutting stylus, is relatively insensitive. It takes up marvellously well the sounds within a certain range, provided that

these sounds are well sustained and not choppy or percussive. Violins, cellos and violas always have sounded wonderfully well as reproduced from records made in this manner, but the more evanescent tone of the piano has, to a large extent, not been well caught and fixed. On the other hand the range of sounds, as to pitch, has always been narrower than one might have noticed, and the long wave lengths have not recorded well.

Nevertheless, and despite all this, the talking machine has flourished, records have been sold by millions and the music-loving people of a whole western world have had all the finest in musical literature reproduced for them in their homes, after a fashion which, with all its limitations and defects, has been, on the whole, marvellously successful. I know that I have nearly seven hundred of these records, gathered from the U. S. A., from Great Britain and from Germany, which I would not part with for any money.

The New Ways

Now come along the new systems of recording. One makes use of the microphone receiver so well known in connection with radio broadcasting, but which was worked out long before radio broadcasting had been thought of. This is more sensitive than the old mechanical system because it transforms the sound vibrations into electrical vibrations, sends these to the cutting stylus and there re-transforms them into mechanical motions. With this system one gets a wider range of sounds, more definite distinctions of color between one and another instrument, and better results from the percussive sounds like those of the piano, the harp and the drums.

The other new system is harder to describe. It depends on setting into vibration a very small mirror on which a beam of light plays. This light is reflected into a selenium cell. Selenium is a rare metal which has the peculiarity of changing its electric conductivity according to the amount of its exposure to light. Consequently the combination of a vibrating light source and the selenium cell produces a vibrat-

ing electric current which is carried to the cutting stylus and there again re-transformed electro-magnetically into mechanical motion. In this case too, the sensitiveness of the recording is vastly increased and the fidelity of the reproduction, therefore, to the same extent enhanced.

I shall not now speak of the very technical questions involved in the reproduction of these new records (or of old ones) upon the new machines, one of which is mechanically actuated and depends for its virtue upon a more scientifically constructed amplifying apparatus, while the other works electrically and obtains its amplification through vacuum tubes. It is enough for the moment to say that the new records, even by themselves, open up absolutely new vistas of musical possibility in the talking machine field, and, when taken with the new machines foreshadow possibilities which can as yet hardly even be conceived.

Truly a New Era

It is evident then that the talking machine business is at the opening of a new era. Merchants who realize this will then not fail to see that they cannot hope to reap rewards from even the new and wonderful apparatus now put at their disposal save as they ground themselves fast upon the basic principle of performance. Henceforth, performance is to be the measure of the merchandise offered, while the raw material is to be, not the names of opera singers, but music itself, the whole realm of the tone-art—music in every shape and every form. Henceforth we must talk music, and nothing else; and we must sell it upon the performance of it which we can demonstrate.

Possibilities Unlimited

I am supposed to be writing about the musical possibilities of the talking machine, and how to develop them. Well, that is just what I am doing; and I say that every merchant who reads these lines ought to consider very seriously what the new developments mean to this very subject. The mere fact that vast improvements have been made and are now available, so that recording and reproduction will be enormously more effective than they have been in the past, simply means that the musical side of the business is the side which henceforth will have to be stressed. For there is nothing else than this to talk about. The new records are better and the reproduction of them is better too. That is the whole point, and that will have to be the basis of the selling.

Wherefore, it should seem, the immediate thing to do is to make a careful and serious study of the new material, insist upon one's salesmen becoming interested in it and understanding at least a little of what it means, and inaugurating the policy of putting the whole selling system upon a foundation of musical result. It is music we shall have to sell, and we shall be compelled, in the nature of the case, to sell our community upon superior reproduction of superior music. There is no alternative to this.

Are we, I wonder, ready to take up the task in this way? If we are, if we can measure up to our new responsibilities, then a new era is before us, a new day of prosperity is ready to dawn. Henceforth, if we are wise and strong, we shall go out to the American people to sell to them all of music, symphony orchestras, opera companies, dance bands and piano recitals all in one, all music at command, when it is wanted, how it is wanted, and as good as it can possibly be wanted to be.

The musical possibilities of the talking machine have always been vast. To-day they have become miraculous.



Does a Growing Business Appeal to You

Okéh Dealers are always quick to discover that business shows a steady increase and low sales are ended where

Okéh Records are sold

Let Us Send You Our Proposition

GENERAL PHONOGRAPH CORPORATION

New York Distributing Division

15-17 West 18th Street

::

New York City

Barnum With Bailey, Okch Artists, on Tour With Show

Featured Artists of "Lady Be Good" Now on Road With Popular Broadway Success—Opportunity for Effective Dealer Tie-Up

Barnum with Bailey, Okch artists and stars of the popular musical revue, "Lady Be Good," who received praise from both the theatrical



Barnum With Bailey

press and from the play-going public for their share in the success of this show, are on tour with "Lady Be Good" and Okch dealers in the cities visited by this Broadway success are urged to tie up and co-operate in every way with their appearance.

New Sterling Tube Tester Is Now Being Marketed

Sterling Mfg. Co. Introduces "Sterling Universal" to Test Vacuum Tubes, A and B Batteries, Transformers, Sockets, Etc.

The Sterling Mfg. Co., Cleveland, O., specialist in the manufacture of electrical and radio apparatus, is marketing a new tube tester. This



Sterling Tube Tester in Operation

is known as the "Sterling Universal," and should be available for the sales and service departments of every radio store. It tests vacuum tubes, "A" and "B" batteries, transformers, sockets and wiring circuits.

BEL-CANTO PRODUCTS

Superior in Material, Workmanship and Performance. Bel-Canto Adjustable Loud Speakers, with massive, mahogany-finish cabinet, at \$17.50. Goose-Neck Fibre Horns, at \$10.00 and \$15.00. Loud Speaker Units, patented Flexible Reed Tone Chamber. The Bel-Canto Recording Dial, \$2.00. With magnifying glass \$2.50.

BEL-CANTO RADIO & TEL. EQUIPMENT CO., INC.
872 Broadway New York City

Nationally distributed by Baker-South Co., Inc.

Home Office: 713 Call Bldg., San Francisco, Cal.
Branches in Los Angeles, Calif.; Portland, Ore.; Seattle, Wash.; Vancouver, B. C.; Salt Lake City, Utah; Denver, Colo.; Chicago, Ill.; Buffalo, N. Y.; New York City

The ability of this instrument to quickly test tubes when received in shipment and when sold over the counter makes it a radio essential in the store. Its varied uses in other directions, such as testing batteries, etc., give it added importance. It not only tests the tubes, but, through its meters, it gives the milliamperes of the plate current of vacuum tubes. To be able to check the filament and plate voltage makes it invaluable.

Besides its value in the store its many uses for the home radio set owner should give it a widespread sale in other channels. It will locate defective tube sockets, detect open circuits in the primary transformer, find poorly soldered joints in the set wiring and test for poor contact in a jack.

Complete instructions explaining how each of the above tests should be made are attached to each Sterling tube tester, and thus the device becomes a ready aid to radio set owners. Its use by repair and service departments aids considerably in saving time of the service staff. Not only that, but it adds to the competency of the personnel and should cut down service costs to a minimum.

Dealers who find the servicing of sets a problem should quickly see the great value of the Sterling tester. It not only makes for efficiency and economy of time, but should aid considerably in attaining good-will and prestige. Thus it is, indirectly, a business creator.

Products of Daven Radio Corp. in Big Demand

Daven High Mu Tube and New Power Tube Now in Full Production—Factory Rushed to Supply the Growing Trade Needs

The Daven Radio Corp., 160 Summit street, Newark, N. J., manufacturer of "Daven Resistors," "Daven Leakandenser" and other radio devices, is in full production on its two latest products, the "Daven High Mu Tube" (type Mu-20) and the "Daven Power Tube" (type Mu-6). The demand for these two specialized tubes is heavily on the increase and the Daven engineers have a difficult problem in making them fast enough to care for orders.

The "Daven High Mu Tube" and the "Power Tube" undergo rigid tests. These exacting requirements, for the purpose of maintaining a high standard of quality, make increases in production a slower than ordinary process. There is now, however, no shortage and the Daven factory is turning out tubes in needed quantities.

Production on the "Daven Leakandenser" has also been substantially increased. This product combines in an attractive form a grid leak and a grid condenser. It has been one of the features at radio shows held throughout the country this Fall. The construction, explained by Daven engineers, "consists of a hollow bakelite spool, within which a Daven grid leak is suspended. Each end is threaded and fits into a nickel-plated terminal cap. Around the outside of the spool, and connected to the end caps, is the grid condenser, which is formed by two separate and insulated wires, wound parallel in a single layer. One wire connects with one terminal and the other with the other terminal, each wire, of course, having its other end open. There being no physical contact between the two wires, they form a condenser the capacity of which has been designed to be just right to function properly as a grid condenser."

The "Daven Leakandenser" is made in five different values of grid leak, making available a selection suitable for any detector tube.

Landau Bros. Jewelry & Music Store, of Hazleton, Pa., recently demonstrated the new Orthophonic Virolta before the members of the Sisterhood of Temple Beth Israel at their luncheon, held in the ballroom of the Altamount.

For the outstanding achievements in Radio and Phonographs see the Sonora ads in current issues of Saturday Evening Post

BOSCH



Amborola

AMERICAN BOSCH MACHERY CORP.
SPRINGFIELD MASS.
MADE IN U.S.A. PAT. PEND.

RADIO

The Bosch Radio Receiver, unapproached in tonal quality, volume, selectivity, simplicity of operation and beauty of design, is a product of an organization excelling in the manufacture of precision electrical equipment. The Bosch radio receiver and the Ambotone—the Bosch wood conoid reproducer—combine to give a new standard of quality in radio reproduction.

The authorized Bosch Radio Dealer has these incomparable selling features in Bosch Radio Products, plus the valuable prestige and public acceptance that goes with the Bosch name.

Write at once for complete information on the exclusive Bosch proposition for your locality.

**AMERICAN BOSCH
MAGNETO CORPORATION
SPRINGFIELD - MASSACHUSETTS**





LIST PRICE \$2.50

CLEARTRON

GUARANTEED  RADIO TUBES

To no other line of radio products should you give more consideration than tubes, because tubes are radio's staples. They bring buyers to your store, if — you handle the right tube—a tube that is a sure repeater.

Such a tube is Cleartron. They deliver perfect service, because Cleartrons are made right and pass the most rigid tests and careful inspection, to insure uniformity, before being packed with our ironclad guarantee. Read it below.

Write for discounts and name of your nearest distributor

Following Types List \$2.50

- C-T 201A
- C-T 185 Stand-5rd Base
- C-T 185 Small Base
- C-T 400 Helion Tube
- For "Big" Battery Eliminators
- CTX 120



- C-T 101A The Original 101 Mu Tube for Rebuilders Amplifiers
- Light \$2.00
- CTX 112 Power Tube

All Types Equipped With Standard Glass-Plate Bases

Cleartron Vacuum Tube Co.

Executive Offices:

28 West 44th Street, New York City

Representatives:

Wm. New York, W. J. H. S. A. Birmingham, England

FOR BETTER RECEPTION

Brooklyn Stewart-Warner Branch Gives Co-operation

Sol J. Levy, Radio Sales Manager, Has Staff of Trained Salesmen and Other Means of Helping Dealers Sell Stewart-Warner Products

The radio division of the Stewart-Warner Products Service Station, Brooklyn, N. Y., serving the territory of Brooklyn, Long Island, Staten Island, Westchester and Rockland Counties, under the management of Sol J. Levy, reports a most satisfactory demand for the Stewart-Warner radio equipment and a large number of accounts opened in the above-mentioned territory. A systematic, extensive campaign of co-operation with its dealers distinguishes this Stewart-Warner branch and Manager Levy is leaving no stone unturned which might help the retailer sell his products. An example of the manner in which the branch is helping the dealer sell is explained in a recent letter to the trade in which Mr. Levy explains how he will send to each dealer a staff of trained house-to-house salesmen, all of whom have a wide knowledge of the Stewart-Warner products, who will work with the dealer and receive their commissions from him on the basis of a schedule prepared by Mr. Levy.

In connection with this house-to-house campaign an aeroplane mounted on an automobile chassis and fully equipped with Stewart-Warner radio equipment and advertising will visit the neighborhood and aid the salesmen in selling the Stewart-Warner products. The driver of this aeroplane-auto will distribute postcards to the public asking them to wait before buying their radio sets until they hear from him. These postcards they are asked to return and they will then be sent to the dealer and his sales staff as a list of likely prospects. Dealers have expressed enthusiasm over the planned campaign. Another feature of the Stewart-Warner policy that will appeal to dealers is that the recipient of a franchise receives territorial protection.

Okeh Record of "Little Annie Rooney" at Strand

The Okeh recording of "Little Annie Rooney," by Vincent Lopez and His Hotel Pennsylvania Orchestra, is meeting with a great demand, due to its excellence and to the popularity and wide publicity which is being given the film of the same name which played for several weeks at the Strand Theatre, New York, with Mary Pickford in the title role. Another feature of the tie-up between the record and the film was that during the picture's showing at the Strand the Okeh recording was played and the strains of the music were broadcast through a loud speaker. Special posters, featuring this recording, showing Mary Pickford in one of the scenes from the picture, were distributed to Okeh dealers.

Demonstrate the Orthophonic

BOISE, IDAHO, November 4.—A demonstration of the new Orthophonic Victrola was given to an invited audience under the auspices of the Saunpou Music Co., and the praise accorded the new instrument by both press and public was high indeed. A large and varied list of selections was played and the comparison between the present type of Victrola and the new instrument was most effective.

Buys Dixie Music Shop

M. Radcl, proprietor of Radcl's Music Store, recently purchased the stock and fixtures of the Dixie Music Shop, 538 Lenox avenue, New York. A complete stock of talking machines, radio receivers, pianos, musical merchandise, records and other musical accessories is carried.

Stromberg-Carlson Table for Radio Being Marketed

Latest Product of the Stromberg-Carlson Telephone Mfg. Co. Is Table Specially Designed for Radio Model No. 601

A specially designed table, of unique but attractive appearance, for mounting the Stromberg-Carlson No. 601 table type radio receiver is now being marketed by the Stromberg-Carlson Telephone Mfg. Co., of Rochester, N. Y. This table is just large enough to accommo-



Stromberg-Carlson Table and Model 601

date the receiver in a most pleasing manner. It is equipped with a sliding shelf that can be pulled out for the purpose of logging stations and which can be pushed back out of sight when not in use. The front door is designed to give the pleasing appearance of two drawers. This door is of one-piece construction and hinges down exposing ample space for batteries and battery charger, or battery eliminator. This console table is known as List No. 2881.

Weston Electrical Ins. Corp. Shows Net of \$425,651

The Weston Electrical Instrument Corp. for the eight months ended August 31, 1925, reported net earnings of \$425,651, after interest, depreciation and tax reserves. This was equal to an annual rate of \$6 a share earned on the Class A cumulative stock. After allowing for the participating feature of the Class A stock, the earnings, according to a statement issued yesterday, were equal to an annual rate of \$3.68 on the Class A stock and \$2.68 a share on the common stock.

The improvement in earnings, according to the statement, was due to the increasing use of indicating volt meters on radio sets, and the extension of automatic train control, which resulted in the placing of large orders for the company's speed indicators for locomotives.

Willard Music Shop Opens

CINCINNATI, O., November 5.—The Willard Music Shop opened the latter part of last month with a complete line of musical instruments, radio equipment, records, music rolls and sheet music. Harry Kliffeld is the proprietor of the new establishment and he has had many years' experience in the retailing of musical instruments.

The Fern Music Shop, Brooklyn, N. Y., recently purchased the music business of Charles Graf on Manhattan avenue and will add it to his growing business on Nassau avenue.

Schloss Bros. Cabinet for Radiola 25

Approved and Selected By Leading RCA Distributors



A Graceful and Artistic Setting for a Fine Product

This cabinet improves the appearance of Radiola 25. It is a beautiful piece of furniture and an exact match for this particular machine. Sliding shelf on side for loud speaker and enclosed compartment space for Unit Power and Battery Eliminator.

Schloss Cabinet No. 225 for Radiola 25
Height, 28"; Width, 29½"; Depth, 20½"

Approved and sold by all the leading jobbers. If your jobber is unable to supply you, write to us direct, giving the name of your distributor

A Catalog for the Asking

SCHLOSS BROS. (A Corporation) 801 E. 135th St. New York City

Urges Intelligent Sales Promotion of Talking Machines and Records by Trade

H. V. Pettibone, in Interesting Communication to The Talking Machine World, Emphasized Profit Possibilities of Tying Up Talking Machine With Radio Broadcasting

In the course of a recent letter, highly commendatory in substance regarding the merits of The Talking Machine World, H. V. Pettibone, 4 Clinton street, Worcester, Mass., finds fault with the apparent neglect or indifference of talking machine merchants to the great opportunities that exist for intelligent publicity regarding developments in the radio and broadcast fields as far as it affects them. He says, in part:

"There are none who will deny that the radio is doubtless here to stay, and why not the phonograph also? I would not be without a radio, neither would I wish to have the phonograph taken from the home. I am a little different from others, and we need them both.

"But now a word as to this 'lay-down' spirit, no 'fight-it-out' spirit at all. With the Atwater Kent hour on each Sunday evening, in which are featured the world's best and most talented artists, most, if not all, of them recording artists for one firm or another, we are given a rare musical treat. Through the radio we are brought face to face, I might almost say, with the artist, not possible in the concert hall. Even then we hear them as they are at the time, and not alone as the artist is but as the receiving set is performing at the time, but I might say that is a part of radio as it is to-day.

"We have already heard Werrenrath, of Victor recording fame; Seidel, of the Columbia; Homer, of Victor, and Anna Case and others are to follow, in due famous, too, by their Edison recordings, yet we fail to see advertisements announcing the fact that these artists are to be our guests and entertain us in the comfort of our own homes through these recordings at such times as we may desire.

"Atwater Kent hour is naturally advertising Atwater Kent radio, but as we listen to the artists over the radio let us not forget that this will probably be the first and last time many will broadcast and that we shall hear them no more outside of the concert hall. And even then when the artists 'faller' and become passé they will no more appear in concert, neither will they be heard over the radio.

"How many times we hear the expression, 'I wish they would sing that once more.' Impos-

sible as this may be over the radio, it is possible to satisfy our every whim, and the artist is ours, at our 'beck and call,' by means of his recordings.

"What would we not give to hear Caruso, Williams, Powell and others over the radio? Yet we have their recordings ever to entertain us, and the time will come when this will be true of Kreisler, Spaulding, Case and others equally as prominent to-day. It will be a real treat to hear them over the radio, yet what pleasure to know we may add these same selections in the form of various recordings to listen to again and again, even after these artists shall be no more.

"It is radio that is giving these artists renewed prominence, advertising, if you wish to call it such, yet why 'sit back,' and in snug content watch the phonograph in wonderment almost, as though the radio was but a step in advance. At that, the phonograph was the step in advance over the early wireless, when the signal was the means of transmission. And now we have both the radio and phonograph, each equally essential in its own particular sphere; so while radio is paying for the advertising why not make this same advertising bring the dust-covered phonograph from the corner, add to our collection of recordings as radio broadcasts each Sunday evening, and let us not be a bit bashful about announcing the fact that we have these recordings in our stocks awaiting inspection. Now is the time for the Edison dealer to get busy and let his trade conduct a tone test of their own, see how near to the artist is their recording, and the Victor dealer is given ample opportunity to 'back' his assertion that the record is the artist, and so on down the line.

"While the spirit is on as we listen to the artist broadcasting then is the time to dispose of the recordings of that artist, and to prove that to-day is the time, not to-morrow, sell the customers both radio and phonograph, and show them, too, what a phonograph unit really is, for many persons are satisfied with the total qualities of their phonographs who have yet to hear a loud speaker to suit.

"I will not take up more of your time, but I

would like to see some life, less 'lay down,' and let one sell the other, for we need them both, and the more when we get our customers to realize that only via the phonograph route may they hear their favorites again, and yet again. And the keener will be the pleasure as they listen to these recordings after they have heard these same selections via the radio route.

"And, too, let us not neglect the opportunities offered in the way of entertainment for the unexpected guest, or the expected guest, for that matter, when poor receptive conditions exclude the radio, and we 'wind up' the phonograph and live anew the Atwater Kent hour of this or that Sunday evening.

"I did not intend, when I started, to take up so much of your time, but, fact is, I have seen so much of this indolence, I guess that is the right word, that it has got on my mind a bit, for when we might be taking advantage of opportunity we are waiting for opportunity to give us a 'kick' along the right path.

"And remember, too, that it is no fault of business that when a customer asks for something you have not got he goes only to buy where they carry it. You can never sell what you have not got, and I never did consider it good business to make a 'fair' living when I might be making twice as much. If phonographs and records are not 'going,' just see if it does not lie with us just why this seems to be so.

"What 'live' dealer will trade with a jobber who is not alive, who will not give service? Just remember, too, that customers will not waste much time on a dealer who does not enthuse about his line. They may not tell you so in so many words, but they tell you just as effectively when they pass their dollars over the counter of the fellow who has what they want and makes that fact known.

"Very truly yours,

"H. V. PETTIBONE."

Gould Unipower Is Popular With Public

Product of the Gould Storage Battery Co. Featuring Real Need

The Gould Storage Battery Co., New York City, reports that it has had particularly great success with the Gould Unipower, which it placed on the market at the beginning of this



Gould Unipower

season. In referring to this device, an official of the company pointed out that it is not a so-called battery eliminator, but is a scientifically designed "A" power unit that automatically converts house lighting current into radio power of constant full voltage.

Due to the fact that it is a single compact unit in a well-finished gas-tight case and that it fits within and mates most radio cabinets, the advertising appeal generated by this copy on the Gould Unipower has been different from that usually employed in featuring batteries. In almost every instance the Gould Unipower is shown in home surroundings, in close proximity to good furniture or expensive hangings. It is being featured as part of home furnishings. Another point stressed in the publicity of the company is its ease of operation. A single master control switch operates both the radio set and the Unipower. Many other individual claims for the Unipower have succeeded in placing this device in an enviable position in radio sales.

HEAR IT~



Model 11

BLAIR RECEIVER

SIX TUBES
Resistance-Coupled Amplification

\$75 The Original and Genuine
Resistance-Coupled Receiver

You will then be convinced that never before have you heard REAL Radio.

You will then realize why the Blair Receiver is creating a sensation and is selling like wild fire, wherever it has been demonstrated and heard.

Write or wire us for the name of the nearest Blair representative who will give you a demonstration and full particulars.

LIST PRICES

East of Rockies—Model 11—\$75; Standish Console, \$125; L'Elegante Console, \$150;
West of Rockies—Model 11—\$80; Standish Console, \$135; L'Elegante Console, \$160.

Blair Radio Laboratories

368 Sixth Ave.

New York City

You will then admit that the Blair is superior to all other receivers regardless of price.

Some unallotted Blair territory is still open. Write or wire us today for particulars.

THERE IS NO SUBSTITUTE FOR THE BEST



JEWETT QUALITY PRODUCTS

CONE



List \$18.00

SET



List \$140

Superspeaker



List \$30.00

Three of Jewett Quality Products built as only Jewett can. A Receiver of originality and the nearest to perfection ever built, eliminating all B Battery noises so prominent in most sets. With the aid of either of these two speakers, the reception is equal to the actual production.

Dealer Franchises Are Still Available

Exclusive Metropolitan Distributor

Jewett Distributing Co. of New York, Inc.

16-22 Hudson St., N. Y. City

Phone 5921-5922 Whitehall

Day-Fan RADIO

Daytonia



List \$300

Day Craft



List \$145

Day Fan 5



List \$115

The only set on the market which has a one dial control, showing meter and wave-length readings on this dial.

The 1925-26 Day-Fan Radio line includes ten different models and box speaker for every requirement. Our service facilities on Day-Fan insure perfect satisfaction.

Noyes Electrical Supply Corporation

33 Park Place, New York City

Sole Metropolitan Distributor of Day-Fan Products

Barelay 1023-24-25-26

New Products Force Better Sales Methods

Sales Volume of Remarkably Improved Reproducing Instruments Depends on Intelligent Sales Promotion of the Retail Trade

It is not too much to say that during the last few weeks the whole atmosphere of the talking machine business has been changed. The Victor and Brunswick announcements and demonstrations have brought about a change in the general trade feeling which can only be called "electric." Everybody now is on the qui vive to see what the future will bring forth. Everyone has the highest hopes. Everyone believes that the talking machine trade is about to enter upon a new period of achievement.

Nor is there any reason to doubt the probability of all this, save only the reason of skepticism concerning the ability of the retail trade to grasp and maintain its hold upon correct principles of salesmanship. No one can hope that these principles should be grasped by every one immediately or that their general application should come about easily and without rough traveling; but every one may, and must, hope that the new deal now impending shall not be suffered to degenerate into an exhibition of bad manipulation of the cards, and loss of profits which should have been won. In a word, every wise man will hope that the retail trade will be wise, and will make good. But if this is to be, then obviously the salesmanship must be good also.

We and They

It is surely obvious that the people are not going to rush in and besiege us to give them new records and new machines unless and until we have done our part in educating them. The talking machine experience of the past will partly be without value to us under new conditions, because that business was built up upon what amounted to an exclusive position in the field of music reproduction. That exclusive position is no longer held, since both radio broadcasting and the reproducing piano have come into being within the last few years and are now active and formidable competitors. Nevertheless, they have changed the conditions, and our salesmanship must therefore adapt itself to what it finds before it.

Allowing then that the first principle of salesmanship is satisfied by the nature of the prod-

uct we now have to sell, we turn to the second principle, which is the principle of Function. One does not buy the material called a machine, tool or a piano or a motor-car or a butcher knife. No one, that is to say, goes out to buy any one of these things, or any other thing regarding it in the light of the aggregated matter

A new condition in merchandising suddenly confronts the trade with the introduction of improved reproducing instruments and records. Better selling methods are essential if the dealer is to secure sales volume. Braid White makes some constructive and interesting comments regarding this phase of business in the accompanying article.

which in one sense it is. One does not buy a piano because it contains a certain number of kinds of wood and so many pounds of steel wire. One buys it because it will do something or other, give one pleasure of some kind, even if the pleasure be more social than musical. So also one does not set out to buy the aggregated pounds of steel that make up a motor-car. One buys its speed, ability to go anywhere; one buys travel, motion, thrills. When one buys a talking machine and records to go with it one buys the performance of music under the finest conditions, miraculously preserved so that it may be called at any moment into life by the movement of a hand and the pressing of a button.

It is music then which is bought, and salesmanship must be applied to selling music and its performance.

This is only another way of saying that our

salesmanship must include a very persistent campaign of education. We might as well admit the truth now at the beginning of our new age of talking machine salesmanship that the buying public has never yet thoroughly appreciated what the talking machine could do. It is, of course, true that the first great success was made in the talking machine game when it was perceived that the true position of this remarkable invention was in the musical instrument field. Then came the courageous and successful attempt to sell the public on the idea of talking machine music. This was done by enlisting the aid of well-known (by name) singers and players, especially operatic artists, and selling machines and records through them. In those days the American people were so generally ignorant of music that the names of a few opera stars constituted the average man's stock of knowledge, so that undoubtedly the plan of selling music through these names was perfectly sound. Certainly it won.

A New Deal

But now a new deal has been made. The talking machine enters with new standards of perfection in recording and reproduction, and it enters at a moment when the American public can look back upon twenty years of education in music appreciation. It is said that there are now nearly sixty symphony orchestras of from fifty to one hundred players apiece functioning regularly in the United States today, whereas twenty years ago there were about six. To-day a score and more of American cities have annual seasons of grand opera. The schools teach music. Music literally is in the air.

Plainly there is much more known about music than there once was, and the public spirit is much more critical, being based much more upon practical knowledge. Consequently in selling the new machines and records to a public all ready to receive it gladly; but at the same time to a public much more critical and much less inclined to believe anything it is told. That is why we must make up our minds to take this matter seriously. We must make up our minds to work. We must sell our public on the fact that the talking machine of to-day is a real, not a substitute, reproducer of the finest music, under conditions, now at last realized, with virtually a perfect result. This we have never before been able to say. This to-day we can say.

Shall We Be Wiser?

But it is not enough that we can say it. We must say it and say it every day, every hour, every minute. We have music at command, music that sounds as music should sound, music that does not call for apology or explanation. Are we going to be wise enough to teach our buying public that this is the thing they have always needed? Or shall we stand back and wait for the buyers to come flocking in?

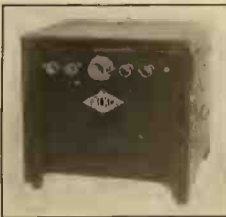
Shall we be wiser? That is the whole question. For the principles of our salesmanship are clear. We must realize that it is a new deal for music in the home which we have to sell; and we must also realize that it is going to be just as much of a job to put this over as twenty years ago it was for the first time to put over the talking machine as a musical instrument. If we grasp this fact, realize all that is in it and make our plans accordingly, we shall succeed. If we drift, we shall fail.

In New Home

The John G. Schuler, Inc., music store recently moved from 1394 Main street, Buffalo, N. Y., to 1301 Jefferson avenue. Increased business made the move necessary.



"B" POWER SUPPLY UNIT



The sensation of the year. No more troublesome "B" batteries to fuss with. The Dealer with vision has long expected an efficient successor to radio batteries.

NOW IS YOUR OPPORTUNITY TO CASH IN

Guaranteed to Serve

Liberal Discounts With a Rapid Turnover

Write for details

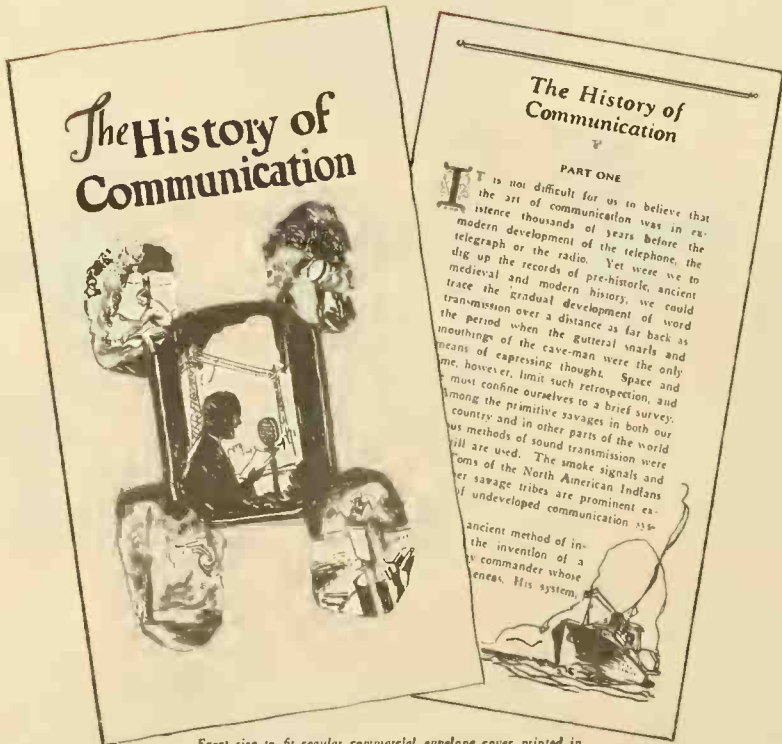
\$28.50 Complete with Bulb
East of Rockies

THE ACME ELECTRIC & MFG. CO.

1451 Hamilton Avenue

CLEVELAND, OHIO

Here's the Booklet ↗



Exact size to fit regular commercial envelope cover printed in two colors, deckle-edge cover. Inside printed on first-grade coated paper. Illustrated with thumb-nail sketches in two colors.

Now go on with the Story

The History of Communication

IS a booklet that has been written especially for The Radio Industry, and covers the History of Communication through the ages of prehistoric, ancient, medieval and modern History. It explains the semaphore system and modern radio communication.

This booklet can be used by manufacturers of radio machines or accessories, or by dealers with their advertisement on the front page as a follow up in newspaper or magazine advertising—or as a log book or as part of equipment.

Present this interesting booklet to the layman and watch your results.

For further information address

THE SCHILLING PRESS, Inc.

Headquarters for Direct Mail Advertising

Schilling Building

NEW YORK

137 East 25th Street

Quali-Tone

BRASS AMPLIFYING Speakers



...through the quality of the materials used in the beginning of their industry. For no other metal is capable of producing such rich, clear and beautiful tones.

The manufacture of Quali-Tone products takes full advantage of this widely recognized principle. In Quali-Tone Loud Speakers the amplifying tube is drawn from circular sheets of musical brass. These circles are worked through a series of more than twenty operations with the most careful annealing between operations in order to prevent features that would deteriorate the tube's perfect tone quality.

...both the selection of materials and their fabrication insure a quality of reproduction that surpasses in resonance and volume the majority of speakers on the market and is unequalled in accuracy, clarity and sensitiveness.

Each Quali-Tone Speaker contains a Quali-Tone Radio Unit (described below) and operates direct from the radio set, requiring no additional batteries. Quali-Tone Speakers are available in five styles, three of which are shown here. Full details on the Quali-Tone line of Speakers, Radio Units and Tone-Arms furnished on request. Write today.

A New Adaptation of an old principle

TYPE "E"
 Height—11½ in.
 Bell or Flare Diameter—7¼ in.
 Finished in smart looking black crystal.
 Price\$6.50

TYPE "E-S"
 Same as type "E"—but finished in beautiful bright crystal gold.
 Price\$7.50

TYPE "N"
 Height—12½ inches.
 Bell or Flare Diameter—9¼ inches.
 Finished in rich brown leatherette.
 Price\$10.00

TYPE "N-S"
 Same as type "N"—but finished in sparkling crystal gold.
 Price\$11.00



TYPE "O" CONSOLE

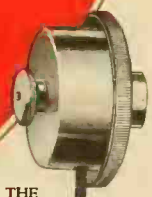
As beautiful as any beauty and utility in its class, this console reproduces the same special drawn-brass amplifying tube and radio unit as other Quali-Tone Speakers. It is the direct result of masterful craftsmanship and has a finish equal to that of the finest pieces of phonograph.

Price\$20.00



COMBINATION TONE-ARM

This Quali-Tone tone-arm has an interior valve (see arrow-marked disc in photo above) which throws tone from phonograph diaphragm into tone-arm, or shunt off diaphragm entirely and draws tone from radio unit into tone-arm and thence to phonograph horn or amplifier. Tone-arm is Quali-Tone drawn seamless brass.



THE QUALI-TONE RADIO UNIT

Adjustable nature permits unusual clarification of tone. Core of laminated type—best silicon steel. Dasherless of silicon steel. Magnet of large horse-shoe solid type, of tungsten steel. Card of finest construction—white cotton covering protects it from action of dyes, the chief cause of noise. List price \$6.00.

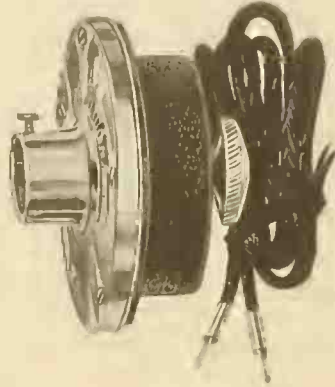
DURO METAL PRODUCTS CO.,
 2649-59 No. Kildare Avenue
 CHICAGO, ILL.

Mutual is Supreme

in Sound Reproduction—Both Radio and Phonograph

UNITS

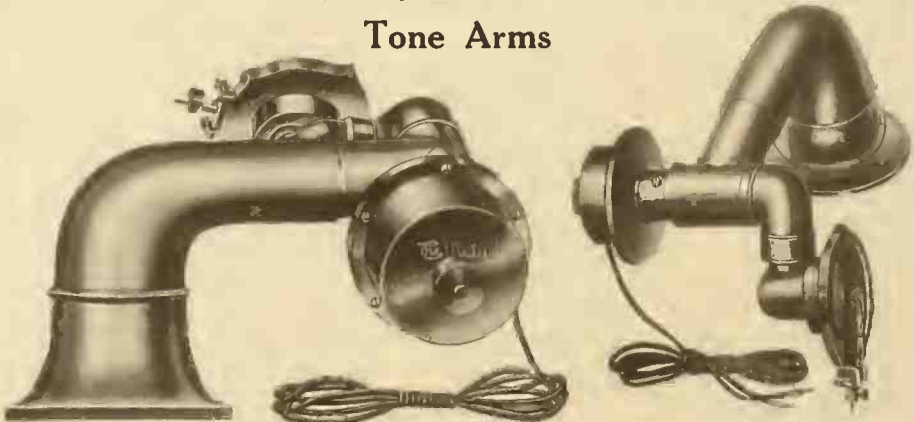
of the better class—combining Tone and Volume—Rich and Clear
and—at the Right Price



Adjustable Unit

Hear the Mutual Units in side-by-side comparisons with other units and be convinced of their merits

Tone Arms



No. 6 Radio Combination

No. 4 Radio Tone Arm
with No. 4 Reproducer and Adjustable Unit

Distributors—Write for our interesting territory proposition.

Address our Executive Office at
149-151 Lafayette Street New York City

MUTUAL PHONO PARTS MFG. CORP.

DISTRIBUTORS Canadian Acme Screw & Gear, Ltd. 1295 King St. West, Toronto, Can.
Industries Unions & Co. 2400 11th, Mexico City, Mexico
Targ & Olfner Music Co. 28 W. Randolph St., Chicago, Ill.
Arthur Grand & Co. 1818 Vine St., Cincinnati, Ohio
Ginselshah Hardware Co. 401 St. and Washington Ave., St. Louis, Mo.

Early Arrival of Cold Weather Brings Up Sales Volumes in Cincinnati Territory

Increase in the Demand Felt in All Lines—Introduction of Orthophonic Victrola a Huge Success—Stocks of New Brunswick Panatrope Due—Other Trade News of the Month

CINCINNATI, O., November 7.—At last the new Orthophonic talking machine is here, and it has been successfully demonstrated to the public by the different dealers who handle it. Monday, November 2, was Orthophonic Victrola Day, and thousands took advantage of this opportunity to view the instruments in the leading Victor retail stores.

Brisk Weather Aids Sales

The unusually early arrival of Winter temperatures has had the effect of stimulating the sales of talking machines and records, and dealers in general report that business is good. The holiday trade is expected to be even greater than it was last year, at which time it was reported to be very large. The demand for radio combinations and single instruments is also growing. The Orthophonic machine is not yet offered with radio combined, and it is stated that this will not be on sale here until after the first of the year.

General business conditions have improved greatly, and for this reason dealers have made preparations to take care of a big demand for talking machines and records. Collections are reported to be good, with a larger number of cash buyers than heretofore.

Trade Revival Due, Says A. H. Bates

A. H. Bates, of the Ohio Talking Machine Co., wholesaler, is of the opinion that the recent improvements will bring about a great revival of interest in the talking machine, with the result that there will be a much greater demand for instruments and records than ever before. The talking machine dealer can now meet the demand of the "elites," as well as that of the "masses," and that broadens the market a lot, he explained.

Satisfactory Columbia Demand

"Business is very good right now, and it is improving each day," stated Miss Rose Helberg, manager of the local branch of the Columbia Phonograph Co. "All of our dealers expect an unusually large holiday trade, and they are making their preparations accordingly. Records are in exceptionally fine demand. Naturally, our dealers are anxiously awaiting our new machine, which will be ready about the first of January.

but in the meantime they are having good sales of present stock." Mr. Des Foides, sales manager of the Columbia's foreign record department, was in the city the early part of the month.

Some Excellent Publicity

Otto Grau, president of the Otto Grau Piano Co., is so proud of the new Orthophonic Victrola that he sends in advance one of these instruments, and also a supply of fine records, to every place where he is going to attend a dinner or meeting. As he is a great "joiner" and belongs to various organizations, this brings a fine lot of publicity. "The new instrument is already in great demand," explained Mr. Grau, "and we are wondering whether they can be made fast enough to keep up with the sales. I am confident that they will create a renewed and increased interest in talking machines, because of their perfect reproduction. A great many critical persons who would not consider the purchase of a former machine will buy these, because they overcome all possible objections."

Busy Times With Sterling R. & R. Co.

The Sterling Roll & Record Co. reports a thriving situation with talking machine dealers not only on all talking machine products but on radio goods as well. According to Ben L. Brown, manager of the company, the Adler-Royal, for which they recently became distributor, has been in particular favor and the A-C Dayton products are also having a good demand.

The Sterling Roll & Record Co. has also placed the Operadio products with many dealers in this territory and these sets will be actively pushed during the Fall season. Miss F. Freidlof, who handles much of the office radio activities, believes the products presented by the Sterling Roll & Record Co. will fill practically every need of the talking machine-radio merchant.

Gennett Record Sales Boom

"We never before have had as big a demand for records as there is now," said Chas. J. Meinberg, sales manager of the local house of the Starr Piano Co., maker of Gennett records.

"The demand for talking machines is increasing each day, and we confidently expect even a larger holiday trade than we had last year." W. J. Purnell, wholesale manager, is making a trip to various up-State branches. E. I. Pauling, vice-president, is out once more, after being confined to his home two weeks with lumbago.

Death of Paul Biese, Record Artist

Paul Biese, head of the Paul Biese Orchestra, which under his direction has done much playing for recording, died here October 26, after a brief illness. Mr. Biese is said to have been one of the first, and probably the first, to use the saxophone as an orchestral instrument.

L. T. Dougherty Promoted

Leo T. Dougherty, who for some time has been connected with the retail department of the John Church Co., has been made manager of the store. This store, now at 109 West Fourth street, will be moved to a new location soon after the first of the year, as the building it now occupies will be torn down. The W. G. Woodmansee Co., dealer in pianos and talking machines, which occupies an adjoining building, will also have to move, for the same reason. While both concerns have made tentative arrangements for new quarters, neither desires to announce them at this time.

Looking Forward to Panatrope

"We expect the new Panatrope in a few days, not later than the middle of the month," said Louis H. Ahaus, of the Brunswick Shop, "and then watch our smoke. We have a lot of people lined up waiting for the new phonograph, and the only problem that will confront us will be to supply the demand. Our sales of records have been very large, radio is moving better every day, and of course there is some demand for present types of phonographs, with and without radio combinations. We expect an unusually large holiday trade, and naturally the Panatrope will stimulate it. People who do not care for the old-style phonograph will buy the new one, because of its broad range and perfect reproduction."

Crowds at Chubb-Steinberg Store

Almost as soon as the doors of the Chubb-Steinberg Music Shop were opened the morning of Monday, November 2, people began to enter the store, to hear the demonstration of the new Orthophonic Victrola, which had been announced in newspapers of the day before. In a short time the place was crowded, and it remained crowded all day.

Previous to Halloween, one of the show windows of this store contained a feature that kept the sidewalk blocked. This consisted of an enormous pumpkin, which was made into a practical radio receiver, on top of which was a loudspeaker. There was a row of four tubes, with a full set of dials underneath, and concealed on the inside was an Atwater Kent outfit. This display was one of the most attractive in the entire city.

Program Director at Crosley Station

Louis John Johnen is now program director of WLW, the Crosley superpower station in Cincinnati, and he will alternate with William Stoess, studio director, in introducing the artists and announcing the numbers. Before coming to Cincinnati, Mr. Johnen was announcer at WGDS, New York City. He is a baritone and teaches voice in the Cincinnati Conservatory of Music.

Copyright Suit Dismissed

Upon representation of both parties that they had reached an amicable agreement, U. S. District Judge Benson W. Hough, on October 28, dismissed the copyright infringement suit of Jerome H. Remick & Co., music publishers of New York City, against WLW, the Crosley broadcasting station in Cincinnati.

In New Home

Furrer's Music Shop, Stamford, Conn., recently moved to new and larger quarters at 446 Main street. A full line of talking machines, pianos and radios is carried.

PROFITING AS YOU GO!

When you choose **OKeh Records** to sell you are putting into your business the safest merchandise to sell.

THEY SELL BEST BECAUSE

Of Superior Recording Material of Quality is always Used
Best Artists heard on OKeh Records

They are hits of the minute
Dance music by the greatest city's greatest orchestra

THEY ARE WHAT THE PUBLIC DEMANDS

Let the profits of other OKeh Dealers be your guidance

STERLING ROLL AND RECORD CO.

137 West 4th Street, Cincinnati, Ohio

Cunningham RADIO TUBES



*Ever Alert -
Always on Duty -*

CUNNINGHAM Radio Tubes are the Sentinels which guard radio reception from distortion and discord. If you enlist them as an integral part of your own merchandise force to give your customers complete radio satisfaction, they will render dual service

FIRST, in increasing your reputation and prestige.

SECOND, in yielding an ever growing volume of sales.

Since 1915—Standard for All Sets.

Price **\$2⁵⁰**
each

R. J. Cunningham Inc.

Home Office: 182 Second Street
San Francisco

Chicago

New York

Outlines Extensive Plans for the Enlargement of the Odeon Record Library

A. Thallmayer, Manager of the Foreign Language Record Division of the General Phonograph Corp., Gives Details of Complete Sales Plan in Connection With Odeon Record Library

In a recent chat with *The World* A. Thallmayer, manager of the foreign language record division of the General Phonograph Corp., New York, gave an important résumé of this company's plan in connection with the enlargement of the popular Odeon Library. Mr. Thallmayer, who has been working in close cooperation with Otto Heineinan, president of the company, in developing this important branch of the business, is one of the recognized authorities in the foreign language record field, and his statement to the trade regarding Odeon plans was as follows:

"Since we introduced imported Odeon recordings we have been receiving almost daily highly complimentary letters from private individuals as well as from dealers who state that our records of Marek Weber, Dajos Bela and Edith Lorand have created a new tendency in musical entertainment. As a matter of fact the light classes, which are so splendidly performed on Odeon records by these artists, are becoming very popular as a class through the radio, as many of these selections appear continuously on radio programs. Dealers tell us that they actually control their trade by featuring Odeon records because lovers of good music who have bought them once always come back for more. As these records are of a semi-classical nature they do not go out of date overnight and are therefore a safe investment for dealers.

"In order to make the trade better acquainted with our Odeon proposition we have worked out a sales plan which we have mailed to all Okoh and Odeon dealers in the form of a broadside. We present in this plan a complete survey of the facts about Odeon records, how to go about offering them to the public, and we are also giving information as to the sales material that is available in the form of complete catalogs, special folders, attractive posters, window displays, etc., that go with this plan. Three different assortments of our famous 3000 series records are suggested to those dealers who wish to try out our proposition on a small scale and our Odeon library of symphonic works is fully explained.

"We have divided our entire repertoire of

imported Odeon recordings into three different sections. There are to begin with, orchestral and instrumental selections of light classics, popular melodies, famous overtures, etc., which are all listed in our famous 3000 series, being twelve-inch records, selling at the price of \$1.25. The entire repertoire in this series has been ar-



A. Thallmayer

anged in a classified way in a handsome twelve-page catalog which will be of help to all dealers who handle this popular series. We have also included in this catalog a list of vocal selections of unusual merit comprising mostly the well-known arias from Wagnerian operas sung by artists who have appeared in these roles in the leading opera houses of the Continent. In order to enhance the sales value of these records we have prepared an attractive folder listing all recordings that have been made of Wagnerian operas.

"Our third section of imported Odeon recordings comprises the above-mentioned albums sets. We have originated the idea of presenting symphonic works in album form and we have elaborated on it by presenting these albums

now in elegant cloth binding, heavily gold stamped and giving on the fly leaf or on a special folder a description of the music presented in the albums. Six of Beethoven's symphonies, including the Ninth Symphony, are available now, and a total of fourteen works is offered in album form which will be enlarged by new works as we go along. Our laboratories in Europe have succeeded in recording perfectly the most difficult symphonic works and the letters of appreciation from people who have bought these records demonstrate that we have obtained some excellent results with the recordings of symphony orchestras."

Telotone Factory Rushed to Meet the Demand

Radio Speakers Made by This Concern Enjoy Increasing Popularity

The Telotone Corp. of America, 449 West Forty-second street, New York City, has this season confined its manufacturing activities exclusively to the production of the Telotone cabinet speaker. This speaker is built upon the principle of sound wave conduction and amplification, the work of acoustical engineers. The amplification chamber is based upon the structure of the human nose and mouth.

The interior of the instrument is of spruce wood. The amplification chamber is produced by woodworkers many of whom formerly had experience in the manufacture of violins. The process of manufacturing the Telotone cabinet speaker is along similar lines to that carried out in violin factories.

The Telotone Corp. has worked two shifts during the Fall in order to turn out a sufficient quantity of speakers to meet early demands. With the height of the season now being reached another shift has been added and the factory will shortly be on a twenty-four-hour basis.

In marketing the Telotone cabinet speaker the sales division of the company distributes its goods through jobbers in the key cities of the country. There are, however, no restrictions as to jobbers' territory. Due to the fact that the company does not encourage the stocking of large quantities of its products by distributors, it feels no necessity in limiting the number.

Purchase Music Store

HARTFORD, CONN., November 6.—Wesley K. Clifford and Walter C. Clifford, well-known figures in the talking machine business for many years, recently purchased the Widener-Cushman Music Shop at 719 Main street, and have changed the name to Clifford Bros. A number of new lines are being added to the store's merchandise, which includes talking machines, radio equipment, records, music rolls, musical merchandise and sheet music.

Piqua Music Shop Opened

PIQUA, O., November 6.—A new music store, the Piqua Music Shop, was recently opened here by J. B. Thompson and G. F. Atter. Both of these young men are well known in musical circles as they are connected with orchestras. A complete line of all musical instruments is carried. The formal opening of the establishment took place on October 31 and the proprietors received the best wishes of many friends.

New Victrola Demonstrated

MONTGOMERY, ALA., November 4.—A demonstration of the Orthophonic Victrola was given in the parlors of the Exchange Hotel recently to an invited audience of musicians, newspaper men and prominent citizens. The event was under the auspices of the Jesse French & Sons Piano Co.

EXCLUSIVE DISTRIBUTOR

IN

Metropolitan New York, Northern New Jersey
Brooklyn and Long Island

FOR

The *New* Federal
ortho-sonic *Line*

Musical Products Distributing Co., Inc.

22 West 19th Street

Also

New York City

POOLEY-ATWATER KENT
CUNNINGHAM TUBES, RADIO-ART RED SEAL, WESTERN ELECTRIC
BALKITE, FROST MUSETTE, PHILCO



No Signed Contracts!

No "scrap of paper" is needed to strengthen the bonds between Federal and its trade

If you ask an old Federal customer why he doesn't insist on a signed contract he is likely to answer, "From Federal? Why, no one needs a contract from that house. Their word is the best guaranty I know of."

And that faith — built upon years and years of honorable business methods—is the most priceless asset this firm possesses.

A contract never kept a customer *with* you. A contract fulfilled under pressure never can be profitable. Therefore we do not have any. Federal's word is Federal's bond. And Federal never forfeits its bond. That is why we are proud to have the implicit faith of the finest class of wholesalers and retailers in the radio industry.

The new, simplified Federal line is off to a glorious start. Ortho-sonic meets the growing demand of the public for lifelike tone production. Our powerful national advertising is putting the message over. Sales plans—sales helps—are at your command.

The Federal proposition gives you a nationally advertised line that is widely and favorably known—a name that will bring you prestige and profit—a discount proposition that allows you to make money—and an agreement based only upon mutual satisfaction.

If you haven't read the details of this unusual proposition, write us. We will promptly send you a copy.

FEDERAL RADIO CORPORATION, Buffalo, N. Y.

(Division of Federal Telephone and Telegraph Company)
Operating Broadcast Station WGR at Buffalo

Federal

ortho-sonic

Radio

"Rivaled only by Reality"

Pittsburgh Talking Machine Dealers Are Inaugurating Holiday Sales Campaigns

All Victor Dealers Featuring Orthophonic Victrolas in Vigorous Sales Campaigns—Wide Interest in Panatrope—Edison Demand Cause for Optimism—Other Important News

PITTSBURGH, Pa., November 7.—The outstanding event in talking machine trade circles here the past few days was the co-operative display and demonstration of the new Orthophonic Victrola. Every Victor dealer in Pittsburgh and adjacent territory, starting on November 2 in line with the general advertising program as sponsored by the Victor Talking Machine Co., featured the new Orthophonic Victrola to a large number of persons. Monday the opening day proved to be a highly satisfactory one for the Victor dealers. Hundreds of persons visited the various Victor shops to listen to the new instrument. In every instance the listeners were more than pleased, they were highly delighted, and it is estimated that as a result of the demonstration holiday sales of the new Orthophonic Victrola will be far beyond the expectations of the local dealers.

Start Holiday Drives

Victor, Brunswick, Edison, Sonora, Cheney and Columbia dealers here all report business conditions as improving and they are anticipating a very brisk business from now until Christmas Eve. A number of enterprising dealers have launched their Christmas advertising campaigns in a modest manner so as to bring to the attention of their clients and the public the fact that a talking machine or phonograph is a Christmas gift is quite appropriate. Records are also being brought to the minds of gift-givers.

Pleased With Reception of Panatrope

Brunswick dealers are pleased with the reception that the public has given to the Brunswick Panatrope and the Brunswick Panatrope and Radiola. Through the medium of judicious advertising and satisfactory demonstrations a number of Brunswick machines have been sold. Brunswick dealers are very optimistic concerning the outlook for the late Fall and holiday trade. Brunswick records especially are in good demand.

Revival in Edison Demand

A. A. Bucha, of the Bucha Phonograph Co., Edison distributor, reports the outlook for the holiday trade as very satisfactory. Reports from Edison dealers throughout the territory indi-

cate that there is a revival of interest in the Edison phonographs and Edison records. The Bucha Phonograph Co. has added to its line the Thompson Neutrodyne radio and the entire line of the Zenith Radio Corp. R. W. French has been added to the traveling organization of the Bucha Phonograph Co.

Advance Orders for Holidays

At the Columbia Music Co. John Henk, general manager, stated that advance business for holiday delivery in the Columbia, Edison and Brunswick lines was much better at this time than it was a year ago. Foreign records, in which the Columbia Music Co. does an exceptionally large business, will show a decided gain in the current month over the same month a year ago.

New Sonora Models Find Favor

Sonora dealers are highly pleased with the new model Sonoras that have just come on the market. The attractiveness of the various models has found much favor among the buying public and sales are reported as satisfactory. Sales of the Sonoradio are also keeping up well.

Discuss New Conditional Sales Act

An important meeting of talking machine dealers and music merchants in general was held at the Hotel Henry last month, with Arthur O. Lechner, of the Lechner & Schoenberger Co., presiding. The meeting was called for the purpose of discussing the conditional sales act of Pennsylvania, which became effective as a law on September 1. This law has been the subject of considerable study by the dealers in musical instruments of this section as well as their lawyers, and there is a wide difference as to the meaning and operation of its various sections. In passing it might be noted that this new law contains thirty-three sections and was approved by Governor Pinchot on May 12 last.

Alexander P. Lindsay, a prominent member of the Allegheny County bar, attended the meeting and discussed the law at considerable length, answering a number of questions that were put to him by the guests. On motion of Mr. Hamilton it was decided to name a com-

mittee to confer with the legal advisers of the various firms represented with a view to securing a uniform sales contract or lease that would stand the test of the law.

Among the phonograph dealers and musical merchandise dealers present were William C. Hamilton, Co.; A. O. Lechner and Jacob Schoenberger; of the Lechner & Schoenberger Co.; J. O. Bair and C. C. Furnier, of J. H. Bair & Son; W. H. Goldblum and Floyd Eyer, of the Rudolph Wuritzer Co.; Paul S. Meilding, of the Dawson Bros. Piano Co.; E. J. Michael, of the E. J. Michael Co.; Mrs. C. C. Mullen, of the Heuricks Piano Co.; F. J. Groves, of the Groves Piano Co.; Theodore Hoffman, of the J. M. Hoffman Co., all of Pittsburgh; W. L. Bloom, of Cooper Bros., New Kensington; L. M. Kelly and C. F. Gaylor, Pioneer Music House, Indiana; M. V. De Forest and William M. De Forest, Sharon, Pa.; W. P. and E. C. Wampler, of F. C. Wampler & Son, Inc., McKeesport; J. G. Wiester, G. W. P. Jones Music Co., Washington, Pa.

C. V. Breyman Opens Store

C. V. Breyman has opened a new radio shop at 422 Third street, Beaver, Pa. He has a complete stock of radios and radio equipment. He has on display six models of the Freshman Masterpiece, four models of the Atwater Kent, and other sets.

Stage Radio Demonstration

A radio dealers' demonstration was held in the Y. M. C. A. hall at Franklin, Pa., with C. H. Stickle, of the Pennsylvania Rubber & Supply Co., in charge. Sixty-five persons were present. Prior to the business session dinner was served; then followed several interesting talks, including an address by Bert Ricketts, of the Operadio Co., of Chicago, Ill. The talks and demonstration were highly interesting and instructive.

Death of W. C. Dierks

Talking machine circles as well as the music trade in general were deeply shocked at the sudden death of W. C. Dierks, general manager of the C. C. Mellor Co. Mr. Dierks passed away at his home in Edgewood, a suburb of Pittsburgh, on October 25. Mr. Dierks was born in Reedsburg, Wis., in 1827. For a number of years he was engaged in the music business in the West, in 1911 coming to Pittsburgh as general manager of the C. C. Mellor Co. A number of the talking machine and music trade representatives attended the funeral. He is survived by his widow, a daughter, Elizabeth, and a son, Barry C. Dierks, an architect who makes his home in Paris. H. H. Fleer, of Lyon & Healy, Chicago, who for many years was associated with the C. C. Mellor Co., latterly as sales manager, came on to attend the funeral.

Orthophonic in Special Display Room

At the Rosenbaum Co., Pittsburgh, a special room in the talking machine department has been set aside for the display and demonstration of the Orthophonic Victrola. This innovation on the part of the firm was suggested by C. R. Parsons, manager of the talking machine department. The new display room is located on the balcony floor in part of what was once the office of Mr. Parsons. A large number of persons have been given demonstrations of the new Victrola and were loud in their praise of it. Mr. Parsons is of the opinion that holiday sales will be especially large. In the same department there are on display the new models of the Sonora phonograph which are attracting a great deal of attention.

Radio Show at Kaufmann's

One of the largest radio shows of the season was that held the week of October 26 to 31 in the new radio department of Kaufmann's (The Big Store). The new radio section is now permanently located on the eleventh floor, where is also located the Victrola department. The installation of the radio department was marked by the sending out of a large number of invitations inviting recipients to visit the new department and the radio show. The following

(Continued on page 106)



HOMMEL is an Ace-High Radio Jobber

He works shoulder to shoulder with his dealers at all times—he never competes with them. Large stocks of the best and most desirable radio equipment are carried ready for dealer shipment on a moment's notice.

An inspection and repair department is maintained so that apparatus, requiring

Test up with HOMMEL NOW—the Helpful Jobber. Our new Encyclopedia on Radio Appliances, paras 466-W will help you. Write for your copy to-day.

testing, can be quickly checked before shipment, and repairs made to returned sets without sending the equipment to the factory.

Hommel dealers further benefit from Hommel's national advertising as all user inquiries and orders resulting are forwarded promptly to the local dealers.

WHOLESALE

EXCLUSIVELY

LUDWIG HOMMEL & CO

929 PENN AVENUE

Z HOMMEL Z

PITTSBURGH, PA.

TELETONE CABINET SPEAKER

All Wood Construction
 Inside—Spruce
 Outside—Walnut

Beautiful Walnut
 Finish

15 inches High
 3¼ inches Deep

Packed in Individual
 Corrugated
 Containers

Easy to Handle

Easy for your Customer
 to carry home

Net Weight—5 lbs.
 Shipping Weight—6 lbs.

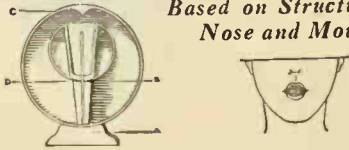
*"Makes
 Any
 Receiver
 Sound
 Better"*



\$32.50

*Ready to
 Listen*

The New Teletone Principle of Sound-Wave Construction and Amplification—Based on Structure of Nose and Mouth



Refer to the above sectional view of Teletone. Note that a sound-wave coming from the sound producing unit "A" (the human vocal cords) is amplified through the orifice "B" (the human larynx) until it reaches the conducting area "C" (the back of the throat), whence it is again conducted to the point of greatest amplification "D" (the correctly formed and opened mouth of the singer).

Teletone Cabinet Speaker pleases the ear with its sound, delights the eye with its appearance, and pleases the purse with its price. Beautifully finished in Walnut it stands 15 inches high and is only 3¼ inches deep. A handsome piece of furniture, fits on top of any receiving set, or any 3¼ inch space.

Jobbers: Some territory still open, write today. Attractive discounts. Protection. Free newspaper advertising.

Write for sample and jobbers discount

TELETONE CORPORATION
 & AMERICA

449 WEST 42nd STREET, NEW YORK CITY

Exclusively Wholesale Service in the PITTSBURGH DISTRICT

Atwater Kent Equipment
Pooley Radio Cabinets
Colin B. Kennedy Equipment
French Ray-O-Vac Batteries
Exide Storage Batteries
Balkite Products
Music Master Loud Speakers
Weston Radio Plugs
Pennsylvania Radiophones
Brach Antenna Sets

Our Slogan
Service—None Better

ESENBE CO.

SWARTZ & BUEHN O.

909 Penn Avenue

Telephone Atlantic 0539
Catering especially to music dealers

Pittsburgh, Pa.

Pittsburgh Trade Starts Holiday Sales Campaigns

(Continued from page 104)

radio sets were on display: Radiola, Victrola, Zenith, Ultradyne, Music Master, Atwater Kent, Freed-Eisemann Amplion reproducers.

Features Freshman Radio

At the Rosenbaum Co. a special showing was made of the five-tube Freshman Masterpiece, which had a very satisfactory sale. The firm is also authorized agent for the Stromberg-Carlson, Atwater Kent, Freed-Eisemann and Radio Corp. sets. C. R. Parsons, manager of the talking machine department of the Rosenbaum Co. gave a successful demonstration of the new Orthophonic Victrola at the monthly meeting of the Pittsburgh Advertising Club in the Hotel Henry on Tuesday, November 3.

Featuring DeForest Line in Pittsburgh

The Pittsburgh Radio & Appliance Co., Inc., 112 Diamond street, this city, DeForest jobber, has aroused keen interest among DeForest dealers in this territory in the new DeForest models. M. W. Kunkel, secretary of this company, and manager of the sales division, is very much gratified over the enthusiasm shown by dealers. A campaign along intensive lines exploiting these new products is being put under way by DeForest dealers with the arrival of the new models. These products, noted for their unusual tonal values and for the simplicity of operation, embody radio standards that will have wide appeal here.

"Five Foot Two," played by Lanin's Red Heads with a vocal chorus by Art Gillham, the Whispering Pianist, coupled with "I'm Gonna Hang Around My Sweetie," is scheduled for early release by the Columbia Phonograph Co.

ATTENTION DEALERS

Send for our 1926 page catalog



The finest and largest exclusive
Radio Catalog in the United States.

SCHNEITZER RADIO COMPANY
Dept. L St. Joseph, Missouri

New Radiocompak Console a Departure in Radio

The Radiocompak Co., Asbury Park, N. J., has for the past two seasons manufactured and assembled a new idea in a complete radio receiver. This year's model is a further advance in this type of instrument.

The new Radiocompak console model has the power, control and receiving panel at the same height and in the same compartment. Above this is liberal space for the radio speaker amplification. The power plant is in the bottom compartment of this two-decked console, completely wired and ready for operation.

The equipment of the Radiocompak includes Brighton "True Blue" tubes, the Amplion speaker, the Sterling tube tester, Jefferson tube rejuvenator and the Tungsar charger. There is also automatic electric socket battery control. The whole operation of the set and the power equipment are made from the panel space.

Plaza Products Being Turned Out in Quantity

The Plaza Music Co., which early this Fall announced a complete line of radio receiving sets, is now producing its instruments in quantities. A new building is being acquired by the company for the purpose of adding to its assembly plant and for cabinet storage space. E. M. Schenkel, sales manager of the radio division of the Plaza Music Co., has been particularly well pleased with the company's Model R-3 console receiver, which, due to its popular price, has developed into the leader of these new Plaza products.

Miss Ida Privens Weds

Miss Ida Privens, secretary to Andrew P. Frangipane, secretary of the Mutual Phono Parts Co., New York City, was married to Benjamin Markowitz, on October 24. The affair was held at the Hollywood Gardens and among those who attended were A. P. Frangipane, secretary, and N. Garfunkel, president of the company. After a honeymoon in Atlantic City, the couple returned to their new home in Brooklyn. For a while Mrs. Markowitz plans to continue her duties with the Mutual Phono Parts Co.

Prominent Meriden Firm Has Built Big Business

Remo Corp. Concentrated on Parts and Accessories of High Quality and Has Built Wide Demand for Its Products

MERIDEN, CONN., November 6.—An excellent example of how a large organization can be built up in the manufacturing of parts and accessories for radio receiving sets alone is to be found in the experience of the Remo Corp., of this city. Although not producing a radio set of its own, this company is doing an excellent business with a number of accessories. Its first venture in the radio field was with the Remo trumpet. This was later improved with an adjustable unit and then there appeared the Concert type and finally, in keeping with the popularity of cabinet type loud speakers, the Remola concert cabinet made its debut. This company has also developed a phonograph unit of equal quality which is proving very popular throughout the trade.



Remo Trumpet Speaker

The laboratories of the Remo Corp. next produced a tube reviver in two types, Junior and Senior. These devices are designed to bring back the full efficiency in a few minutes of any standard old or weak tube. With the millions of tubes being sold and used it is found that the demand for these tube revivers is constantly increasing and the Remo tube reviver accordingly has become one of the most important products of the Remo Corp.

The use by many of the telephone as an



Remo Cabinet Loud Speaker

aerial induced the Remo Corp. to produce the Remofone aerial which consists of a plate upon which the telephone rests and from which a wire is run to the antenna binding post of the receiving set.

B. C. Rogers, head of the Remo organization, reports that the present season has proved a very busy one. He states that not only has the volume of business been greatly increased, but that an additional number of dealers are now selling the Remo line.

To Record Heart Beats

Announcement was made recently by the Columbia Phonograph Co. of the perfecting of a device for the phonographic recording of heart beats, which is expected to save thousands of lives annually by better diagnosis of heart disease. Engineers of the Columbia Phonograph Co. and the Bell Telephone Laboratories, Inc., perfected the invention, working with leading surgeons and medical authorities.

MUSIC MASTER RADIO PRODUCTS



TYPE 250
Music Master-Ware
The ultimate in radio. Seven tubes. Self-contained, rotative loop eliminates antenna and ground. Wonderful range. Exquisite tone. One major control operates wavelength indicator. Mahogany cabinet with battery compartment. Price \$250 (with optional equipment)

PUSH
MUSIC MASTER
for Christmas
Profits

MUSIC MASTER—Quality Radio Products—will allow you to reap a harvest on your Christmas trade.

Ten new cabinet models, with all the latest refinements of mechanical ingenuity and tone quality, will draw the best trade to you for Christmas, and assure you profitable business all the year.

Everybody knows **MUSIC MASTER**. Its story has been told—is being told—to millions of radio enthusiasts through national magazines, weeklies, newspapers, and "fan" papers.

MUSIC MASTER Franchise gives you real protection, and our long line gives you the merchandise.

Write or wire now for details about **MUSIC MASTER**.

Music Master Corporation

Makers and Distributors of High-Grade Radio Apparatus
128-130 N. Tenth St., Philadelphia, Pa.

CHICAGO NEW YORK PITTSBURGH



TYPE 100
Five tubes. Resonant reproduction, exceptional range. Massive mahogany console cabinet. Battery compartments in cabinet. Price \$100 (without equipment)

TYPE 400

Five tubes. No batteries. Unexcelled performance. Self-contained battery eliminators. Richly carved mahogany cabinet. No ground or outside antenna required unless the set is situated in a locality of poor radio reception, or if great distance is desired. Without equipment

\$400

Model XIII Reproduces 540 additional

MUSIC MASTER
Resonant Wood
Insures Natural
Tone Quality

MODEL VI
14 inch Wood Bell \$30

MODEL VII
21 inch Wood Bell \$35



Ten Models — \$50 to \$460 — Unconditionally Guaranteed

MUSIC MASTER RADIO PRODUCTS

Many Favorable Factors Create Optimism Among Dealers Throughout the Twin Cities

Successful Series of Edison Comparison Recitals Concluded in the Northwest—Tremendous Demand for Music Master Products—Sprague & Warren Pushing Adler-Royal Line

MINNEAPOLIS AND ST. PAUL, MINN., November 7.—There is not merely an optimistic tone in the Twin City music trade, but an exuberant one. All dealers are sharing in the revival of Northwest confidence.

C. C. Bennett, manager of the George C. Heckwith Co., Victor distributor, feels that the Victor Co. has achieved a signal triumph in having the new Orthophone models ready for the dealers who have placed their orders.

Successful Edison Tone Tests

A. L. Toepel, of the Lawrence Lucker Co., Edison distributor, apologizes for the pleasant bromides that business is good in both phonograph and radio lines, that trade visitors are frequent and that the entire territory assays higher than last year.

He offers as more novel news an account of the tone tests recently conducted in the Dakotas and Minnesota. These were, of course, for the dealers and the public and were highly successful in demonstrating the Edison tone in comparison with the voice. The artists who made the tour were Hetsy Lane Shepherd, eminent soprano, and William Reed, saxophone and flute player.

Signs of the times are seen in the fact that the Lucker Co. has put several new salesmen in the Northwest territory.

Music Master Popular

The recently reorganized radio department of the Heckwith Co. is finding it difficult to keep up with the enthusiasm for the Music Master line. In the past few weeks, however, it has become adjusted to the demand and orders are being filled promptly.

Will Rogers, Victor artist, was accorded an enthusiastic reception at the St. Paul Auditorium where he appeared Wednesday night, November 28.

Traveling in Interest of Adler-Royal

Both Mr. Sprague and Mr. Warren, of the firm of that name, are away on trips throughout the Northwest visiting the Adler-Royal dealers. Several new accounts have been opened and the business inspires the greatest enthusiasm as to the year's average.

The portable demands continue to press the

supply and the radio and phonograph lines are going equally well.

Interesting but Brief

E. G. Hoch finds the Cheney dealers throughout the territory full of enthusiasm and very optimistic over the prospects of a big holiday trade.

The Foster & Waldo Co. is still doing business at the old stand, but the new store is having the final touches added. The walls are being decorated with a number of large paintings.

The company has had a most unusual window attraction the past week and the sidewalk in front of the store has been crowded with interested spectators. A girl in Colonial costume is seated at the piano, playing, while a music master in costume and powdered wig heats time.

"The Master Radio Salesman" Arousing Trade Comment

Booklet on Radio Merchandising Prepared by C. H. Bosler, President of A-C Electrical Mfg. Co., Fills Trade Need

"The Master Radio Salesman," a scientific method for the organization of the radio sales department, prepared by C. H. Bosler, of the A-C Electrical Mfg. Co., of Dayton, O., described in detail in the last issue of *The World*, and which was presented to A-C Dayton dealers, has produced widespread comment from the recipients.

The radio sales field has been in need of just such an instructive and constructive compilation. The material, delivered in book form, doubtless was prepared with great care and for that reason will prove a ready book of reference and permanent guide to dealers who have received it.

The author of "The Master Radio Salesman," C. H. Bosler, is president of the A-C Electrical Mfg. Co. He is one of the pioneers of the industry and the products of his company have been noted for their advanced characteristics and their ability to fill trade needs. This is true

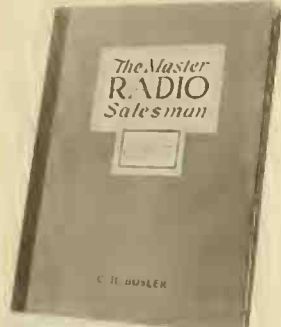
of the A-C phono set, which has achieved popularity with talking machine dealers throughout the country for its availability as a receiving



C. H. Bosler

set for upright talking machines now in the homes of the country.

Because "The Master Radio Salesman" is built upon a foundation of experience and be-



Cover Page of *The Master Radio Salesman* cause this knowledge is adapted to the problems of the retailer its value in a field just reaching the stabilization period is enhanced.

Plaza Co. Inaugurates Holiday Sales Campaign

The Plaza Music Co., 10 West Twentieth street, New York City, has arranged a holiday campaign on its small talking machines, including the "Pal" portable. It is the Plaza Co.'s contention that portable talking machines, as in the past two seasons, will find particular favor during the Christmas period. The Plaza Co. is forwarding to its dealers much advertising material on the "Pal" portable, including a window display cut-out. From experiences of last year the Plaza Co. realizes that where dealers display portables conspicuously during the holiday weeks many sales result.

In addition to the "Pal" portable, the new "Compact," a camera-sized phonograph, is being exploited during this season, as well as two novelty model talking machines for the nursery.

Orthophonic Victrola on View in Oklahoma

OKLAHOMA CITY, OKLA., November 4.—A series of demonstrations of the Orthophonic Victrola was given here by Miss Madeline M. Davies, of the educational department of the Victor Co. The concerts were given at the Oklahoma Club, the Lions Club and before the school music supervisors. The new instrument was well received by those in attendance.

A HOLIDAY SPECIAL

An All Year Round SELLER

The BABY CABINET Phonograph, standing 17 inches high, is a popular seller for the phonograph dealer during the holiday season and is in steady demand the year round.

Attractively designed, the BABY CABINET also has splendid tone quality, and carries with it the manufacturing guarantee of one of the leading manufacturers in the phonograph industry.

Send for samples today.

General Phonograph Mfg. Co.
Elyria, Ohio





Talk is cheap — especially radio talk. What you want is PROOF.
And the one certain proof is PERFORMANCE.

If you are using URECO Radio Tubes on your own set, you are already selling URECO because you've had all the proof you need. Otherwise make this test. Tune in on any station you wish. Listen closely. Then change to URECO tubes and listen again. Note the amazing improvement in power and tone.

That's because URECOS are made to pass the severest of all tube tests in the factory.

And try the new URECO GOLDENTONE Power Tube in your last stage. It kills every last trace of distortion and increases range marvelously.

The United Radio & Electric Corporation

418 CENTRAL AVENUE

NEWARK, NEW JERSEY

You'll prefer URECOS in your own set

Introduction of New Instruments Has a Favorable Effect on Sales in Kansas City

Most Retailers Supplied With Sufficient Orthophonic Victrolas to Enable Development of Sales Campaigns—Brunswick Dealers Ready to Push the Panatrope—The News

KANSAS CITY, Mo., November 6.—Naturally, the chief topic of conversation in talking machine circles here, as elsewhere, is the advent of the new machines. The Victor Orthophonic is attracting a lot of attention, and Victor dealers are enthusiastic about it. The public has received it most cordially. While jobbers have been working night and day in order to get everything lined up for the coming of the new machine, it was found that a number of dealers were disappointed because they had not made the necessary arrangements to get the first shipments to be used as demonstrators. But in spite of these disappointments, most of the dealers got their machines, and they have been busy giving the public a chance to hear them.

J. W. Jenkins Music Co., whose wholesale Victor department handles the machine in this territory, has had models in practically all parts of the territory and given dealers and the public an opportunity to compare them with the old machines. The large orders which have been received indicate that the dealers were much pleased. And now W. E. Lyons, of the wholesale department, reports that his desk is covered up with telegrams and special delivery letters asking when shipments of the stock may be expected. In the meantime the sale of the regular Victor machines and records continues.

Eagerly Await the Panatrope

The Brunswick's new machine, the Panatrope, is being announced in page spreads in the dailies, and those who have been partial to that make of instrument are looking forward with a great deal of interest to the appearance of the latest improvement. The advertisements of the Panatrope are stressing the fact that it is the joint achievement of the four world leaders in musical and electrical acoustics—the Radio Corp. of America, General Electric Co., Westinghouse Electrical & Mfg. Co. and the Brunswick Co.

On the whole, all of the jobbers and dealers here are optimistic about the Fall and Winter business and look for a genuine revival of buying of phonographs.

Radio Sales Grow

One of the things which are outstanding in the musical world is the large and growing sales of radio. In the current Sunday issues of the Kansas City papers there are over four full pages of advertising of radio, and during the week there is always more than a page. And the reports from dealers are to the effect that these advertisements are bringing lots of business.

Bright Edison Outlook

Manager Smith, of the Edison Co., says that the reports for October, which have just been

completed, show a very decided gain over September and also over October of last year. His meeting of field men recently revealed that they were all enthusiastic over the outlook for the Winter's business.

R. R. Karel, field representative of Thos. A. Edison, Inc., is expected to be in town this next week and confer as to development of future business.

New dealers for the Edison are: A. D. Callison Furniture Co., of Rogers, Ark.; Matters' Music House, Neosho, Mo.; Home Furniture Co., Sand Springs, Okla.

Mr. Smith reports that the personal visitation plan of owners and the follow up of leads which are thus secured are still bringing in fine results and mark a revival of business wherever the plan is put into operation. He reports that his record business is away above the average, and that the sale of Edison phonographs is

Master Gene Kinney Transformed Into an Eskimo

Commander E. F. McDonald, Uncle of Buffalo Youngster, Delighted With Gift of Furs and Skins From Arctic

Commander E. F. McDonald, Jr., president of the Zenith Radio Corp., Chicago, returned from the recent MacMillan Arctic Expedition with a



Eugene F. McDonald, Jr., and Gene Kinney number of trophies, including an Eskimo suit of furs and skins, procured in Etah, Greenland, 11½ degrees from the North Pole. The Eskimo

growing stronger all over the territory. He looks for a very fine business before Christmas.

H. B. Zimmerman With Brunswick

H. B. Zimmerman is a new salesman for the Brunswick in the Joplin territory. He comes highly recommended and has been added to help push the new Panatrope machine.

The Simpson-DeBoard Drug Co. is a new Brunswick dealer at Horton, Kan.

The Joplin public schools have recently added to their stock, used in the music appreciation lessons, \$500 worth of new Victor records.

An Attention-compelling Display

Hooking up with the Charley Chaplin picture, "The Gold Rush," is a display in the window of the J. W. Jenkins Sons' Music Co. in which Charley is represented on his way to the Arctic, and on his sled is a "Zenith" radio. It is attracting a great deal of attention.

Exploiting New Columbia Record

Much interest was manifested in the page ad of the Columbia Co. announcing the recording of the singing of 4,800 voices recently, and Columbia dealers cashed in on the appearance of the advertisement. Columbia dealers are reporting a very large sale of records this Fall, and this achievement is adding to their prestige

has no use for money, neither does he know its meaning or value, therefore it is impossible to estimate how many cigars, cans of tobacco, strings of beads or other trinkets represent the exchange in the transaction to obtain the suit.

Mr. McDonald, on his return to his home in Chicago from Boston, Mass., after the landing of the expedition, stopped in Buffalo, N. Y., to visit his sister, Mrs. J. M. Kinney, wife of the president of the Liberty Bank, of Buffalo, and his nephew, Master "Gene" Kinney.

The accompanying photograph shows Mr. McDonald with Master "Gene," doubtless explaining the intricacies of a toy Kayak, an Eskimo boat, said to be the fastest one-man craft in the world and made by an Eskimo in Greenland. Master "Gene," pictured in the Eskimo garb mentioned above, is said to be a counterpart of Commander "Gene" McDonald in individual character and attitudes. Little "Gene" shows fine promise of becoming as prominent and aggressive in his contributions to progress as his popular uncle and some day he may pick up where Commander E. F. McDonald, Jr., leaves off to carry on his work.

Korn Music Store Altered

MICHIGAN CITY, IND., November 6.—The August Korn Music House recently completed extensive alterations, including a new front and the conversion of the two stores formerly occupied into one large one. The interior changes provide larger and separate display rooms and a portion of the establishment is being set aside as a recital room. The concern is planning an aggressive holiday sales promotion campaign.



The New Minnelli Portable

This newest portable is equipped with the Minnelli tone arm with its many high qualities of tone reproduction. This tone arm which is reproducer and amplifier combined is readily detached which allows the machine to be built compactly.

Well equipped and finished the Minnelli portable enables you to sell a portable that is different from all others.

Send today for full details and dealers' prices.

MINNELLI PHONOGRAPH CO., Inc.

Pittston, Pa.



The
EAGLE

All That is Best in Radio



Model F—\$150.00



Console Model C-1
With Model F Receiver—\$235.00



Model C-3
With Model F Receiver—\$275.00

*The Trade-Mark
That Stands for*

THERE is a reason why the demand for full capacity production is always in evidence on Eagle Receivers.

The reason is:

Eagle dealers are absolutely confident that in merchandise and policy, Eagle always leads the field.

For a clean-cut, aggressive and profitable campaign this year, secure the Eagle dealership for your territory.

Quantity production consistent with a quality product is your insurance for satisfied customers and profits.

*Write for Booklet Describing
Other Models*



*Dealer Co-operation
and Profits*

Eagle Radio Company

16 BOYDEN PLACE,

NEWARK, N. J.

O. E. R. Co.

Prospects for Profitable Year-End Sales Volume Materialize in the Toledo Field

New Instruments, Orthophonic Victrola and Brunswick Panatrope, Responsible for Increased Interest in Talking Machines—Entire Trade Optimistic—Radio Sales Also Growing

TOLEDO, O., November 7.—With the advent of the Orthophonic Victrola, Brunswick Panatrope and Cool Autumn evenings, trade in talking machines, records and radio has taken an upward trend. The feeling of optimism as expressed so often by retailers as to the Fall prospects is becoming a reality.

The continued and growing interest in radio is one of the marvels of present-day merchandising. Women, who until recently have been regarded mildly as possible buyers, are to-day looked upon as forming an ever-increasing buying power in radio circles as they do in so many other lines. They are shopping the radio stores as consistently as they do the department stores for this modern "world in your home entertainment device."

The Lion Store Music Rooms on the first of the month set along with the monthly statements to customers 35,000 Victrola booklets giving the facts about the new machine and a like number of leaflets visualizing the new radio shop with its array of receiving sets.

The store is carrying on the largest Red Seal single face record sales drive in the history of the city; ten thousand records are being offered. In fact the firm purchased the entire stock of the discs owned by a certain mid-West jobber. The event was carried on in conjunction with the 68th Anniversary Sale of the store when many people were attracted by bargains in all sections of the large enterprise.

On Monday the Orthophonic Victrola was demonstrated to the Toledo Woman's Club and to the Toledo Chamber of Commerce. The department presented the entire Topsy & Eva show troupe, including the Duncan Sisters, Victor artists, to the Chamber of Commerce recently. The record "Brown Eyes," by the Goodrich Silver Cord Orchestra, was featured in a special manner in conjunction with the local Goodrich rubber branch. The sales run to large proportions, according to Lawson S. Falbert, manager.

The Radio Shop, which is one of the finest in the State, has sold a large number of Radiolas, Atwater Kent, Music Master, Zenith and Thompson outfits recently.

The J. W. Greene Co. has entertained its friends and clientele with a number of exceptional musical events recently in the store auditorium, the object of which was to create interest in talking machines and radio. Recently Nick Lucas, Brunswick artist, was the center of attraction. On the same day Harry Snodgrass, Brunswick artist and broadcasting favorite, now appearing at Keith's Theatre, pleased many. Then the Nold Trio, also record artists, worked in conjunction with Victor Day Ortho-

phonic demonstrations. The latter demonstration was under the direction of Bertha K. Eckhart, of the educational department of the Victor Talking Machine Co. The house also demonstrated the instrument before the Exchange Club, The University Club, the teachers of Scott High School and Glenwood school. Miss Helen Baumgardner directed these exhibitions. D. Howard May is a new member of the sales force.

In the radio section the store, on account of the increased demand for outfits, is compelled to remain open evenings. Interest in the new Radiola line is unusual. Thompson, Zenith, Atwater Kent outfits are favored. Robert J. Elwell, for several years connected with Grinnell Bros., has joined forces with the house.

At Grinnell Bros., C. E. Bell is named manager of the Victrola department. The store has made a number of demonstrations of the Orthophonic Victrola. The radio department, which is featuring Freed-Eisemann and Zenith sets, is now in charge of Harry J. Reeves, formerly with the Lion Store in a like capacity.

The Flightner Music Co., Columbia dealer, recently had an exclusive radio and phonograph display at the Ohio Food Show here. The radio exhibit consisted of Radiola, Hartman, Air Way and Erla sets. Several deals were closed at the show and a large number of prospects were secured. Harmony records are moving briskly, Frank Flightner stated.

Don O. Flightner, formerly sales promotion manager of the Air Way Radio Corp., has succeeded F. W. Dumaer as district representative for the Columbia Phonograph Co. He will cover a large part of Ohio.

The Goosman Piano Co., Columbia dealer, is enlarging its floor display space and making ready for a large holiday trade. The store has been redecorated and window display space has been enlarged. Record booths are also to undergo extensive changes.

The store, which makes use of timely events, is always able to draw interest to the enterprise. Harry Wasserman, proprietor of the United Music Store, Victor and Brunswick dealer, devotes his entire window space to timely events. A Halloween window attracted wide attention.

The house enjoys a large foreign following who, unlike most Americans, buy records in large quantities. Just now Spanish, Mexican, Arabian and Hebrew buyers are most numerous. In addition to native music, many American records are purchased by the foreigner. Among these Victor and Brunswick selections are neck and neck.

The Whitney, Blaine, Wildermuth Co. is

meeting with good success in its demonstrations of the Orthophonic. David Blaine, president, predicts a large sale for the instrument. Verne Ashelman is a new member of the sales staff. Ruth Mitchell, of the office force, will winter at St. Petersburg, Fla.

Fred Stewart, in charge of the radio section, believes that radio will continue to enlarge its hold upon all classes of people. Sales this Fall are far above last year. Zenith and Atwater Kent are the principal lines carried here.

At the Frazelle Music House the higher priced phonographs and records lead in sales. Music Master, Zenith, A. C. Dayton and Grimes lines are featured. W. O. Hart has joined forces with the house.

Harry R. Carlisle Now With the Apco Mfg. Co.

PROVIDENCE, R. I., November 2.—Harry R. Carlisle, an authority and one of the pioneers in radio publicity and salesmanship, has now be-



H. R. Carlisle

come identified with the Apco Mfg. Co., of this city, manufacturer of Apco battery chargers, Apco "B" battery eliminators and other products in the radio field. Mr. Carlisle needs no introduction in radio circles. For many years dating back to the infancy of radio, Mr. Carlisle was in charge of the advertising department of the Atwater Kent Mfg. Co., Philadelphia. Later he was in charge of the advertising of the Welsbach Co., of Philadelphia, for a short period. His intimate knowledge of the radio field and his wide acquaintance throughout the industry will be of invaluable assistance to him in the important duties he has now assumed.

AKRADYNE'S PERFORMANCE

It is a pleasure to sell Akradyne Radio Receivers. After your customers have been delighted by Akradyne's appearance, there is no doubt but that they will be charmed by its quality reproduction and impressed by its absolute dependability.

As the radio buying season approaches its peak, it is important to present a line of radio receivers with an appeal to all tastes and purses—Akradyne.

The complete Akradyne line—cabinet and console models, \$75 to \$215; art models of beautiful design, \$475 to \$1,475; and the Akratone cabinet speaker, \$31.50.

SUNBEAM RADIO CORP.
350 West 31st St., New York

Also manufacturing Pink-A-Tone Radio Receivers in 2, 3 and 5-tube models at \$18.50, \$28.50 and \$34.50



Akradyne
TRADE MARK
P.A.T. IN R.A.C.Y.

Model 110
Retail \$110
Price

More Christmas profits



sell a Tungar with every storage battery set you sell ~ ~ ~

THE Tungar means better reception, and therefore easier selling. It means less cost and trouble in the upkeep of a storage battery set, and therefore satisfied customers after Christmas. And it adds an extra profit to each radio sale, if you sell a Tungar with a set.

And don't overlook the opportunity of selling Tungars as Christmas gifts to every family that has a storage battery set without a charger. The Tungar—the original bulb charger—is known everywhere, and sells easily on its name. Push Tungar for Christmas profits.

For aggressive music dealers, the profit possibilities of the Tungar are tremendous. Write for sales helps and distributor's address.



Quality Points

- The Tungar is the original bulb charger.
- It is built to last for years.
- It charges any make and size of storage battery; radio "A" and auto batteries, and "B" batteries as high as 96 volts in series.
- It is simple! Just two clips and a plug for the house current.
- It makes no disturbing noise.
- It can't blow out Radiotrons if battery is left hooked to set while charging.
- It causes no radio interference.

Prices East of the Rockies
 Two ampere Tungar . . . List \$18
 Five ampere Tungar . . . List \$28
 60 cycles—110 volts

Tungar

REG. U.S. PAT. OFF.

BATTERY CHARGER

Tungar—a registered trademark—is found only on the genuine. Look for it on the name plate.

GENERAL ELECTRIC

GENERAL ELECTRIC COMPANY

MERCHANDISE DIVISION

BRIDGEPORT, CONNECTICUT

Richmond Music Lovers Turn Out to Hear Orthophonic Victrola in Spite of Rain

Orders for New Instrument Being Received in Substantial Quantities—Local Radio Broadcasting Station Opened—Radio Dealers Co-operating to Put Over Local Radio Exhibition

RICHMOND, VA., November 5.—The first public demonstration of the new Orthophonic Victrola met with most gratifying response from the public, according to dealers, although the weather was anything but propitious, a cold drizzling rain falling throughout the day set apart for the purpose. Previously, under the direction of Miss Grace Barr, of the educational department of the Victor Co., the Corley Co. gave a private invitation demonstration in the auditorium of its store at which some 200 or more persons were present. Miss Barr also directed another demonstration at the Woman's Club, which was given prior to the public event. Some 400 women attended. It is planned to demonstrate the new machines later at several of the leading clubs of the city as well as in the schools. They have been selling so well since they have been put on the market here that difficulty has been encountered in filling orders, as only a limited number of the machines are available at the present time.

Walter D. Masses & Co. report the sale of one of the "Credenza" styles to the Country Club of Virginia, which plans to use it to supplement orchestral music.

Fred R. Kestrich, manager of the wholesale department of the Corley Co., visited the factory at Camden the other day in an effort to get a larger stock of the new Victrolas. Many inquiries are coming in to jobbers from out-of-town dealers, and not a few orders are being received from them.

Newspaper space was utilized liberally in exploiting the public demonstrations here, practically all the Victor dealers indulging in use of printer's ink to help boost the event. The day was described as Victor Day.

The opening of Edgeworth station, WRVA, the new mammoth broadcasting plant of Larus Brothers & Co., tobacco manufacturers, occurred on November 2. Local radio dealers linked up with the event, advertising their lines quite freely in the newspapers and extending a most cordial welcome to the new station which is expected to stimulate interest in radio as well as in music generally. The C. B. Haynes Co., Edison jobber and dealer, featured Atwater

Kent and other lines of radio which it handles. Thirty Richmond radio dealers, co-operating with each other, plan to open the city's first annual radio exhibition November 16, in the William Byrd Hotel. Ben H. Hoffman, of Hoffman & Goodman, will be chairman of the show. The exhibition will continue for a week and will be open from 6 to 11 o'clock each evening. A large attendance is expected.

Miss Florence Biscoe, of the Corley Co.'s wholesale department, planned to visit Beckley, W. Va., November 13, for the purpose of attending the anniversary celebration of the new Lilly Music Store. The event was to be topped off with a banquet. Miss Biscoe expected to stop off at Lynchburg and Roanoke on her trip to call on Victor dealers in those two cities.

S. P. Dovsky Furniture Co., 404 East Broad street, which handles Parlo, and other lines of phonographs, has bought store property at 504 East Broad street, and expects to occupy it about the first of the year.

Mutual Phono Parts Co. Markets Loud Speaker Unit

New Unit With Non-Adjustable Stylus Arrangement Announced—Other Departments Report Heavy Demands

The Mutual Phono Parts Co., New York City, has announced a new loud-speaker unit with stylus arrangement that is non-adjustable. The two other radio units of the Mutual line have proved very popular and it is expected that this new improved unit will rapidly find its place in the field.

The tone arm department has received exceptionally heavy demands upon it and is working each night until nine or ten o'clock to fill all orders. The demand is reported well proportioned throughout its various models.

A. P. Frangipane recently returned from a trip through the Middle West. He found conditions in the territory good and the various manufacturers very busy striving to take care of the sudden heavy orders which they have received. He found a general spirit of optimism prevailing. On his way home, Mr. Frangipane went through Canada and stopped at the headquarters of the Canadian Acme Screw & Gear Co., in Toronto. These Canadian distributors of the Mutual line are doing exceptional business in the Dominion.

Audiphone Loud Speaker Popular With Radio Fans

Exclusive Features Embodied in the Radio Loud Speaker Manufactured by the O'Neil Mfg. Co.—Three-way Control Principle

The O'Neil Mfg. Co., 4734 Hudson boulevard, West New York, N. J., is the builder of the "Audiphone" loud speaker, which incorporates an exclusive three-way control balanced armature, with laminated electro magnet, large permanent magnet and India mica diaphragm.

The O'Neil Co., besides manufacturing and marketing the Audiphone, also supplies loud speakers to some of the best-known American manufacturers, as well as several in foreign countries, including the Marconi Wireless Co. of Canada. This latter firm, in a recent letter to Raymond R. O'Neil, the head of the O'Neil Mfg. Co., said:

"After thorough tests, we have decided to adopt the O'Neil Audiphone unit for our new Marconi loud speaker. We are naturally very jealous of the Marconi name and will only place it upon a product which will measure up to the very high Marconi standard of excellence."

Besides letters from a number of manufacturers throughout the country, the O'Neil Co. also is very much gratified through the fact that it has been the recipient of hundreds of letters from radio owners. Among these letters are some from noted musicians, including H. Ver-

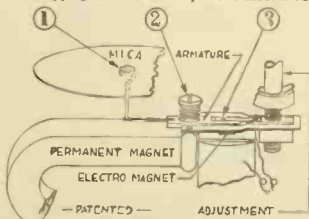
bruggen, conductor of the Minneapolis Symphony Orchestra, who says that the O'Neil "instrument has remarkable mellowness and completely eliminates the hollowiness of tone and



The Audiphone

nasal quality; the outstanding feature, however, is that the individuality of the various instrumental timbres is preserved. The speaker reproduces the high and low notes with equal fidelity and the overtones are always present."

The O'Neil factory is well located, with excellent shipping facilities. The plant is most mod-



Showing Three-way Control of O'Neil Speaker—of the daylight type. Raymond R. O'Neil, as well as Mrs. O'Neil, who is also an executive of the company, are both well-known musicians. The company has in addition a competent corps of engineers and expert assemblers.

Adds Music Department

Hudson, N. Y., November 7.—A music department was recently installed in Jaquin's store, owned and operated by Stephen E. Boisclair, who operates similar departments with Jaquin's in Amsterdam and Troy.

New Victrola Demonstrated

BINGHAMTON, N. Y., November 6.—A demonstration of the Orthophonic Victrola was given members of the Monday Afternoon Club through the courtesy of Fowler, Dick & Walker, Victor dealers.

\$1.00

\$1.00

The
Henderson
TYPE 101A
Radio Tube

Henderson tubes are being used by discriminating radio enthusiasts throughout the United States, Europe and the Orient.

Guaranteed uniform—50% longer life
"Best for quality and distance"

Mutual conductance—750
Amplification constant—9
Plate impedance—12,000

Standard type—101A—5 volts— $\frac{1}{4}$ amp.

Dealers wanted everywhere

HENDERSON BROTHERS
Manufacturers of Henderson Receivers
93 Federal Street Boston, Mass.



The New Series Gennett Records at 50c.

NOW that the indoor season is here the New Series Gennett Records at 50 cents with their timeliness and quality are an important stimulant in renewing interest in the record as a source of home entertainment.

The Gennett Slogan "First and Best on Gennetts" was never truer than it is today, for up-to-the minute popular dance, vocal and novelty hits are to be had when they are new and at a new price!

Then there are the Gennett standard numbers—without which no dealer's shelves are complete—representing the highest attainment in the art of sound recording.

The new Gennett sales plan eliminates all possibility of dead stock and enables the dealer to have on his shelves selections that are in constant demand, the profits from which are never being jeopardized by left-overs and slow movers.

Every dealer will be interested in this new plan because the Gennett proposition is worth while. Write for further information.

GENNETT RECORDS

Richmond, Indiana

Why dealers



The Kolster Eight pictured above is one of four beautiful models, of which there are two Eights and two Sixes. Each is housed in a cabinet of rare charm, designed by leading authorities. A Kolster is a pleasure to the eye as well as to the ear.

K O L S T E R

Another Kolster advertisement

find Kolster so attractive

F. T. C. executives, planning long ago, are rewarded by the wide response upon the part of progressive dealers.

The reasons are simple.

Primarily, in the instrument itself, a Kolster anticipates the current public demand.

That means sales and profits to the dealer.

Secondarily, in the relationship with the trade, F. T. C. executives have developed a mutually successful plan.

A Kolster franchise means: territorial protection, substantial profit, protection against obsolescence and against erratic price fluctuations, aggressive advertising.

If the above were a mere claim, it would not be unique. But backed by F. T. C. it is not a claim, but a fact.

Furthermore, it is unique because behind the Kolster is a concern so

ably financed and so forward-looking that it can afford to give every Kolster dealer the very limit of cooperation.

In selling a Kolster to a customer a Kolster dealer is insuring a satisfied customer. A Kolster satisfies in tonal perfection, simplified tuning, quietness from background noises, selectivity, no interference, sensitivity, beautiful cabinets and a factory guarantee.

F. T. C. executives, in anticipating public demand, also anticipate the requirements of a permanent, mutually profitable relationship with dealers, founded on cooperation.

Because of F. T. C. policies, you should handle Kolsters if you want substantial and steady profits.

Write, wire or mail the coupon for further information.

FEDERAL TELEGRAPH COMPANY
(of California)

Woolworth Building, New York City

R A D I O

appearing in trade papers

Federal Telegraph Company
(of California)

T. M. W. 14

Woolworth Building, New York, N. Y.

Please send me particulars regarding Kolster Radio and the Kolster dealer proposition.

Name _____

Street _____

City _____

State _____

Michigan Music Merchants Organize State Association

Successful Meeting Held at the Hotel Pantlind, Grand Rapids, November 2 and 3—Frank J. Bayley Elected First President

GRAND RAPIDS, MICH., November 4.—At a meeting held at the Hotel Pantlind here on Monday and Tuesday of this week there was successfully launched the Michigan Music Merchants' Association, made up of music dealers within the confines of this State. The attendance was very satisfactory, and many who were unable to be present signified their desire to co-operate.

After the constitution and by-laws were adopted the following officers were elected: President, Frank J. Bayley, Detroit; first vice-president, J. C. Shattuck, Owasso; second vice-president, Charles E. Root, Battle Creek; secretary, C. H. Hoffman, Grand Rapids, and treasurer, A. H. Howes, Detroit. In addition to the officers the executive committee will include Otis Bigelow, Dowagiac; L. C. Schroeder, Escanaba; A. H. Meier, Holland; H. J. Turnbull, Jackson, and W. T. Davis, Saginaw.

The next annual convention of the new association will be held in Detroit at a date to be

decided upon and announced in the near future.

The speakers at the various meetings included E. R. Jacobson, president of the Music Industries Chamber of Commerce; Thomas M. Fletcher, president of the Q R S Music Co. and an executive of the Zenith Radio Corp.; Henry E. Weisert, president of the National Association of Music Merchants; C. L. Dennis, of the staff of the Chamber of Commerce; Harry E. Bibb, of the Brunswick-Balke-Collender Co., and others.

Mr. Fletcher's talk aroused particular interest and promoted considerable discussion. He talked on the future of radio, and traced the growth of public demand for high-priced receivers, emphasizing the fact that it is not the price but the performance that counts. He declared that the public wanted entertainment and not education. "Thirty years ago," said Mr. Fletcher, "I was peddling what the trade calls small goods, and have lived to see motion picture shows grow from a 5-cent attraction to a high place in public entertainment with tickets at \$2 each. Thirty years ago we had no automobiles, radios, phonographs or player-pianos, and I am going to prophesy that within two years radio will absorb \$1,000,000,000 yearly of the public's recreation money.

"Do you realize what a profit you are missing

if you try to ignore radio? Don't you realize that the music merchant offers the logical channel for the sale of radio? If you sell only 20 per cent of the radio which you will have a net volume of sales greater than the net turnover of the piano trade, and it is evident that it is the net volume of sales that counts.

"The radio people started with the electrical supply, garage and hardware dealers because the music men were not willing to try it. Now stop and figure for a moment what you are losing by letting dealers who are not organized for this kind of business take your profits away from you.

"The music dealer apparently does not seem to realize that the broadcasting stations are helping him directly every day, putting on throughout the United States constantly programs which are 90 per cent music and only 10 per cent other matter. Here is an interest and desire worked up for you without costing you a cent.

"The radio is going through the same stages that the player-piano went through in its early days. I heard dealers years ago laugh at the idea that anyone would pay \$3,000 or more for a reproducing piano, but there are scores of dealers who are making these sales to-day and we are already selling a radio at \$2,000, when some of you seem to think that the public won't pay more than \$85 for a receiver. To those who excuse their neglect of radio sales by saying that the present discount don't permit of a profit, I might say that there are radio makers who are willing to make good sets and sell them at a price which will give a living markup for the dealer."

An important feature of the Tuesday meeting was a demonstration of the new Orthophonic Victrols given under the auspices of Grinnell Bros. It aroused a great deal of interest.

1926 Music Convention to Be at Commodore in June

The meeting of the board of directors of the Music Industries Chamber of Commerce, held the latter part of last month in New York, resulted in the fixing of the time of next year's convention during the week of June 7 and the place as the Hotel Commodore, New York. The contract with the hotel reserves all the exhibit space rooms to be available only to members of one of the associations comprising the Chamber.

A campaign was started which has as its aim the instruction in the playing of musical instruments in every grade school in the United States. The Bureau for the Advancement of Music has been asked to advance plans for such an activity.

The convention next year will be known as the "Anniversary Convention" as it marks the twenty-fifth anniversary of the National Association of Music Merchants and the tenth anniversary of the Music Industries Chamber of Commerce.

Registers Name "Concert"

The Wall-Kane Needle Mfg. Co., Brooklyn, N. Y., has made application at the Patent Office in Washington, D. C., for the exclusive use of the name "Concert," as applied to phonograph needles. They have used the name Concert for their steel needles for the past three years. The Wall-Kane Co. also manufactures the Wall-Kane needle, Jazz and Petmecke needles.

N. Cohen, president of the company, is making frequent business trips on the road and recently returned from an extensive trip in the Eastern territory which proved very profitable.

The Demuth Radio Shop was recently opened on the main floor of the Exchange Building, Memphis, Tenn.

Everybody Wants Single Dial Control

But few radio makers provide it

Why?

SINGLE dial control is an immense advantage in tuning. It is not only utterly simple; it enables the merest amateur to tune as accurately as an expert. You don't have to grope around adjusting dials. You IMMEDIATELY turn one control to the wave length desired. You can do that by ear, if you like.

What is the handicap?

Why do so few makers offer a single dial? Because most circuits are too complicated to permit of it. You have to dive too many horses. It is evident that you cannot tune with a single dial unless the circuits are *intrinsically* equal, and they cannot be electrically equal if there is any coupling of stray energy between them. It matters not whether such stray energy is "tapped" by extra condensers or other devices. The inequalities are still there and prevent accurate single dial tuning.

That is why you see single dial sets equipped with verniers and auxiliary adjusters. These are needed to complete or refine the tuning. That operation is so complicated as using three dials.

The secret of success

Pfanstiehl last year laid the foundation for a perfect single dial control by discovering how to prevent stray energy at its source, how to keep the radio stream in its forward path without the use of auxiliary devices. That was the secret also of his OVERTONE reproduction and the matchless tone which results. There is no stray energy to mar the delicate vibrations which make overtones. Voice and music are reproduced exactly as transmitted. And his single dial works with the utmost precision; enables anybody to tune as accurately as an expert. It is *fundamentally* sound.

For further details, address
Pfanstiehl Radio Company
 11 North La Salle Street, Chicago, Illinois

Phone West of the Rockies Slightly Higher



MODEL 10—Overtone Single-Dial 6-Tube Receiver. Price \$135.00 (less \$10.00 discount)

Pfanstiehl

"OVERTONE" RECEIVER
 Perfectly Reproducing the Overtones



Actual Wave Length GLOW'S from Illuminated Disc—No Scale Necessary



MODEL 10-A—A complete 6-Tube Single-Dial Console Overtone Receiver with Overtone Jacks, Control Board, Battery Changer and Components for Heavy Duty. Price \$200.00 (less \$20.00 and battery)



MODEL 105—Overtone Single-Dial 6-Tube Receiver. Most Outstanding Available Console Overtone Receiver in its class. Price \$200.00 (less \$20.00 and battery)



MODEL B—A low priced 5-Dial 5-Tube Receiver. Most Outstanding throughout. Price \$85.00 (less \$10.00 discount)

MODEL 18—Two-Dial 5-Tube Receiver. Most remarkable low priced model, permitting use on floor table. Overtones. Price \$115.00 (less \$10.00 and battery)

Ads Like THIS are Building Sales for TRINITY Dealers!

The Chassis that Saves You \$50.00



10 U. S. Patents Pending

TRINITY
617 512 133
ADVANTAGES

The Only SIX-tube Broadcast Receiver at \$50.

The Only Production Engineered Set!

Bored through a scientifically planned plate. Built by team work and accurate machine methods—not subject to the inequalities of individual piece workers.

The Only One-Point Receiver. Beesom mold in bakelite, makes its cabinets, panels, condensers, jacks, rheostats, etc., etc. from one material, and sets direct through Trinity dealers.

Soldered Connections Reduced to a Minimum—which makes TRINITY SIX practically trouble-proof.

TRUE Straight-Line Frequency Control

Simplify tuning, spread the stations even over the dial, making it easy to eliminate interference.

Harmony Control Jacks—Allowing plug to open and close all circuits automatically, saving drastic adjustments.

Simultaneous Use of Loud Speaker and Head-Phones—A TRINITY SIX advantage which permits peak tuning.

Damp Proof Unvarnished Resistances—Bakelite-enclosed look (for the Grids, Radio, Grids) patented for resistance coupling.

Station-Selecting Dialing Chart—Shows how to set dials for different stations.

4 main battery cells, permanently connected at factory, eliminates trouble taking errors.

View Underneath TRINITY SIX Chassis—showing how Beesom eliminates the main cause of set trouble—soldered connections—usually the work of inexperienced hands. At one operation 150 separate holes are punched in TRINITY SIX sub-panel. Nickel-plated phosphor-bronze "power houses" bus strips, 1/4 inch wide, are then inserted face forming connections and tube frame contacts. This exclusive Beesom construction cuts stream-bling costs in half, and minimizes set troubles.

(See November "Radio News," page 61)

TRINITY

SIX

\$50

WEST OF THE ROCKIES \$75.00

- 1 The "power houses" are stamped in one piece, punched and bent into shape, and are inserted into the sub-panel with great accuracy.
- 2 The use of metal wire, necessary for all connections, allows for better contact than other sets.

- 3 These sets of radio parts are made in one piece, and are stamped in one piece, and are inserted into the sub-panel with great accuracy.

What the TRINITY SIX FRANCHISE MEANS TO DEALERS

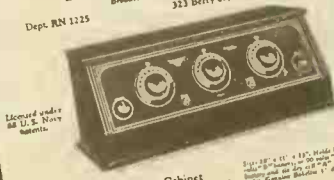
1. The privilege of ordering what you need when you need it, and getting immediate shipments.
2. Protection—so our EXCLUSIVE dealer—from competition in your locality.
3. We guarantee not to reduce prices next year.
4. We guarantee not to obsolete models.
5. Territorial NEWSPAPER advertising and dealer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

BUILT by a revolutionary method of construction in the set building division of America's greatest radio parts plant, practically everything in TRINITY SIX is made from raw materials into the finished product under one roof. The TRINITY SIX Broadcast Receiver gives you the most that has yet been offered in Radio—more tubes, more power, more volume, more selective tuning, greater clarity, stronger construction—2 bigger and better Radio in a handsome cabinet—\$50.

The TRINITY SIX dealer franchise is awarded only to selected dealers. If you want to sell the TRINITY SIX, you must have the TRINITY SIX franchise and station license. If you are ever convinced that TRINITY SIX is the greatest Radio value ever offered, return it and get your money back. If you keep it, we know you will, we will credit the best TRINITY dealer with you will.

Beesom, "The Value Only Beesom Can Deliver"—\$100.00 1000000.
BEACON RADIO MFG. CO. INC.
Broadcast Receiver Division
323 Berry St., Brooklyn, N. Y.

Dept. RN 1225



Licensed under 88 U. S. Patents Pending.

Mahogany-Finish Cabinet with Anti-Flame Casserol Aluminum Panel

3 1/2" x 10" x 11" • 17.5" Model 133 Shows how to set dials for different stations. (See November "Radio News," page 61)

Have you Asked? Regarding YOUR Franchise

Buffalo Dealers Face Holidays With Low Stocks of Instruments, Declare Jobbers

Predict This Will be a Talking Machine Christmas—Orders Being Placed for Holiday Delivery—Public Enthusiastic Over Orthophonic Victrola—Brunswick Sales Gain—Trade Activities

BUFFALO, N. Y., November 7.—Christmas of this year is going to find phonograph stocks pretty low in the Buffalo district, it is predicted by jobbers in practically all lines here. This will be a talking machine Christmas, there is no doubt. Enthusiasm of the public over the new Orthophonic Victrola and the new Brunswick Panatrope has gone beyond early Fall expectations of the trade. Orders are now being placed for future delivery, for as late as Christmas.

"Just now Brunswick sales are greater in the Buffalo territory by a good percentage than they were during the same period last year," said C. W. Markham, Buffalo distributor. "Our dealers are looking forward with much anticipation to release of the new Brunswick which is bound to bring sales up to a volume vastly greater than any month of 1924. Buffalo and western New York dealers bought conservatively this Summer and their stocks are normal, some allowing their stock to get quite low in anticipation of the new models released for distribution this month. However, the combination Radiola super-heterodyne is in good demand. We are shipping orders daily for these instruments which are in most popular demand just now." Mr. Markham said that deliveries will be made immediately after the public demonstration, which will be held in one of the hotel ballrooms about the 15th of November. The new records are in good demand, popular numbers leading in public favor. Nick Lucas' vocal record, "I'm Tired of Everything But You," is the best selling disc in the Brunswick catalog here this month. Park Lane Orchestra numbers also are selling in good volume.

Buffalo Victor dealers have been given excellent co-operation by the jobbers here, the Buffalo Talking Machine Co. and Curtis N. An-

draws, in exploiting the new Orthophonic Victrola, which has practically taken the Buffalo public by storm. The consumer demand is by far greater than the local supply, dealers interviewed report. Orders for the instruments are being received for future delivery, many being received for Christmas delivery, since the shortage has been well advertised, and persons determined to give the Victrola for Christmas are placing their orders now.

"Our great difficulty just now is supplying the demand," said H. F. Neal, of the Buffalo Talking Machine Co. "Dealers are very optimistic as to the Winter trade, and present indications are that instruments will leave the floors as rapidly as they arrive." The Buffalo Talking

Ralph H. Meade with Dorrance, Sullivan & Co.

Former Advertising and Sales Promotion Manager of Adler Mfg. Co. Joins Prominent Advertising Specialists in New York

Ralph H. Meade, formerly advertising and sales promotion manager of the Adler Manufacturing Co., assumed his new duties with Dorrance, Sullivan & Co., advertising agents, on November 2. Mr. Meade, who is well known throughout the phonograph and radio industries, will be closely associated with Frank J. Coupe, vice-president of Dorrance, Sullivan & Co. Messrs. Coupe and Meade are old team mates, having worked together while both were with the Soloria Phonograph Co., Mr. Coupe as vice-president and general sales manager and Mr. Meade as advertising manager.

Machine Co. is doing an excellent Federal radio business, dealers showing more enthusiasm over the sets this year than ever before. Federal sets attracted much attention at the recent radio shows in Buffalo and Rochester, conducted by the Buffalo distributors.

Atwater Kent sets are among the leaders in radio popularity here. Dealers interviewed who report exceptionally good Atwater Kent business are the J. N. Adam Co., Barber & Wilson, Adam, Meldrum & Anderson and Gould Bros. Roth & Zillig, distributors of Atwater Kent radio, exhibited in an especially attractive booth at the Buffalo radio show, and constant throngs about the booth proved its popularity.

Schwegler Bros. have purchased a four-story brick building at Genesee and Elliott streets, where they will make their headquarters next Spring, following alterations and improvements. This concern will have more than double their present floor space, and special attention will be given to window space.

Clifford Prentice has opened a store in Pottsville, Pa.

Teasing up once more, these two popular and capable merchandising executives should be able to render a splendid and distinctive type of advertising and marketing service to their clients, among which are numbered Magnavox, Vocalion Red records, Pathex, Bright Star batteries, Polyinet products and numerous others which are well known in the trade.

Latest Summary of Exports and Imports of "Talkers"

Figures on Exports and Imports of Talking Machines and Records for the Nine Months Ending September Make Interesting Reading

WASHINGTON, D. C., November 8.—In the summary of exports and imports of the commerce of the United States for the month of September, 1925 (the latest period for which it has been compiled), the following are the figures bearing on talking machines and records:

The dutiable imports of talking machines and parts during September, 1925, amounted in value to \$18,631, as compared with \$19,854 worth which were imported during the same period of 1924. The nine months' total ending September, 1925, showed importations valued at \$296,617, as compared with \$296,333 in the same period of 1924.

Talking machines to the number of 6,512, valued at \$187,230, were exported in September, 1925, as compared with 6,789 talking machines valued at \$232,238, sent abroad in the same period of 1924. The nine months' total showed that we exported 56,036 talking machines, valued at \$1,634,335, as against 52,240 talking machines, valued at \$1,985,271, in 1924.

The total exports of records and supplies for September, 1925, were valued at \$112,120, as compared with \$156,447 in September, 1924. The nine months ending September, 1925, show records and accessories exported valued at \$1,217,055, as compared with \$1,360,552 in 1924.

The countries to which these instruments were sent during September and their values were as follows: United Kingdom, \$435; other Europe, \$5,050; Canada, \$3,598; Central America, \$11,057; Mexico, \$20,888; Cuba, \$8,077; Argentina, \$2,934; Chile, \$12,158; Colombia, \$11,166; Peru, \$11,058; other South America, \$14,149; China, \$1,881; Japan, \$146; Philippine Islands, \$7,510; Australia, \$40,193; New Zealand, \$25,473; other countries, \$11,451.

Orthophonic Victrola Shown

GREENVILLE, S. C., November 2.—A demonstration of the Orthophonic Victrola was given recently at the Greenville Women's College, under the auspices of the Phillips & Crew Piano Co., Victor dealers here. A large audience expressed itself as being most favorably impressed with the amazing improvement in sound reproduction which is shown by this new instrument.

For Holiday Profits— Udell Radio Cabinets



No. 254
RADIO CABINET
One of our newest models a big winner. Handsome and practical. *Buffalo* here. Priced right.

Here is illustrated another example of the rare values to be found in all UDELL Cabinets. You can make friends and money by stocking and selling this line now! Also UDELL Player Roll Cabinets and Console Talking Machines.

Write for catalog.



THE UDELL WORKS, Inc.

28th St. at Barnes Ave.,

Indianapolis, Ind.



START RIGHT !

Handle Radio Sets Multi-Plug Equipped or
Equip Those You Have With Our Type
BP Adaptable to Any Set

You can then demonstrate one or a number of sets from one set of batteries as all Multi-Plugs are interchangeable. A plug and socket connection between the batteries and the radio is as essential as a cord and socket on an electric iron, and your customers will want one with the set he buys or for the set he now has. It will pay to stock Jones Multi-Plugs which are nationally advertised and non-competitive. Write today for descriptive folder and prices.

HOWARD B. JONES

618 S. Canal Street

Chicago, Illinois



Jones
MULTI-PLUG
THE STANDARD SET CONNECTOR

Leo Potter Discusses the Radio Trade-in Problem

President of Thermodyne Radio Corp. Analyzes a Situation of Growing Importance and Draws Comparison With Auto Industry

Leo Potter, president of the Thermodyne Radio Corp., in answer to a dealer who took exception to the "trade-in" feature in Thermodyne's merchandising plan, in an interesting reply, reproduced in part below, discusses the problem and draws an interesting comparison between the situation faced and successfully met by the automobile trade and the radio trade at the present time:

"It is with extreme regret that we realize that you do not understand the merchandising difficulties with which the radio manufacturer is confronted. The fact of the matter is, however, that we, in the radio business, now have to meet the same problems that the automobile manufacturer had to meet some time ago, namely, the obsolescence of models already on the market. The purpose of this letter is to present to you a picture that will put you in full sympathy with the problems of the industry, in so far as they concern the entire country, rather than any one particular community.

"With this in mind, let us forget the radio business for the moment and think entirely in terms of the automobile. The writer is somewhat conversant with the automobile manufacturer's problem inasmuch as he was a manufacturer of ignition apparatus for many years. The writer has before him on his desk a copy of *Life's* magazine, issue of January, 1924. In that issue there were presented, pictorially, more than one hundred automobiles manufactured by some seventy-seven manufacturers of that period. Of these seventy-seven manufacturers there are but twelve still in the game. What happened to the other sixty-five?

"We look upon the success of the automotive industry as a whole, but we forget the sixty-five manufacturers who faded into oblivion. Undoubtedly, without considering any of the other manufacturers, who, since that time, have flabbed in and out of the picture, those sixty-five represent millions of dollars of losses, not only to the investors who saw a future in the automobile business, but also to the general public who bought their cars and who shortly found that there was no market for their cars when they became obsolete.

"If a "second-hand" market had not been created for the automobile during the past twenty-one years, the automobile industry would never have developed as it has. Therefore, in advising the consumer to trade in his obsolete automobile for a later and better model, the automobile manufacturer has not only put money into his own pocket, as well as into the pockets of his dealers, but he has helped to create an era of prosperity unprecedented in the history of any nation.

"We travel with the times, and he who is but one step ahead of his competitors, naturally reaps the benefits of a forward-looking policy. By advising the public to buy the new models as they are presented from season to season, the automobile manufacturer has eliminated the possibility of reaching the point of saturation. It is quite true that in a small community the saturation point may be quickly reached and the dealer find it difficult to dispose of second-hand models. In such cases, however, he has the alternative of selling his second-hand automobiles to communities where the saturation point has not been reached.

"Let us now get a picture of the radio industry. Radio started as an industry some four years ago. Broadcasting stations were not numerous at the start. The crystal

detector set was the great phenomenon of the times. With it came an urge for improvement, which resulted in the one-tube single-circuit set.

"The crystal detector set had a receiving range of some ten to twenty miles, whereas the one-tube set was capable of receiving, with headphones, 500 miles or more. Eventually came two stages of audio frequency, making it possible to use a loud speaker. As broadcasting stations increased in number, it became necessary to build a still more selective receiver so as to separate one station from another, and the tuned radio frequency receiver was developed with two stages before the detector. As a final development Thermodyne appeared with three tuned stages before the detector—an accomplishment that had hitherto been considered impossible.

"We are now confronted with the fact that some four

who would not have bought a Thermodyne because of his feeling that he could not afford it—you have sold him a receiver practically as good as most of the tuned radio frequency receivers on the market—you have not misled him—you have not mispermeated anything—you have given him a bargain and made a profit on it.

"You have also made a profit on your Thermodyne sale, which we are assuming would not have been made had you not taken the old set in trade, and this new radio fan whom you have created will be sure to come back in time for another better, namely, a Thermodyne. In the event that you thought best again to accept his old set in trade, you would not have to allow him more than \$8 or \$10 for it because it would be even more obsolete than before. Even then you would be able to find a market for it, provided it could do a few certain things that are required of the average set.

"In summing up let us take a final look at the future of the industry. Neither we, as manufacturers, nor you, as a dealer, can hope to succeed unless we think of the public demand and the public's pay. What we are advocating is as "old as the hills." You, your dealer, practically admit that there is nothing original in it. But, if you and we do not assume leadership in a practice that is obviously demerited, somebody else will do so, and we shall then be confronted with the necessity of following where we might as easily have led.

"One thing is quite certain. You cannot continue to sell new types of receivers from season to season unless you gradually eliminate the obsolete sets, and it is the writer's belief that if you think this problem out for yourself along the lines we have indicated, you will find how to make obsolete receivers net you a handsome profit for the season, and at the same time provide you with a secondary profit on the sets that you accept in trade, always provided, of course, that you are careful in the allowances that you make.

"The writer is grateful to you for having brought this matter up at this particular time as it has given him an opportunity to clarify a policy which he feels will be most beneficial to all Thermodyne dealers. If there are still points that are not clear to you, he would good to write again so that we may reach a perfect understanding. Cordially yours,

LEO POTTER.



Leo Potter

million receivers are now in use at the present time. Let us visualize this thought. There are some 25,000,000 homes in the United States and approximately 15 per cent to 20 per cent of them have radio sets. These sets have been installed during a period of four years. If a man owned an automobile that he bought in 1904 he would cut a different picture. Some would be able to drive it through the streets to-day. Similarly, the man who owns a receiver that he bought four years ago, a receiving, howling, Son of Beil law, with a capacity limited to 100 miles or so, would be much happier if he switched it off forever.

"The writer has given a great deal of thought to this subject and can sympathize with you as a dealer if you find it difficult to turn your stocks quickly enough to meet your obligations promptly, but were you or any other manufacturer to base a merchandising policy strictly upon the requirements of an individual dealer, our product would fade out of the picture as quickly and as surely as the products of those sixty-five manufacturers who have faded out of the automobile picture since 1904.

"We, as manufacturers, and you, as a dealer, are confronted with the same problem that the automobile people had to meet ten or twelve years ago. If a man has made an investment in apparatus, which was the very last word at the time of purchase, and now wants something better, must he take a total loss on that apparatus or shall we (and by "we" the writer means you as well as ourselves) look to the future of our industry and help this consumer to some extent in cutting down his loss? "To our way of thinking, and in view of the automobile manufacturer's experience, our path is clearly mapped out.

"In other words, if it were not for the Ford car and similar makes, there would never be a market for the Studebaker, Marmon, Cadillac or Packard. If it were not for the crystal detector set, the one-tube set, the three-tube set, etc., there would be no market for Thermodyne, and we are firmly convinced that for every obsolete set which the dealer trades in, puts in working condition and retails, he is creating a future prospective customer for a Thermodyne.

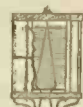
"Let us analyze this. Suppose a man came to you with a set that he had built himself, a neutralized five-tube tuned radio frequency receiver—the very last word in radio receivers a year ago. That receiver may have cost him \$50 to construct. Let us assume that he is impressed with the performance of Thermodyne to the extent that he would like to own one, but that his funds are limited and there is nobody in town that will make him an allowance on his old set. That is one Thermodyne that has not been sold, one profit that you have not made.

"On the other hand, if you were to figure that there is somebody in town, until now not touched by the radio fever, who would be willing to pay \$25 for that receiver, you could then well afford to make a trade-in allowance of \$35 on it. This \$35 set that you have taken in trade can easily be put in order to operate as efficiently as it ever has operated. Suppose \$2 or \$3 were spent on it to put it in working order, it can then be placed on sale with all accessories included so that you get back not only \$25 but that this receiver has now cost you, you also a 30 per cent to 40 per cent profit on the accessories sold therewith.

"In addition, you have also created a new radio fan

Features of the New Perryman Radio Tube

The new Perryman type R. H. 201-A radio tube, made by the Perryman Electric Co., New York, employs an interesting and ingenious assembly, as seen in the clear glass demonstrating tube furnished free of charge to all dealers. This new assembly employs two bridges in addition to the usual plate, filament and grid. These bridges are drilled to the 1/16 degree of accuracy and hold the elements securely in place, top and bottom, at the distance of greatest efficiency.



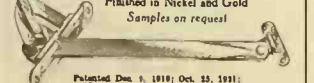
This reinforcement holds the various elements permanently parallel and prevents any shifting that might otherwise be caused by carelessness in handling.

Buys A. D. Bulen Co.

MEADVILLE, PA., November 9.—The Edward T. Bates Co., of this city, has purchased the store and stock of the A. D. Bulen Co. and has placed L. J. Hipwell in charge to run it until a decision is reached as to whether it will be retained. The Bates Co., in addition to the two stores it now has in Meadville, operates stores in Titusville and Greenville. A. D. Bulen announces his intention to retire.

A demonstration of the Orthophonic Victrola was given to musicians, music teachers, educational authorities, newspaper representatives and prominent citizens at the store of Ramon Montalvo, Jr., Victor dealer, New Brunswick, N. J., the latter part of last month. The new instrument made a deep impression on the audience.

AUTOMATIC LID SUPPORT



Finished in Nickel and Gold. Samples on request. Patented Dec. 9, 1919; Oct. 15, 1921; Nov. 1, 1922. Canada Applied. The Most Dependable Lid Support on the Market. Star Machine & Novelty Co., 818 Waterman Avenue, Birmingham, W. J.

This record bag without String or button BUT with effective flap latch is a

COHOES
(PRONOUNCED KO-NOSE)

RECORD CARRY BAG

Mfrs. of String and Button Bags as well Special borders for Columbia, Victor and Brunswick labels

COHOES ENVELOPE CO., INC.

Sales Office: Home Office: N. Y. and Vicinity 42 MADISON AVE. COHOES, N. Y.

Every Blue Radio Tube *is not a* BRIGHTSON TRUE BLUE TUBE

BRIGHTSON True Blue Radio Tubes are unlike any other radio tube. Their construction is different; they tune differently; and their tone is pure noiseless tone.

Let our nearest distributor demonstrate the superior qualities of Brighton True Blue Tubes, and show you how with the substitution of True Blue Tubes the cost of Operating your set will be reduced almost one-half.

Brightson Laboratories, Inc., Waldorf-Astoria Hotel
16 W. 34th Street, New York City

Write Our Nearest Distributor

C. A. Buscher & Co., 1219 Locust Street, Kansas City, Mo.
American Electric Lamp Co., 176 Spring Street, Atlanta, Ga.
Brown & Hall Supply Co., 1504 Pine Street, St. Louis, Mo.
Bering-Cortes Hardware Co., P. O. Box 117, Houston, Texas.
D'ells Elec. Co., Inc., 291 John Street, Bridgeport, Conn.
Hott Electric Company, 10 West Bay Street, Jacksonville, Fla.
Huey & Phillip Hardware Co., Dallas, Texas.
Hunter-Walsh Company, 446 Stark Street, Portland, Ore.

Stephen H. Inas, 487 Chamber of Commerce Bldg., Los Angeles, Cal.
Lee-Kountze Hardware Co., 9th and Farnam, Omaha, Nebr.
Magneto & Machine Co., 1015 Cathedral Street, Baltimore, Md.
New Haven Elec. Co., 296 Elm Street, New Haven, Conn.
Nixon-Kimmel Company, 168 S. Wall Street, Spokane, Washington
Wm. C. Oakes, 260 Park Square Bldg., Boston, Mass.
Radio Dealers Supply Co., 925 Howard Street, San Francisco, Cal.
Reynolds Radio Co., Inc., 1534 Glenarm Street, Denver, Colo.

Roberts Toledo Company, Toledo, Ohio.
H. C. Schultz, 442 E. Lafayette Avenue, Detroit, Mich.
G. J. Seedman Automotive & Radio Co., Inc., Bedford at Madison Street, Brooklyn, N. Y.
Southern States Industrial Corp., 836 Comp Street, New Orleans, La.
Triad Sales Co., Trust Co. of N. J. Bldg., Jersey City, N. J.
Philadelphia Office: 49 N. Eleventh Street, Philadelphia, Pa.
W. & E. Radio Service Company, Wright Bldg., Tulsa, Okla.
Williams Hardware Co., 100 Second Avenue, N., Minneapolis, Minn.

Frank B. Wilson, Inc., 222 Pike Street, Seattle, Washington.
Young, Lortsh & Richardson, Inc., 712 West Jackson Boulevard, Chicago, Ill.
Yabr & Lange, 207 East Water Street, Milwaukee, Wis.
Zion's Co-operative Merc. Inst., Salt Lake City, Utah.
Nelson Hardware Co., Campbell Avenue E., Roanoke, Va.
H. Lesser & Co., 706 Prospect Ave., Cleveland, Ohio.
A. K. Sutton, Inc., 33 West First Street, Charlotte, N. C.



BRIGHTSON TRUE BLUE RADIO TUBES

Improved Outlook for Holiday Business Creates Optimism in St. Louis Trade

Introduction of New Models of Talking Machines Has Stimulating Effect on Activities of Dealers—Southwest National Radio Exposition Boosts Radio Sales—New Sonora Dealers

St. Louis, Mo., November 6.—Early November is a criterion of what the Christmas talking machine business is going to be. The criterion this time is not as encouraging as it might be, but at that it is better than anybody, a month or so ago, was looking for. The definite stimulus is the coming out of the Victor machine and combinations, together with the accelerated efforts of those handling other makes. Demonstrations of the new Victors have kindled interest and elicited admiration for the models and the improved quality. The advertising broadside which just preceded the offering of stocks familiarized the general public in addition to those who had attended the demonstrations with the models, and developed an eagerness to hear them demonstrated on the sales floors. All dealers were ready November 2 with the new instruments for demonstration, and sales are said to be highly satisfactory.

Exposition Aids Radio Sales

The Southwest National Radio Exposition given at the Coliseum by the St. Louis Radio Trades Association gave a jump to the radio season just when it would do the most good. Among the exhibitors were the Aeolian Co. of Missouri; Brunswick-Balke-Collender Co., Koerber-Brenner Co., Sonora Phonograph Co., and the Stewart-Warner Speedometer Co.

Artophone Corp. Busy

The October business of the Artophone Corp. was the best in the company's history, according to President Schiele. Phonographs, records and small merchandise shared in the prosperity. The company has taken on the Adler-Royal line of radio, in addition to the Adler-Royal talking machines, which the company has been handling for some time.

Two new field men have been put on by the Artophone Corp., A. Engelmann, lately with Fuetzler & Co., and before that with the Victor and Brunswick Co.'s, and Cliff Rogers, who has been in another line of business. Mr. Engelmann will travel in Illinois and Mr. Rogers in Oklahoma. The company has discontinued its Kansas City branch, but C. R. Lee, who was in charge of that branch, continues with the company, traveling through western Missouri, Kan-

sas and Nebraska, with headquarters in Kansas City. His customers will be served from here, however, instead of from St. Louis. A sales conference was held here early in November, attended by the entire sales force. There was a luncheon. Talks were made by Herbert Schiele and Ray Layer.

Retiring From Business

The Columbia Distributors, the organization that formerly handled the Columbia products in this territory, are closing their plant here. C. R. Salmon, who was in charge, has not announced his plans.

Allen Strauss, of the Adler-Royal Co., Louisville, whose headquarters are in Chicago, was here late in October.

Edison Sales Improve

The Silverstone Music Co., Edison distributor, which has branched out in the furniture business but still distributes the Edison, reports business improved since the reopening of the remodeled store. The adjoining building, on the east, purchased for enlarging the establishment, has been torn down and will be rebuilt to conform to the present structure.

L. C. Schooler, traveling representative of the Silverstone Music Co., is on a trip through Arkansas and Kentucky. E. B. Ellisman is traveling in Illinois.

New Sonora Dealers

The Horras Piano Co., 2618 Cherokee street and the Ray-Seely Music Co., Kansas City, Kan., have taken on the Sonora lines of talking machines through J. E. Maunder, the distributor for the St. Louis territory. Mr. Maunder reports a very encouraging increase in business in both the Sonora phonograph and Sonora radio over last year. He had a booth at the Radio Show, showing the highboy combination and straight radio.

Interesting News Cleanings

Fred Roediger, field representative of the Sonora Phonograph Co., was in St. Louis the last week in October.

The Kieselhorst Piano Co. celebrated its forty-second anniversary with a sales drive in which phonographs were featured. The Aeolian Co. of Missouri had an exhibit

at the Home Beautiful Show at the Coliseum, showing talking machines and pianos.

The Stix, Baer & Fuller talking machine department has been disposing of the entire stock of Sonora De Luxe models at greatly reduced prices. The Stix, Baer & Fuller organization was chosen to liquidate the models because of its excellent sales organization.

The Nugent department store has announced the acquisition of the Brunswick line of phonographs, Radiolas and records, and is offering the opportunity of purchase on the club plan.

Arrangements are being made at Brunswick headquarters here for a showing to dealers of the new Panatropes as soon as this latest Brunswick instrument is ready.

E. E. Fritech has joined the sales organization of the Stewart-Warner Co. and will work throughout the St. Louis trade territory.

Sonora Products Featured at Wisconsin State Fair

Yahr & Lange Erect Huge Sign Calling Attention to Sonora Radio Products

MILWAUKEE, Wis., November 5.—The Sonora line of radio receivers and speakers came in for valuable publicity during the recent State



Featuring Sonora at State Fair

Fair, as is shown in the accompanying photograph. Yahr & Lange, distributors of Sonora products, erected this monster sign featuring the Sonora set at the starter's stand where the motorcycle races were held.

Represents Adler-Royal on the Pacific Coast

In order to co-operate with Adler-Royal jobbers and dealers on the Pacific Coast, Lambert Friedl, vice-president and general sales manager of the Adler Mfg. Co., has added Emery Blum and Howard D. Thomas as factory representatives. Mr. Blum will make his headquarters in San Francisco and travel through Pacific Coast territory in the interests of the Adler-Royal phonograph products. Mr. Thomas will establish headquarters at Seattle and will visit the Pacific Coast trade in behalf of the Adler-Royal radio products. Both of these factory representatives will co-operate with the company's jobbers in every possible way, assisting them in the development of this important territory.

Many Dallas Musicians Record for Okeh Catalog

DALLAS, Tex., November 4.—Among the local musicians who made records for the Okeh catalog of the General Phonograph Corp. are Jack Gardner, the Bel Cantio Quartet, Edgar Norris, Irene Taylor, Jimmie Joy's Orchestra, College Ramblers, Cornfield Symphony Orchestra, Jimmie Wilson's Catfish String Band, Doc and Mae and Macbeth, harmonica player.

Peter P. Decker and George S. Jeffers, of the General Phonograph Corp.'s recording staff, recently spent a week here making recordings by these artists.

Laudy Bros., New York, recently increased their capital stock from 10,000 shares at \$100 per share to 230,000 shares of common stock of no par value.

Discovering New Dealer Profits

Weston Instant
Change Radio
Plug

Weston Model 489
Radio Table Voltmeter

BOTH these devices give so much greater satisfaction to radio receiving that they are the best kind of profit builders to the dealer who sells them.

The Weston Instant Change Radio Plug makes fast and positive connection between loudspeaker and ear-phones.

Weston Model 489 Radio Table Voltmeter is a most versatile type testing instrument. Its constant use makes tubes last longer, conserves the batteries, gives greater distance, clarity, volume.

You should be supplied with a stock of the new edition of "Weston Radio Instruments" just off the press.

For full information

WESTON ELECTRICAL INSTRUMENT CORPORATION
190 Weston Avenue, Newark, N. J.



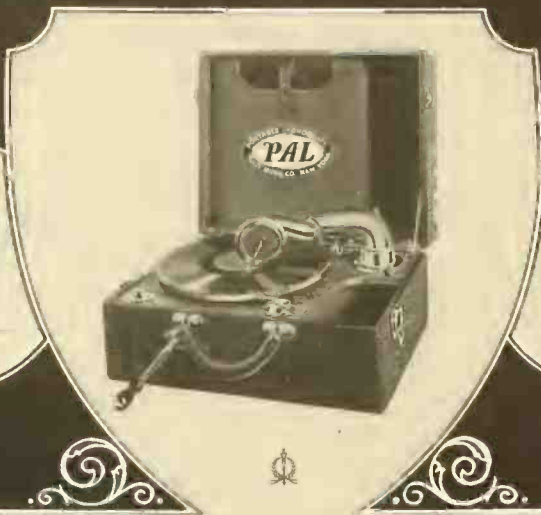
STANDARD THE WORLD OVER

WESTON

Pioneers since 1888



Now—a De Luxe Model **PAL**



Order a Sample Now!
\$15.00
 Dealer's Price

At the same price
\$25.00
 retail!

Here is the new De Luxe Model PAL—unrivalled in its beauty—exquisitely finished in shark skin fabrikoid, with an artistic design embossed cover, but inwardly the same PAL whose superior tone-quality and sturdy construction have made it the outstanding leader in the portable field during the past four years.

The Popular-Priced Portable

Regal
\$15.00
 Retail
\$9.00
 Dealer's Price

The Smallest REAL Phonograph
 CAMERA SIZE

\$12.50
 Retail
\$7.75
 Dealer's Price

Comes ready to play. Nothing to remove or attach.

THE PLAZA MUSIC CO.
 10 WEST 20th STREET NEW YORK CITY

Outlook Is Bright in Baltimore Field

Retailers Preparing to Launch Vigorous Sales Promotion Campaigns on New Instruments—Trade Activities of the Month

BALTIMORE, Md., November 7.—According to statements made by dealers in the talking machine and radio business in this city, conditions at present are very good and there are excellent prospects for the new season. The record business is also very good, considering the time of the year. Most dealers are moving their old stock, preparatory to launching campaigns on their new lines.

W. C. Roberts, of E. F. Droop Co., said the meeting of the phonograph dealers of Maryland at the Belvedere Hotel on October 20, with an attendance of 322 persons, was one of the most enthusiastic ever held here. A talk was given by Miss Grace Barr, of the educational department of the Victor Co. The demonstration of the Orthophonic Victrola was a huge success.

The Columbia Co., of Baltimore, reports a very good business to date. The records for the past month have not yet been completed, but so far there is a 60 per cent increase on record sales and a 50 per cent increase on the number of machines sold over the same month last year. All types of machines are badly oversold, there being only one model in the house at the end of the month. Machines are coming in by the carload, but are all sold. They are not even being taken to the warehouse but are being shipped direct from the car.

There is a splendid business on records at the present time, and many dealers are already stocking up on records for the holiday trade. There are good prospects for the next two months, at least, in the record business. This business is due, in a large degree, to the big advertising now being done. The Columbia Co., together with twenty-eight Baltimore dealers and twelve Washington dealers, has been running full-page advertisements in the papers in this territory. The day following the insertion of the advertisement the Columbia wholesalers were swamped with orders on the record club record featuring 4,850 titles. Dealers ordered in lots of from twenty-five to seventy-five records, using telegraph and long-distance calls to get quick service. The Columbia ad, with its tie-ups, was by far the most spectacular in the paper and resulted in big sales to the



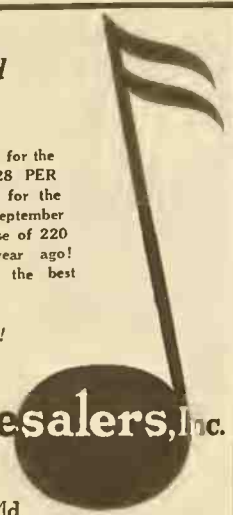
128% More Record Business!

Columbia dealers in this territory have, for the last three months, **AVERAGED 128 PER CENT MORE** record business than for the same months in 1924. Actually in September they enjoyed the remarkable increase of 220 per cent over September, a year ago! **COLUMBIA** dealers are making the best profits of their history.

Let Us Serve You!

Columbia Wholesalers, Inc.

L. L. Andrews — Wm. H. Swartz
Exclusively Wholesale
205 W. Camden St., Baltimore, Md.



dealers. The dealers have been doing more advertising than ever before, even the larger city dealers using large space consistently. Louis & Co., of Washington, have been doing large, special advertising on Art Gillham records, which have been selling by leaps and bounds. This popular artist has recently been broadcasting from both Baltimore and Washington. Dance records are selling splendidly and dealers are stocking up on them.

The radio business is booming. The main difficulty is the lack of stock. The company is badly oversold on Crosley, Fada and Magnavox sets and is doing a fine business in Burgess batteries. Baltimore dealers have inserted three full-page ads in the daily papers, featuring the new cabinet models in the Fada sets. Last week there was a total of three full-page advertisements in the leading paper of this territory on a line which Columbia handles on an exclusive basis. Applications have come in very fast for agencies on both the Fada and Crosley sets.

The list of new dealers includes the Williams Furniture Co., of Littletown, N. C.; Adams Furniture Co., Taylorsville, N. C.; Bland Piano Co., High Point, N. C.; Clinchfield Coal Corp., Wilder-Clinch, Va.; H. Lee Travers, Warrenton, Va., and Wilson's Department Store, Onancock, Va.

George Kieffer, of the Krans-Smith Piano Co., announces that practically all his old stock of Victrolas has been sold and that he is selling radio of the better grade at the rate of six a day. The Brunswick Radiola, Atwater Kent, Music Master and Fada instruments are handled by this house. A mailing list amounting to over 1,000 names is kept by this company, and each week supplements of the different makes of radio are mailed.

Charles W. Shaw, manager of the local Brunswick agency, has just completed tentative arrangements for the demonstration of the new Brunswick Panatrope, which will be given at the agency around the fifteenth of the month. A private demonstration will be given for dealers, after which public demonstrations will be held at all Brunswick stores and demonstrations also given before clubs and other local organizations. This agency is also making a drive on Vocalion records before the price is raised to 75 cents, announced to take effect on the fifteenth of the month.

John S. Leland is now covering the Baltimore and Washington territory for the Brunswick Co., formerly covered by H. H. Sheldon, who is now connected with the Boston Brunswick agency.

Music Associations Help American Education Week

The members of the National Association of Music Merchants and other branches of the music industries and trades will participate in American Education Week, which is to be observed November 16 to 22. Their co-operation will be tendered in response to a direct invitation from the United States Commissioner of Education John J. Tigert.

The Merchandising Service Department of the Music Industries Chamber of Commerce has prepared posters and supplied bulletins giving suggestions and methods for co-operation with school authorities. The Bureau for the Advancement of Music has also prepared and distributed to the trade literature dealing with music in the schools.

Pennsylvania Maryland Dist of Columbia Virginia North Carolina Delaware

Service—Knowledge—Dependability

These three qualities are indispensable to the music dealer in the **RADIO WHOLESALER** he selects.

COLUMBIA WHOLESALERS, Inc.

have a staff of experts unequalled in any part of the South, who can solve every radio problem for the music dealer. Advice and help cheerfully given without any obligation.

CROSLY · FADA · MAGNAVOX

If you want exclusive franchises protecting you from competition, write immediately to reserve your territory if possible.

**BALKITE BURGESS CUNNINGHAM
TOWER PHILCO BRACH** and all necessities

COLUMBIA WHOLESALERS, INC.

205 W. Camden St.

Exclusively Wholesale

Baltimore, Md.

Thermiodyne and Christmas are a wonderful combination for Extra Business at a Profit



THERMIODYNE—Model TF6
Six Tubes

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

Price (without accessories).... \$150
Rocky Mt. and Coast States....\$160



THERMIODYNE—Model TF5
Five Tubes

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

Price (without accessories).... \$100
Rocky Mt. and Coast States.... \$110

WIRE us for name of our distributor in your territory so that you may secure the Thermiodyne sales franchise and an adequate supply of sets for the holiday trade.

THERMIODYNE RADIO CORPORATION
1819 Broadway New York City

Canadian Sales Office:
DOMINION THERMIODYNE RADIO, Ltd.
425 Phillips Place Montreal, Quebec

The Famous Master Control

Thermiodyne
[Ther-my-odyne]



THERMIODYNE—Model TF6
Classic De Luxe

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

Price (without accessories)....\$275
Rocky Mt. and Coast States....\$290



THERMIODYNE—Model TF6
On Speaker Table

Handsome, well constructed table, with built-in Loud-Speaker, speaker unit and horn concealed by open grille. Ample room for Batteries and Charger. Genuine Walnut finished, to match Model TF6.

Price of Speaker Table.....\$60
Rocky Mt. and Coast States....\$15

Be sure to see our exhibits at the Fourth Annual Chicago Radio Show, Coliseum, Chicago, November 17 to 22, inclusive. Booth 3-See lion "B"

Detroit Retail Trade Starts Christmas Clubs as Part of Holiday Sales Drives

Dealers Making Early Plans to Cash in on the Gift Season—The Close of an Unusually Prosperous Year—Michigan Music Merchants' Association Organized—News of the Month

DETROIT, MICH., November 7.—This is the month that ushers in the real holiday season for the talking machine dealers. Already Christmas Clubs have started and dealers are beginning to get quite busy showing talking machines of all kinds. The early models favored are the popular-priced consoles and the combination machines. As a matter of fact, the latter undoubtedly will have the greatest call.

Detroit is closing a very prosperous year. More people are employed than ever before; more new homes and apartment buildings have been erected, and generally all industries have expanded. Although this is the dull season for the motor companies, all of them are enjoying prosperity equal to that of last Spring. With such a condition existing and an increased popu-

lation, can anything but a whopper holiday business be expected?

One of the greatest bonuses to the talking machine industry has been the introduction of the new Victor models and we can truthfully say that the exhibitions taking place this week in all of the Victor stores have attracted considerable attention. The advance announcements as to what the Orthophonic Victrola contains in the way of improvements have been proved to the public and many orders have already been taken. There is a possibility that unless dealers order at once they are not going to be able to fill all their orders on time for the holidays.

The new Brunswick phonographs and the combination machines have been the cause of much new business for Brunswick stores. Manager Quin, of the Brunswick Shop, for example, reports that business in October was far ahead of the same month last year, and that it looks like November and December will be the greatest months the store has ever had.

Harry Restor, Frank Banta, and Rudy Wiedt were in Detroit recently to give a concert over the WGHP broadcasting station. While in the city they also gave a recital at the Grinnell Bros. Woodward avenue store, which packed the basement auditorium.

Nick Lucas, a Brunswick artist, has been appearing in person at the Addison Cafe. The first week of his engagement each lady visitor was presented with one of the Brunswick-Lucas records. As he has proved himself exceedingly popular at the Addison, the sale of his Brunswick records has been greatly stimulated. As a matter of fact, the Brunswick Shop has been featuring the Lucas records in the store windows.

There has been organized in Michigan the Michigan Music Merchants' Association, comprising leading piano and talking machine merchants from all sections of the State. The first meeting, complete details of which appear on another page of this issue, was held in Grand Rapids.

S. E. Lind, of the S. E. Lind Co., jobber in Michigan for the Adler-Royal line, is exceedingly well pleased over the amount of sales for the first ten months of this year and anticipates record business for the remaining two months.

The Wurlitzer Co., now in the Lincoln Building, Detroit, has purchased property on Broadway, thirty feet wide, and plans to erect thereon a new building exclusively for its own use. Part of same will be devoted to talking machines, as it is planned to push this department more vigorously than ever.

The Starr Piano Co., on Broadway, has enlarged by taking additional space at the rear, thus allowing more room for display of its line of instruments.

Purchases Brunswick Shop

FOREST PARK, ILL., November 5.—Martin E. Rohrs, formerly of the McKinley Park Brunswick Shop, has purchased the Forest Park Brunswick Shop at 7526 Madison street, from M. F. Hill. A complete line of phonographs, records and radio equipment is carried.

New Victrola Demonstrated

BANTON HARBOR, MICH., November 2.—A demonstration of the Orthophonic Victrola at the Vincent Hotel, under the auspices of the L. B. Gorton Co. and the Red Cross Drug Co., was acclaimed as one of the outstanding musical events of the season by an audience of musicians, musical educators and prominent citizens.

MICA DIAPHRAGMS

Absolutely Guaranteed Perfect
We get the best India Mica directly.
We supply the largest Photograph Manufacturers.

Ask for our quotations and samples before placing your order.

American Mica Works

47 West St. New York

Cheney Sales Corp. in Radio Field With Thermodyne

Successful Distributing Organization in Phonograph Field Has Added Radio to Its Other Lines—Appointing Many Dealers

The entrance of the Cheney Sales Corp., Philadelphia, New York and Boston, into the radio wholesale field has added another organization thoroughly versed in service to the talk-



G. Dunbar Shewell

ing machine dealer. In 1920 G. Dunbar Shewell formed in the city of Philadelphia the Cheney Sales Corp. to distribute the Cheney phonograph, made by the Cheney Talking Machine Co., of Chicago, Ill. The success with which the Cheney Sales Corp. met is well known throughout the talking machine industry. The energetic manner in which it co-operated with its dealers soon built up for it a tremendous business and high reputation in the territory. The value of the Cheney Sales Corp. as a distributor was soon apparent to the parent concern and it was not long before the Cheney Talking Machine Co. added the New York territory to the district covered by the Cheney Sales Corp. Accordingly, a New York office of the company was founded. Later, for the same reasons, the entire New England territory was added, with an office in Boston.

Mr. Shewell in the meantime traveled extensively between the three offices, Philadelphia, New York and Boston. Later, however, Mr. Shewell placed the Boston office in complete charge of his son, G. Dunbar Shewell, Jr. Mr. Shewell, Jr. gave his entire attention to this office, and Cheney business in New England grew accordingly.

Realizing the important outlet for radio sets and accessories that the talking machine retailer affords, the Cheney Sales Corp. in all its offices has added a well rounded out line of radio products. The same intensive effort which marked its success in the talking machine field is being applied to the distribution of its radio products, and the present radio season, although the first one in which it has become engaged, is a very successful one. In the receiving set line the Cheney Sales Corp. is featuring the Thermodyne receiver.

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 outdied all competition.



Daught 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.

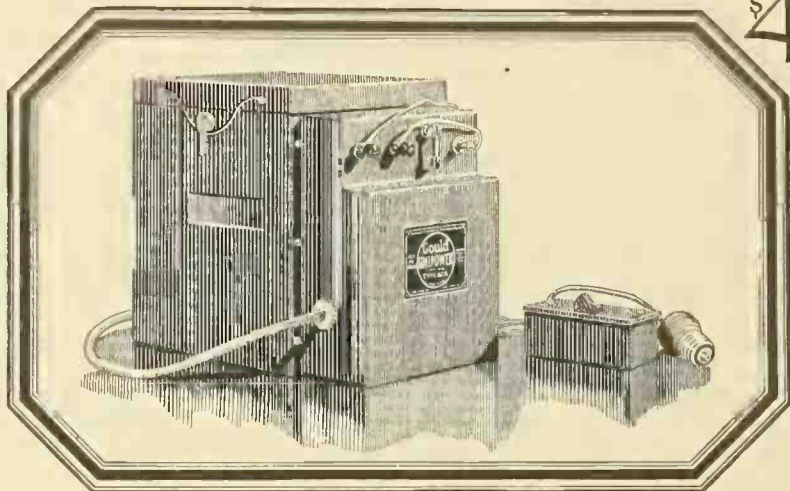
F. C. KENT CO.

Irvington, N. J.

This new "A" Power—a new sales-success

Thousands of dealers report that our national advertising is bringing many prospects into their stores for quick easy sales with large profits

6 VOLT
MODEL
\$40



UNIPOWER is supplied for use with 110-125 volt A.C. only. Standard models are for 60-cycle. (Special models 25-50 cycle are available at slightly higher prices. The 4-volt model is for UV-199 tubes or equivalent and retails for \$35; the 6-volt, for UV-201-A tubes or equivalent, retails for \$40. (West of the Rockies, prices are \$37 and \$43.)

OUR national advertising campaign is now in full swing and it is fast educating radio enthusiasts to the superiority of Unipower. It is telling the millions a proven sales story that makes them want and buy Unipower.

This is a scientifically designed "A" power service that automatically supplies radio power of the highest quality from the house lighting current. It is a single compact unit,

enclosed in a beautifully finished gas-tight case that fits comfortably and safely inside most radio cabinets.

Unipower is not a so-called battery eliminator and should not be confused with any other radio power device. It is a triumph in radio engineering—not a hopeful experiment.

Unipower sells easily, steadily and your profit on each sale is large. In addition to the millions who have already bought

multi-tube sets, every new purchaser is a prospect. Be prepared to meet the demand from prospects in your territory.

Order Unipower at once, your jobber is supplied! Then send for "Special Dealers' Folder," which explains how you can put Unipower to work for greater Fall and Winter profits.

The Gould Storage Battery Co.
250 Park Avenue

New York Chicago Kansas City San Francisco

Unipower

Off when it's on ~ On when it's off

HAPPENINGS IN THE DOMINION OF CANADA

Montreal Radio Show Created Record in Exhibits and Volume of Business Booked

Stimulus Given to Business by the Exhibition Brings Up Sales Volumes—Rudolph Weese Now With Radio Department of Victor Talking Machine Co. of Canada—Other Trade Activities

MONTREAL, CAN., November 7.—The recent radio show held in Montreal created a record not only in the number of exhibits and the attendance of the public, but in the great volume of business done by the exhibitors. There is no doubt but that Canada is pointing the way in radio shows. This was the opinion of several of the exhibitors from the United States who had displays, and who had previously displayed their sets in New York and Chicago. There the custom is to hold the exposition in an armory or convention room and allow each exhibitor to arrange his own booth so that an ineffective conglomeration results. Here a better place could hardly be had than the Windsor Hotel, which offered pleasant and attractive surroundings, with its soft rugs, hangings and becoming lights. The recent tendency of the manufacturer of sets to make them an ornament and desirable article of furniture for the home rather than the mess of wires, batteries and tubes that comprised the original outfitings, was seen to advantage in the series of booths arranged with chairs, Chesterfields, tables, Turkish rugs, flowers and books; in fact, everything to make them homelike.

Rudolph Weese, of the Northern Electric Mfg. Co., Ltd., this city, has been appointed special representative for the radio department of the Victor Talking Machine Co. of Canada, Ltd. The Northern Electric Co., in co-operation with the Victor Co., has developed a new line of sets that will be contained in pleasing cabinets in keeping with the Victrola line.

Montreal has been chosen as the headquarters for a convention of radio amateurs from the provinces of Ontario, Quebec, New Brunswick, Nova Scotia and Prince Edward Island. Delegates will assemble on Thursday, November 26, and hold sessions during that and the ensuing two days at the Windsor Hotel.

G. R. Markowski, insular director at the Queens Hotel, Montreal, has recently signed a contract with the C. N. R. for a series of radio concerts to be broadcast through its stations in both Montreal and Moncton. In addition to this he is in much demand among Victor artists for the direction of orchestral accompaniments, and a number of records demonstrating his ability have recently been released.

V. Sgroi Musical House, Ltd., 1053 St. James street, is another new Montreal dealer taking on the selling rights of the Brunswick phonograph and records.

The Mount Royal Exchange, Ltd., 718 Mount Royal avenue, East, Montreal, has opened a new radio department with receiving sets retailing at from \$30 upwards. This concern makes

a point of accepting phonographs in exchange for radio receiving sets.

The T. Eaton Co., Ltd., of Montreal, is now carrying Victor talking machines and records.

Layton Bros., Ltd., have been appointed as authorized local representatives for retail sales and service of the De Forest and Crosley lines, which they are planning to feature.

Canadian Fairbanks-Morse Co., Ltd., Montreal, is a distributor for Philco radio A and B socket powers.

Allen's Westmount Theatre, through the courtesy of Hartney Co., Ltd., "His Master's Voice" dealer, was supplied with a Victor

Important Developments in 'Toronto Territory

Appointments of Manufacturers' Representatives for Leading Lines—Amplion Corp. of Canada Incorporated—The News

TORONTO, ONT., November 6.—Cleartron radio tubes are now being marketed in Canada by the Cleartron Vacuum Tube Co., 8 Colborne street, this city. A stock is being carried and all replacements made from a Canadian warehouse.

The ground was broken for the formation of the Canadian section of the Institute of Radio Engineers on the occasion of a meeting held in Toronto quite recently, which was attended by representatives of the industry in the city. One of the chief objects of the organization will be the standardization of radio equipment and the interchange of technical matters of interest.

The Hetrola Radio Co., Ltd., has been incorporated with head offices in Bridgeburg, Ont.; capital, \$40,000.

Sole selling rights for the J. Nazely Co. line for Canada, excepting the province of British Columbia, has been secured by the British American Mfg. Co., Toronto, of which Mrs. Warren is president.

Radiomotor, Ltd., was recently granted letters patent, with headquarters at Toronto, Ont., with a capitalization of \$250,000 to deal in radio supplies, etc.

The Amplion Corp. of Canada, Ltd., capitalized at \$50,000, has been established. The chairman of the board is the originator of the Amplion, Edward Alfred Graham; president, S. B. Trainer, who also holds the position of treasurer; vice-presidents are W. H. Lynas, of Alfred Graham & Co., and H. B. McKenzie, who also holds the position of technical director of the new corporation. Burndepot of Canada, Ltd.,

Northern Electric radio, which enabled those in attendance at the theatre to get the full election returns.

Layton Bros., Ltd., announces its second annual Radio Christmas Club, a co-operative plan through which 300 members will secure radio sets for Christmas with exceptional club terms, privileges and savings. The choice of Alwater Kent, De Forest, Crosley and Radiolas is offered to club members.

In connection with the opening of Steinway Hall, New York, C. W. Lindsay, Ltd., this city, broadcast through CFCF (Marconi) on November 6 a concert with local as well as imported talent.

Cosmopolitan Graphophone & Piano Co., St. Lawrence boulevard, has reopened its store after the disastrous fire which took place some time ago. It is now equipped with a full and complete stock of new Columbia phonographs and records.

has been appointed sole selling agent for Canada and will, therefore, continue with the Amplion line, following three years' distribution of Amplions. The head office of the new corporation will be located at 130 Richmond street, West.

C. G. Logwood, radio engineer with the De Forest Radio Corp., New York, recently paid a visit to the Canadian De Forest Corp. and, in addition, paid a friendly visit to the officers of the Carter Radio Co. of Canada.

George R. Archibaldson, 9 Craig avenue, has been appointed factory representative for the provinces of Ontario and Quebec of the Standard Radio Corp., of Worcester, Mass., maker of the Standard five-tube radio frequency set.

J. M. VanAtter, manager of the Carter Radio Co. of Canada, recently returned from a Western sales trip which took him as far as Vancouver, B. C. He reports that the radio business out West is booming beyond anticipation and believes that Western business will almost equal that of the East this year. Farmers will have the money to spend and they want to spend some of it on radio.

A most effective advertising medium was recently gotten out by a dealer for use in connection with his radio exhibit. This consisted of a small disc record for use on the phonograph.

This was clamped to a cardboard bearing the firm name and labeled "A Message of Importance 2 U." The article was so attractive and ingenious that the individual receiving one was bound to carry it home and try it out on the talking machine. He then heard a short talk from one of the officials of the store in which was outlined the policy in so far as its radio department was concerned and a little talk on the service rendered and the quality of goods which the dealer handled.

R. H. Coombs and Alex McKenzie, respectively general manager and sales manager of the Canadian National Carbon Co., of Toronto, have both returned from the Winnipeg, Man., radio show held recently in that city.

Feature Victor-Northern Radio in Fair Display

The Victor-Northern radio receivers manufactured by the Victor Talking Machine Co., of Canada, Ltd., in conjunction with the Northern Electric Co., were displayed at the recent Toronto and Winnipeg fairs and drew considerable favorable comment.

The Sampson Music Co., Boise, Idaho, recently moved to new and larger quarters.

Talking Machine Springs and Repair Parts

NONE BETTER IN QUALITY NONE LOWER IN PRICE

THE RENÉ MANUFACTURING CO.
MONTVALE, NEW JERSEY

Ready to Fill Your Last Minute Orders for a Big

HOLIDAY SEASON

with

BRILLIANTONE GILT EDGE REFLEXO

The Leaders in Phonograph Needles

HERE is a profitable small-item line that you should stock for the holidays. All 3 are recognized by the public as the best in phonograph needles. You don't have to push them. They sell on sight. Our attractive display stands make 'em buy. Prepare now! Get your holiday order in today!

BRILLIANTONE

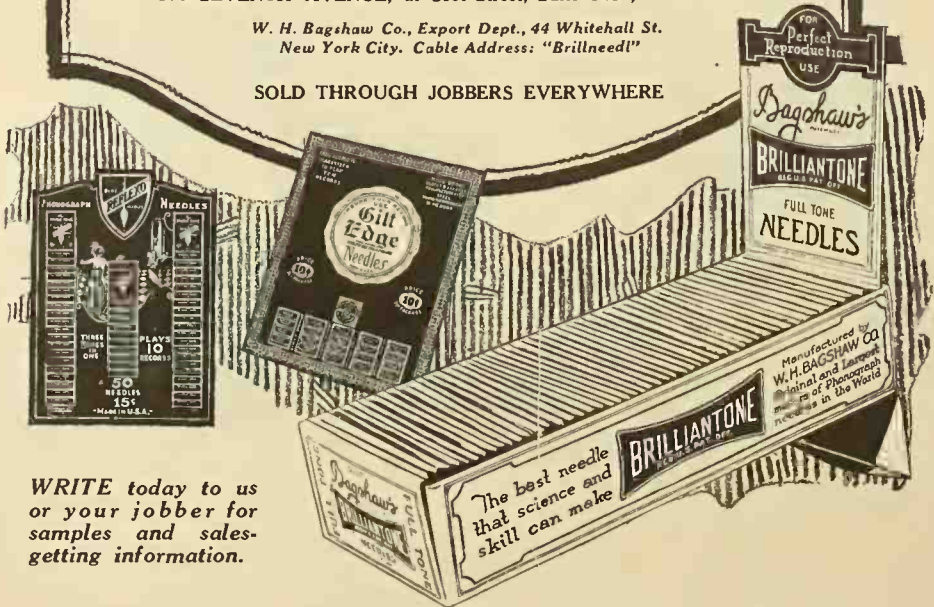
STEEL NEEDLE COMPANY OF AMERICA, Incorporated

Selling Agents for W. H. Bagshaw Co., Factories, Lowell, Mass.

370 SEVENTH AVENUE, at 31st Street, Suite 1214, NEW YORK

*W. H. Bagshaw Co., Export Dept., 44 Whitehall St.
New York City. Cable Address: "Brillneedl"*

SOLD THROUGH JOBBERS EVERYWHERE



WRITE today to us or your jobber for samples and sales-getting information.



Parlor Fans and "Bugs"

Be Headquarters for Both

For those who simply want to "turn on" radio there has never been a receiver like the Thorola Islodyne 5-tube. It makes a dead language of all the old technicalities. Now there is normally nothing to do but to pick out stations and listen. For Thorola Low-Loss Doughnut Coils—the crux of Islodyne success—do not pick up unwanted stations; do not intercouple; do not permit excess feed-back.

With these old difficulties conquered, it was possible also to correct other factors that had been overshadowed by the big troubles. So a degree of finality has been reached. Thorola Islodyne brings non-mechanical, artistic radio at last, with the tone, range, volume and selectivity that only Thorola Low-Loss Doughnut Coils make possible.

Where the receiver business centers, the most loud speakers are sold. And Thorola dealers make doubly good here. Thorola speakers, always the steadiest selling item in radio, are heightened with new technical

refinements and new beauty to match. The new Thorola self-harmonizer eliminates manual adjustment. The magnificent new Thorola Bakelite horn is the largest form of this material ever produced! Thorola tone and volume remain the standard, farther than ever out of ordinary reach.

The results obtained only by Thorola draw the radio experimenter so surely to Thorola parts. Thorola Low-Loss Doughnut Coils are the great sellers of the season among parts. Thorola S. L. F. Condensers capitalize for you the swing to straight line frequency. Thorola Golden Audio Reproducing Transformers are as good as they look.

The Thorola parlor fans have something the experimenters want. The experimenters favorably influence Thorola receiver and speaker sales. Thorola dealers are in on all of it.

REICHMANN COMPANY, CHICAGO

Thorola

ISLODYNE

From our CHICAGO HEADQUARTERS

REPUBLIC BLDG., 209 SOUTH STATE ST TELEPHONE WABASH 6242

LEONARD P. CANTY

Good Crops and General Improvement in Mid-West Business Basis of Optimism

Announcement and Demonstrations of Improved Sound Reproducing Instruments Have Strengthened Trade Confidence—Expect Large Holiday Sales Volume—Important News of the Month

Chicago, Ill., November 9.—With the talking machine and radio business approaching the height of its best buying season, the music trade in the Middle West finds itself in a gratifying position. The entire section is in good economic condition, the agricultural districts, in reality the basis of Middle Western business stability, are about to harvest the best crops in several years, and there is every indication of prosperous times ahead.

The recent revolutionary developments in the sound-reproducing features of the talking machine have done much to strengthen the confidence of the trade, and the public interest, heretofore termed as latent, which has been so surprisingly awakened, has brought about a revival of the phonograph and record business in general. The public has proved, by its curiosity, not only interest, but by actual purchase of machines during the past few weeks, that it still retains a place for the talking machine and permanently recorded music. The industry, in general, is keenly alive to the possibilities which lie before it, and every member engaged in the production of talking machines is directing effort toward the betterment of the mechanical features and the appearance of his product.

The result of the newly arousing interest has been felt in record sales mounting still higher, and a visit to talking machine shops in Chicago, especially along Wabash avenue, the Music Row of this city, finds busy salespeople behind the record counters and the demonstration booths filled with prospective purchasers. The opera and concert seasons are in full swing, and the demand for recordings of classical and operatic airs is steadily increasing, although orders for dance records and popular numbers are still greatly in the majority.

The present situation, existing fully six weeks before Christmas, leads the trade to the belief that it is justified in looking forward to a holiday buying season which will outstrip those of the past several years. In the portable talking machine field, especially, one finds products with both appearance and value as holiday gifts and the manufacturers and distributors of the smaller machines are busily engaged in filling large orders for the holiday period.

The radio season is at its peak, and within a few days the point will be marked by what is perhaps the most gigantic radio exposition ever staged, to be held in the city of Chicago. It will be visited by scores of dealers from all

parts of the country, and the public will throng the exhibition by the thousands. Radio receiving sets, loud speakers, batteries, chargers, and other accessories are moving at a fast rate, and with the advent of improved broadcasting, simplified and beautified radio sets, the present radio season bids fair to live up to the prediction that it will exceed in sales figures that of 1924.

Dealers Tie Up With Notable Orchestras

Brunswick dealers have had a number of invaluable helps in the sale of records during the past few months in the form of Brunswick recording orchestras appearing in Chicago theatres. Paul Ash and His Orchestra, appearing continuously at McVickers Theatre since mid-Summer, bid fair to equal their long San Francisco run, while Abe Lyman's orchestra, also from the Pacific Coast, is holding forth at the College Inn, popular cafe in the Hotel Sherman. Ray Miller's orchestra has been touring the circuit of Balaban & Katz motion picture houses, and the ever-popular Oriole orchestra plays on nightly in the Marine dining room of the Edgewater Beach Hotel. In addition, Herb Wiedoeft's orchestra, direct from the Cinderella Roof Garden, Los Angeles, appeared at the Palace Theatre, Orpheum circuit vaudeville house, for one week, starting October 11. At this leading variety house Abe Lyman has played his second engagement this Fall, without interrupting his schedule at the College Inn, where his popularity is growing continuously.

(Continued on page 134)

KIMBALL PHONOGRAPHS

Build Business for Holidays



Kimball Style S

The reliable Kimball sells quickly and means satisfied customers.

Correct Construction
Visible Beauty
Natural Tone

Variety of both Upright and Console types.

Now is the time for activity in phonographs for the Holidays. Many dealers are ordering in car-load lots to meet the fall trade. They know that the Kimball is built with the same care and knowledge that have for over half a century made the name synonymous with quality and durability in musical instruments. This means ready selling.

Look over your stock and order at once that you may be ready for all customers.



Kimball Style Y

W. W. KIMBALL CO.

Established 1857

Kimball Hall—306 So. Wabash Avenue

CHICAGO, ILLINOIS

Manufacturers of
Phonographs, Pianos, Player Pianos, Reproducing Pianos, Pipe Organs,
Distributors of Columbia and Harmony Records

KIMBALL PHONOGRAPHS PLAY ALL RECORDS

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 133)

Brunswick dealers throughout the Chicago territory have tied up with the successes scored by these visiting aggregations by the use of window displays and newspaper advertising and have also scored results in the way of increased record sales. The Brunswick-Balke-Collender Co. recently inaugurated a new dealer service whereby the retailer secures release blanks several days in advance of the date upon which the records go on sale, and he is enabled to prepare his advertising, windows, display cards and sales stunts, all essential to good record merchandising, far enough in advance of the release so that there is concerted effort between the sales and advertising departments.

Good Stromberg-Carlson Publicity

The Stromberg-Carlson line of radio and other products handled by Gray, Trimble & Follick Co., of Bloomington, Ill., received some



Stromberg-Carlson on Exhibit

excellent publicity at an industrial exhibit held in that city. One of the finest booths at the exhibit was that of the company mentioned above, which showed the Stromberg-Carlson line of radio receiving sets to excellent advantage. During the past year there have been held in many cities expositions and where local radio dealers have tied up with these events, profits have ensued. Gray, Trimble & Follick Co. is a live concern and permits no opportunity to pass of bringing its line to the attention of the public.

T. G. Rockwell With Columbia Co.

T. G. Rockwell, for four years manager of the San Francisco branch of the Munsion-Raynor Corp., jobbers of Cloney phonographs and Vocalion records on the Pacific Coast, recently accepted the position of manager of the record department of the Chicago branch of the Columbia Phonograph Co., Inc. A few months prior to his transfer to the Chicago office Mr. Rockwell was located in the Columbia branch at San Francisco, devoting his time to the interests of the record sales division. He assumed his new duties on October 10, succeeding

Jack Kapp. Mr. Rockwell is well equipped to assume the responsibilities of his new position and will work in close accord and co-operation with the army of Columbia retail dealers in this important territory.

"Items of Interest"

The Targ & Dinner Music Co., wholesaler of Chicago, places in the hands of the trade each month a handy catalog and reference book entitled "Items of Interest," containing illustrations and descriptions of the various lines of phonographs and musical merchandise handled by the firm. A glance through the catalog brings to the eye the Caswell and Outing portable phonographs, also the "Pet O' Fone," a small camera style portable, photograph accessories, needles, violins, strings, music stands, guitars, tapes, accordions and a score of other items. "Items of Interest" is issued about twice a month as the holiday season nears, and on or about November 15 the firm will mail its latest catalog.

Various Demonstrations of Victor Orthophonic

The Chicago Talking Machine Co., under the direction of D. A. Creed, vice-president, and W. C. Griffiths, sales manager, took a most active part in the general introduction program sponsored by the Victor Co., in the interest of the new Orthophonic Victrola, in the period of two months previous to the formal introduction to the public of the new instrument on November 2. During the middle of September demonstrations were first held in the Hotel LaSalle, Chicago, for dealers in the territory immediately surrounding Chicago, and meetings for retailers were then held in the principal cities throughout the Middle West from September 18 until October 15.

Demonstrations were also held at the Drake Hotel three times each day for almost two weeks, and then the display was moved to a more central location in the Congress Hotel, where dealers and their sales forces might take advantage of the opportunity to learn of the mechanical details and sales possibilities of the new instrument. First shipments of the new models by the Chicago Talking Machine Co. were made late in October after demonstrations had been given to over 2,000 sales people in this territory.

Victor dealers throughout the Middle West tied up with the extensive publicity campaign sponsored by the Victor Co., by local advertising and by displaying large signs in their win-

dows for a week previous to the general introductory date, advising the public of the demonstrations to be held beginning Monday, November 2. On that date Victor shops on Wabash avenue, Chicago's music row, were crowded throughout the day with curious and interested people listening to the instrument.

Excello Products Popular

The Excello Products Corp., radio cabinet manufacturer of Cicero, Ill., entering upon its second season in the radio field, is enjoying a



Excello Cabinet, Style R-11

healthy business on all of its cabinet models. The Excello line represents a complete range of cabinets from the small table type and the radio stand to the walnut consoles, including style R-20, a table type cabinet that houses set and is installed in consoles, made of either solid mahogany or solid walnut, with five-top top. The panel fits in grooves in the sides and top rail and is held in place firmly. This model is finished in brown mahogany, walnut or two-tone in either finish.

Style R-11 is one of the leaders in the line, finished as it is in Tudor style, especially designed to harmonize with living room furniture of quality. Raising the dome or lid brings the shelf bearing the radio receiving set to a convenient table height. The shelf raises and lowers vertically, and will in no way disturb the delicate receiving set. The instrument is equipped with a tone chamber built into the cabinet with the opening at a grille on the right, and any loud speaker unit can readily be attached to the tone chamber.

Other Excello models include Style R-10, a Queen Anne console, with the same set-housing arrangement as Style R-11; Style R-6, a wall console with compartment for batteries and a charger; Style R-7, also a wall console, with an amplifying chamber above the receiving set compartment, and space for batteries and charger; Style R-8, a wall console, with the amplifying chamber at the right of the receiver, and Style R-9, a desk style console designed for use with a set in a separate cabinet, and a built-in tone chamber provided with a grille in the center of the cabinet.

Style R-14 is a wall console with the amplifying chamber in the lower compartment. The firm also manufactures two radio cabinets, designated as Styles R-1 and R-2.

Max Targ Visits Ohio and Michigan

Max Targ, of the Targ & Dinner Music Co., wholesalers of this city, recently made a swing through Ohio and Michigan, visiting Cleveland and Detroit, in the interest of his organization. The firm is doing an increasingly fine business with its complete lines of musical merchandise and Mr. Targ is working closely with dealers throughout the country in an effort to give them maximum co-operation and service.

Wiswell Co. Visited by Thieves

The Wiswell Radio Co., prominent Chicago distributor for Thompson and Sleeper radio receiving sets, was visited by thieves one night

(Continued on page 136)

HOWE RADIO RECEIVER \$1.75

The "Stepping Stone" to the
Tube Set

Make New "Radio Fans from that
Sleeping 80% of the Public
which owns no Radio"

IN NEW ORLEANS over 25,000 HOWE Receivers have been sold. One house in Houston bought over 10,000—and so it goes all over the country. HOWE Radio Receivers are being sold by Dealers who appreciate the fact that millions of men with money have not yet made their initial purchase—the virgin field is the profitable field.

The HOWE Receiver is most decidedly Not a Toy—it brings in loud and clear all stations within a 25 mile radius, and has good selectivity. Its Low Price induces the non-user of Radio to "get into the game."

We shall be glad to hear from Jobbers and Dealers
who are not selling the HOWE in large quantities

HOWE AUTO PRODUCTS CO., 120 N. Green St., Chicago, Ill.



LIBERTY



Confidence

When a dealer establishes the fact that a customer can negotiate a purchase with positive assurance of obtaining the greatest value procurable, he has constructed a solid foundation for a profitable, enduring and extremely satisfactory trade relationship.

The Liberty Seal promotes confidence. It places the purchase of Radio Receiving Sets on a plane of provable, demonstrable value.

Every Liberty Sealed Five Receiving Set is sold under an absolute guarantee that any defective workmanship or any faulty part will be replaced **FREE OF CHARGE** any-

time within sixty days from date of purchase.

The most cautious buyer instantly recognizes in so liberal a guarantee the desire of the manufacturer to produce a Receiving Set of supreme excellence and the ability and determination to supply a set that meets every demand of efficient operation.

Dealers who build business on the basis of proven merit, who realize the importance of winning and holding the confidence of the buying public should investigate the very attractive Liberty Franchise.

Complete details upon request

LIBERTY TRANSFORMER CO.

121 N. SANGAMON ST.

CHICAGO, ILL.

"After All the Rest - Hear the Liberty Test"

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 134)

during the latter part of October. The robbers hattered down the door to the Wiswell office and departed with several receiving sets.

Panatrope Demonstrations Excite Enthusiasm
The Brunswick Panatrope, new musical reproducing instrument soon to be introduced by the Brunswick-Balke-Collender Co, was on display early in October at the Congress Hotel, Chicago. Because of the marked enthusiasm with which the Panatrope was received at these demonstrations, and also the fact that it was impossible to accommodate all those who desired to attend, the firm executives arranged to continue the demonstrations at the Brunswick display rooms, 623 South Wabash avenue, Chicago. At 10 a. m., 2 p. m. and 4 p. m. promptly for several days the new product was displayed and demonstrated by C. T. McKelvey, of the Brunswick sales promotion department. All Brunswick dealers were invited to attend, and those in the Chicago territory arranged for their entire organizations to visit the Brunswick headquarters and become familiar with the new instrument and its sales possibilities.

Death of F. A. Knight Regretted
While visiting the factory of the Amphiphone Phonograph Co., Brazil, Ind., F. A. Knight, president of the firm, who maintained his office in the Republic Building, this city, was struck by an automobile Tuesday evening, October 27, and died a few hours later. The body was taken to Denver, Colo., where funeral services were held Saturday, October 31, at the home of his daughter, Mrs. H. W. Howard. Mr. Knight was seventy-five years old, and was one of the pioneer piano and phonograph manufacturers of the Middle West. He first entered the music business as one of the founders of the Knight-Campbell Music Co., of Denver, Colo., but later sold his interest to form the Knight-Brinkerhoff Co., of Brazil, Ind. A factory was established to manufacture pianos, but several years ago this company was dissolved and the plant was sold. Mr. Knight retained one building, however, for the purpose of manufacturing phonographs. The deceased was a well-known figure in the music trade, and his death was mourned by scores of friends throughout the country.

Alto Automatic Stops Are World Famous
The Alto Mfg. Co., of Chicago, manufacturer of Alto needle cutters and automatic stops for phonograph turntables, has been enjoying an increasingly fine business on its products, both in the United States and in foreign countries.

Australia leads in consumption with both needle cutters and automatic stops and is closely followed by England, Denmark, Russia and Japan. An indication of the fact that the manufacturers of talking machines are busier than they have been during the past six or eight months is found in the increasing number of orders which are arriving at the Alto plant for automatic stops, which are installed on a great number of phonographs by the manufacturers themselves. The firm has also received numerous letters from satisfied users of both the stop and the needle cutter, one officer in the United States Aviation Corps addressing the firm in very complimentary manner, stating that he lost his needle cutter en route from one army post to another, but remembered the firm name, and was writing direct for a new one.

The Alto automatic stop is tested thoroughly before it leaves the factory, each instrument being placed upon a testing device, the arm of which moves over an are one hundred times the width of a record groove. As the stops are tested on this fixture, the inspector is enabled to adjust it within one-thousandth part of an inch, which is approximately one-tenth of the width of one groove in the record. This is much more accurate than the stop will have to operate under ordinary conditions.

Oro-Tone Recording Tone Arm Combination
The Oro-Tone Co., of Chicago, recently mailed to the trade an attractive catalog, bound in a brown cover, with the Oro-Tone trade name imprinted upon it in gold, containing illustrations and descriptions of its entire line of tone arms and reproducers. The illustrations are the exact size of the actual product, thus giving the manufacturer of phonographs, as well as the dealer, a more concrete idea of the dimensions and appearance of each tone arm. The first page opens with a general view of the Oro-Tone offices and is followed with illustrations and descriptions of the products, including the Nos. 60 and 65 brass tone arms and the new Nos. 50 and 55 reproducers equipped with face guards.

A new Oro-Tone product, which it is felt will create an unusual amount of interest in the trade, is illustrated and described in the new catalog, namely, the No. 150 recording and reproducing tone arm combination. The new device serves a fourfold purpose—the recording of the human voice, recording of radio programs, reproduction of phonograph records, or

CARTER

Leads Again with the
New "FLAT" Plug
(Pat. Pend.)



Full Size
One of the hits of the New York Radio Show. An entirely new and original Carter design. Cord slip without and easily inserted or removed. No trick fittings, push buttons or other devices to get set of order, simulate-wire. Cord slip completely automatic. Sets flat against the panel. Works both down. Nationally advertised.

Packed in individual boxes 20 to dealer's display carton. 100 to jobber's rack.
Any jobber can supply.
In Canada: Carter Radio Co., Limited, Toronto



as a radio loud speaker. In order to make a record the user merely places an aluminum disc upon the turntable, removes the cap from the radio connection and attaches a horn in its place, inserts the recording needle and places the mechanical feed on the record. Less than ten seconds is required for the process just named. Reproducing the newly made record merely requires the removal of the horn and replacing of the recording needle with an ordinary one. The No. 150 combination recording and reproducing tone arm is a combination of the No. 70 and 17 radio arms, and in order to record radio programs it is only necessary to attach the loud speaker unit to the radio connection, forcing the sound back through the diaphragm to the needle and aluminum record, instead of through the tone arm and horn.

The Oro-Tone Co. started production on the new product some time ago, and it will be in the hands of the trade early in December.

Announce Two New Balkite Battery Units
The Fanstel Products Co., manufacturer of the Balkite battery charger, at North Chicago, Ill., recently announced two new Balkite battery units as additions to its line for the coming season. The first of these is to be known as the Balkite Trickle Charger, the other is a smaller edition of its already well-known Balkite B-2. These two new items are in addition to the present line and both the present Balkite battery charger and Balkite-B, which have been on the market the past season, will continue without change.

The most interesting thing about the trickle charger is from the technical standpoint, in that it makes readily available to the owner of every radio set what amounts to automatic power supply. The charging rate of this charger is 1.5 amperes, which is much lower than the usual charging rate, the manufacturer stating that it is intended for use over long periods of time. It can be used while the set is in operation, as is the case with the larger Balkite charger.

With some sets it is not practicable to charge except while operating, and in such cases the charger is connected to the battery and lamp socket and allowed to charge continuously at such a rate as will put into the battery more current than is used by the tubes. This is known as trickle charging. Trickle charging considerably simplifies radio reception, because once the battery and charger are connected to the light socket and a resistance is put in to cut the rate down to the requirements of the set the owner need pay no more attention to the charging of his "A" battery.

There are some sets with which it is not practicable to charge continuously.

(Continued on page 138)

Repair Parts

For All and Every Motor That Was Ever Manufactured

We can supply any part. The largest and most complete assortment of repair parts—in the United States—on hand, for old, obsolete and present-day motors. If your order cannot be filled from stock, we will make it up special.

Special prices on main springs, governor springs, micas, repair parts, motors, tone arms, steel needles, etc., in quantity lots.

Expert repairing on all makes of phonographs and motors.

Consolidated Talking Machine Co.

SUCCESSORS:
Standard Talking Machine Co.
United Talking Machine Co.
Harmony Talking Machine Co.
Crest-Talking Machine Co.
American Co.

227-229 W. WASHINGTON ST., CHICAGO, ILL.
Branches: 1951 Grotto Ave., Detroit, Mich. 1121 Nicollet Ave., Minneapolis, Minn.



TRADE MARK "CONSOLA" CONSOLIDATED



JEWEL Cabinet Loud Speaker

No matter how good your radio receiver may be it is entirely dependent on the loud speaker for tone qualities. With this thought in mind our organization started months ago to develop a superior Cabinet Loud Speaker, which is now offered to the radio public. The tone amplifier in the Jewel Cabinet Loud Speaker is made entirely of wood and is designed to deliver sound waves of every length in the proper manner for the finest and purest tone. Certain acoustic laws not hitherto used in connection with radio reproduction have been utilized in this loud speaker with the result that its tone is wonderful in quality and timbre. The cabinet is substantially built of five-ply veneer and is finished in a beautiful brown mahogany.

The price complete with cord is \$25.00. West of the Rockies \$27.50.

The WHITING Cabinet Loud Speaker

A truly remarkable value in a Cabinet Loud Speaker. The horn is made of special fibre board, impregnated and lacquered and the curve of the horn gives a greater range than most loud speakers. It is especially good in reproducing the tones in the lower register and brings out the rich deep tones of the cello and organ in all their beauty. The outside of the cabinet is heavily bronzed with grille front. Each packed in a substantial container.

Price complete with cord \$12.50. West of the Rockies \$15.00.



JEWEL Type "B" Loud Speaker Unit

This compact little unit represents a truly remarkable development. With it you can make a radio loud speaker out of the Edison, the Victor or any talking machine that has a standard sized hub like the Victor. Simply take out the regular reproducer and put on the Jewel Type "B" Unit and you have a speaker of ample volume with full, clear, natural tones that must be heard to be appreciated. Semi-adjustable and equipped with a soft rubber adaptor cap which makes it absolutely air tight and totally insulates the parts and prevents vibration of whatsoever nature being transmitted to the tone from the unit, or vice versa.

Price complete with cord \$6.00.



Back View showing
Adjustable Feature



Side View



150-160 Whiting Street, Chicago, Ill.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 136)



THE ALTO Automatic Stop
For Phonographs.

Nothing needs to be screwed into 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. 1847 N. Western Street
CHICAGO
Canadian Distributor Universal Supply Co., Toronto, Ont.

tial to charge during operation at all. In these few cases, the owner of a radio set can still make an "A" power supply with a Balkite trickle charger by using a switch. Manufacturers are putting switches on the market which turn on the charger and turn off the "B" when the set is turned off, and turn off the charger and turn on the "B" when the set is on.

These switches are of such a type that they can be installed on the panel of the radio set, while the battery and charger, if so desired, can be put in the basement. Remote control with accessories out of the way is made possible in this manner.

The other product, known as the Balkite "B", is exactly like the Balkite B-2, which was introduced very successfully last year. It replaces "B" batteries, both of the dry cell and storage type, and supplies plate current from the light socket. Like the other two units, these two new Balkite units may be used with any set as they require no changes or additions to the set itself.

Gulbransen Co. Declares Quarterly Dividend

The Gulbransen Co., Chicago, manufacturer of Gulbransen registering pianos, recently declared a dividend of 2 per cent on the common stock of the company, this being the third quarterly common stock payment of the year. The

action was taken at a meeting held Tuesday, October 6, at the company's offices and the dividend was payable on or before October 20, to all stockholders of record October 6.

Orthophonic Victrola Delights Rotarians

The Orthophonic Victrola, new product of the Victor Talking Machine Co., was introduced in Chicago in a very novel and effective way. Two weeks before the new instrument was formally introduced to the general public it was introduced for the first time in the city, at the Chicago Rotary Club luncheon, at the Sherman Hotel.

A strict Rotary Club policy discourages the conducting of business at any meeting or luncheon of that organization. However, upon numerous different occasions, new inventions and new developments relating to commercial products have been displayed and demonstrated before the Rotary Club, and it was upon this basis that the Chicago Talking Machine Co. exhibited the new Orthophonic Victrola. Six hundred Rotarians attended the luncheon and were delighted by the range, tone and volume of the new instrument. Among the officials concerned with the presentation of the new product who were invited by the Chicago Rotary Club to be present at the luncheon were Walter Hoagland, J. Glenson, George Hull, Porter, C. W. Robbins and J. Kasley, of the Western Electric Co.; C. Lloyd Egner, E. F. Marx, Victor Co.; John Hansel, K. V. Root, E. C. Greiner, of N. W. Ayer & Son, and D. A. Creed, W. C. Griffith, E. A. Delano, of the Chicago Talking Machine Co.

The large crowd of listeners, comprising representative business men of Chicago cheered in approval at the end of the thirty-five-minute musical program, and a large number remained after the meeting to hear additional selections. In addition to the Victrola concert, F. A. Delano, of the Chicago Talking Machine Co., former vocalist with the Metropolitan Opera Co., New

York City, sang a baritone selection, accompanied by Mrs. Delano at the piano; Jack Chapman, one of Chicago's favorite dance orchestra leaders, played a piano solo in direct comparison to the Victrola version of the same record, and two dancers performed the Charleston to the Orthophonic reproduction of "Collegiate." The demonstration was planned by D. A. Creed, vice-president of the Chicago Talking Machine Co., assisted by W. C. Griffiths, sales manager.

Stromberg-Carlson Exhibit at Convention

Radio is beginning to make its appearance at telephone conventions. This is evident by glancing at the view herewith of the Stromberg-Carlson exhibit as it appeared at the re-



Stromberg-Carlson at Convention

cent telephone convention of the United States Independent Telephone Association, which was held in Hotel Sherman, in October.

The Stromberg-Carlson exhibit was located in the Grey Room of the Hotel Sherman. One end of the room was equipped with Stromberg-Carlson telephone and switchboard apparatus. The other end was equipped with Stromberg-Carlson radio apparatus and telephone supplies.

(Continued on page 140)

EXCELLO

Radio Consoles

Combine highest quality cabinet work with the latest developments in Wall Consoles.

The Console shown here is made of Butt Walnut with matched panels in duo-tone finish. Loud speaker and unit included.

The Excello Line includes all types of cabinets from small table type to Wall Console type illustrated.

Write for complete catalog
- sent free on request

Excello Products Corporation

4824 W. 16th St., Cicero, Ill.



No. R-16

OKeh Records

VALUE AT ALL TIMES

OKeh Records are issued with a national appeal for an objective.

There is no character of music that cannot be heard, with the greatest perfection of tone, on OKeh Records.

Dealers everywhere, have placed their confidence in OKeh Records and as a result have been repaid with greater profits.

Our OKeh dealer proposition concerns the growth of your business. Now is the time to inquire for details.

CONSOLIDATED TALKING MACHINE CO.

227 West Washington Street, Chicago, Ill.

BRANCHES:

2957 Gratiot Ave., Detroit, Mich.

1121 Nicollet Ave., Minneapolis, Minn.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 138)



For EVERY Radio Set

A stunning piece of furniture that restores order in the room where you have your Radiol! No more cluttered table-tops, nor litter of equipment under the foot.

No unsightly horn in evidence, either! This console has its own loudspeaker, inbuilt. It's out of sight, but with very apparent tonal superiorities. For it has the highest developed type of unit.



Non-Vibrant Ceramic Horn
The clearest tone producer on the market. Made of special composition which detects vibration.

With horn built of special non-vibrating, extra-hard, ceramic material. Produces clear non-vibrant tone.

There's ample room for everything; space for *largest A* and *B* wet batteries—or battery eliminator—required for any home set; and for a big charging outfit, too.

Finished in mahogany, or walnut color. Dainty design of parqueterie on two front panels. Top, 38 in. x 18 in. Substantially built; the product of a 40-year old furniture maker.

The price, forty dollars, is for the complete console and includes the loudspeaker horn and unit. Thousands of dealers are showing this artistic addition to home radio equipment.

Rear View—Set Hooked Up



Price, \$40
Windsor of Rocky Hill, Ill.

WINDSOR FURNITURE CO.
1422 Carroll Ave. Chicago, Ill.

The following officers and members of the Stromberg-Carlson Telephone Mfg. Co. were in attendance at that convention: W. Roy McCaune, G. A. Scoville, E. A. Reinke, R. H. Mausman, E. A. Hanover, C. Heston, J. H. Lewis, A. B. Crawford, R. Davis, M. D. Wool, J. C. Snyder, W. T. Eastwood, C. W. Watson, A. M. Roberts, J. A. Taggart, W. C. Caldwell, B. H. Merriman, A. J. Roberts, C. D. Kinne, P. Winemiller, N. W. Baldwin, C. W. Schuler, N. W. Redmond, G. J. Johnson, C. J. Fressler, C. F. Saunders, H. T. McCraig and Mr. Sumners.

New Mohawk Distributors Appointed
The Mohawk Corp., of Illinois, announces that the following concerns have been added to its list of distributors in Chicago: Marshall Field & Co., wholesale; Henry Paulson & Co., 37 South Wabash avenue; Englewood Electrical Supply Co., 5725 W. Madison street; Amber Electrical Supply, 553 W. Madison street, and Harry Alter & Co., Ogden and Carroll avenues, who, for over a year, has been a Mohawk distributor in Chicago and vicinity.

Morehouse & Wells Co., the large hardware jobbers of Decatur, Ill., who last year sold Mohawk sets, will continue their sale this coming year. Another large distributor who is selling Mohawk products is the Isaac Walker Hardware Co., Peoria, Ill.

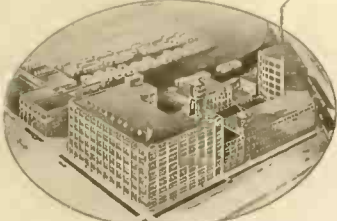
With this lineup of live distributors in city and State, Mohawk products will be impressively represented.

Lyon & Healy Orthophonic Campaign
Upon November 2, the date of the official introduction of the new Orthophonic Victrola to the public, Lyon & Healy, Chicago, tied up in an unusually effective way with the extensive advertising sponsored by the Victor Co. and the publicity accorded the new reproducing instrument during the preceding six weeks. Each of the windows, eight in all, of the large Lyon & Healy store was used in displaying the new Credenza model of the Orthophonic Victrola in some manner or other. One window revealed the original Victrola introduced in 1895, with its unwieldy brass horn and small record. The passerby noted in the adjoining window the Victrola of 1900, with its concealed horn, in a mahogany upright cabinet. The third window held an exhibit of the acoustic system employed in the orthophonic instrument, showing the paths which the sound travels before it reaches the listening ear.

Promptly at 9 o'clock on the morning of No-

ember 2 a demonstration of the new instrument started in the Lyon & Healy concert hall, which lasted until the closing hour in the evening. Interested crowds packed the auditorium through the day, and at times standing room was at a premium. Demonstrations were also held in the talking machine department on the second floor continuously during the day.

Where the Gulbransen Pianos Are Made
The picture reproduced herewith is the first presentation of a new view of the Gulbransen Co. factories in Chicago, Ill. Two buildings,



Gulbransen Factory

not previously shown in any picture of the plant, are to be seen, the new six-story grand piano building in the background on the right and the battery of new dry kilns on the extreme left.

The publication of the Gulbransen factory picture at this time is given added interest because of the fact that at no period in the firm's history has the production of Gulbransen instruments been as large over a long period of time as it is at present. All records for sustained shipment of an average of 110 instruments per day are being surpassed, and the output is being increased above that figure as rapidly as possible. Additional workmen are being employed daily in an attempt to cope with the tremendous demand for Gulbransen registering pianos, grand pianos and uprights.

New machinery and new power equipment were added recently in order to care for the larger demand anticipated, and factory production is at a state of efficiency never before approached. The Gulbransen plant has been in constant operation all year with the exception of one holiday. Gulbransen officials state that

(Continued on page 142)

We are Direct Factory Distributors

Balkite Premier Electric Company ERLA B. TIMMONS
 Rembler DUBILIER
 SHAMROCK
 BRIGHT STAR
 Brandes
 ALL-AMERICAN BENJAMIN
 The Harry Alter Co. Wholesale Radio
 ALBERT
 Allen-Bradley Co.
 ACME for amplification

100% SATISFACTORY SERVICE!

A BUSINESS built on giving a dealer what they want when they want it! Tremendous stocks always of nationally advertised products assure immediate deliveries... and efficient service that speeds these deliveries along. This business is artistically wholesale... offering adequate protection to our patrons.

Dealer—Send for our latest catalog! Please use your letterhead in writing.

The Harry Alter Co.
Wheeler Radio

Price, \$40
Windsor of Rocky Hill, Ill.

For Distance- Sell a Beldenamel Aerial



RADIO dealers have discovered the importance of good aerials. Music stores, hardware stores, electric shops, and other dealers in radio sets and parts, are now selling the aerial wire as one of the important accessories of a complete set.

Beldenamel Aerial Wire is merchandised in distinctive cartons, in 100 ft. and 150 ft. lengths, ready for immediate sale to your customers. It is widely advertised in leading radio publications to millions of radio enthusiasts, every month. It is the best known aerial, today!

Other Belden Accessories



Every set owner wants a Belden Radio Battery Card to protect his batteries and make a neater installation. Sell him one, today!



Belden Headphone Replacement Cords are good sellers. And the Belden 20 ft. Radio Extension Cord is just the thing for loudspeakers. Display them in your window and watch them go!

Put in a stock of Beldenamel Aerial Wire, now, and enjoy an extra profit from this fast-selling accessory. Everybody needs aerial wire, and Beldenamel is easy to sell. It is endorsed by leading radio authorities as a "long distance aerial."

**ASK YOUR JOBBER FOR
BELDENAMEL AERIAL
WIRE—HE CAN SUPPLY
YOU.**



Belden Manufacturing Company
2322 F So. Western Ave., Chicago

Please send us your Belden Radio Sales Help and other literature, by return mail.

Dealer.....

Address.....

Belden

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 140)

the peak has not yet been reached and that even greater production will result from more intensive sales effort and the Fall campaign of advertising, which is the most extensive in the history of the firm. Thirty-seven leading publications, reaching three out of five families in the United States, are being used to carry the Gulbransen advertising message.

Johns Sales Force of Harry Alter Co.
George Windmiller, connected with the Mohawk Electric Co., manufacturer of radio receiving sets for the past three years, recently joined the sales department of the Harry Alter Co., prominent electrical and radio jobbers of Chicago, Ill.

Recitals Arouse Wide Interest

For several weeks before the new Orthophonic Victrola was formally introduced to the public in the dealers' stores the Chicago Talking Machine Co., Victor wholesaler, conducted a series of advance demonstrations of the new

instrument at the Drake Hotel, Chicago. This plan was put into effect because of the many requests received from dealers for private showings to their friends at 10:30 a. m., 2:30 p. m. and 8 p. m. daily, except Saturday and Sunday, with F. A. Delano, of the Chicago Talking Machine Co., in charge.

Piano Club Center of Activity

The Piano Club of Chicago, at its noonday luncheon, held every Monday, has been enjoying overflow crowds. The new officers have been functioning in their respective positions for the past several weeks and constitute an active group, with Henry D. Hewitt, as president; Gordon Laughhead, vice-president; Harry B. Bibb, secretary, and James V. Sill, treasurer.

The various committees were announced a short time ago, and the list follows: General entertainment and speakers, G. R. Brownell, chairman; Albert R. Neely, chairman of the

speakers' committee, assisted by E. E. Lapham, E. V. Galloway, Otto Schulz, Jr., Edw. Leville, M. Marshall Seeburg, Joe G. Pierson, Joseph Klineberg.

Jack Kapp, who has long since earned the reputation of being a chairman to be depended upon to furnish artists of note at the noonday meetings, is chairman of the entertainment committee. He will be assisted by W. M. Derges, George K. Dowd, William Grosvenor, Axel Christensen, Frank J. Sheldon and Harold A. Diek. The remaining committees and their personnel follow: Finance: James T. Bristol, chairman; Kenneth W. Curtis, Membership and reception; Gordon Laughhead, chairman; Ben Duval, William Meister, Walter Carlson. Resolutions: Adam Schneider, chairman; Gene Whelan, Matt Kennedy. Promotion of music: Roger O'Connor, chairman; Clarence W. Reichardt, Richmond Harris. Press: Walter Kiehn, chairman; H. J. Terwilliger, L. P. Canty, Frank W. Kirk, G. L. McNab, Frank D. Abbott, Al Koch.

H. L. Kraus, Mohawk Export Manager

The Mohawk Corp., of Illinois, announces that H. L. Kraus, Bush Terminal building, New York City, has been appointed its export manager. Mr. Kraus, whose experience in the export field covers a period of years, has traveled extensively and is thoroughly acquainted with existing conditions in the various countries throughout the world. His present connections include representation of a number of automobile manufacturers. He predicts a wonderful future for radio in the export field and confidently expects to put the Mohawk line over in a big way.

Moving Picture Slide for Dealers

The Mohawk Corp. of Illinois recently released a moving picture slide which the dealer can use very effectively. It is an attractive 300-picture reel, showing the extreme simplicity of the one-dial receiver.

Gulbransen Instruments Featured in Concerts

The Gulbransen grand and registering grand pianos, manufactured by the Gulbransen Co., Chicago, have been especially featured in San Francisco and Los Angeles by Lee S. Roberts, Inc., and the Martin Music Co., respectively, in connection with the appearance of Elvira de Hidalgo, coloratura prima donna of the San Francisco Opera Company. Miss de Hidalgo, an artist of note, recently wrote a very fine letter of commendation of the Gulbransen registering piano. In one section of her letter Miss de Hidalgo says: "There is nothing mechanical about it, notwithstanding that one can play it by roll without touching the keys." The picture shows Miss de Hidalgo standing. Playing the Gulbransen grand is Blanche Van Buren, vocal instructor connected with the Herman DeVries Studio, of Chicago.

Liberty Transformer Co. Line of Wide Range

The complete line of radio receiving sets manufactured by the Liberty Transformer Co., Inc., of this city, was formally introduced to the music trade a short time ago. The Liberty line represents a complete range of receiving instruments, from a small table model to a beautiful walnut console with self-contained loud speaker and space for batteries and a charger. All Liberty receivers contain a specially developed five-tube tuned radio frequency circuit, consisting of two steps of tuned radio frequency, detector and two steps of audio frequency. The Liberty line includes the Liberty Conecealed Five standard code Nos. 6161 and 6262, table models finished in two-tone walnut base. No. 6262 being equipped with a concealed loud speaker. Code No. 5151 is another table model with a 7 x 26 inch panel, finished in two-tone walnut.

In console models, the Liberty line offers code No. 6363 and code 6452, both encased in two-tone solid walnut cabinets. Both of these are equipped with a milliammeter, which shows the amount of battery current used when the set is

(Continued on page 144)

Simplify and improve radio reception with Balkite Radio Power Units



**Balkite
Battery Charger**

This popular battery charger is entirely noiseless and can be used while the radio set is in operation. Charging rate 2-8 amperes. Operates from 110-120 AC 60 cycle current. Special model for 90 cycles. Also for 25-40 cycles with 1.5 ampere charging rate.

Price \$19.50
Post of Retailer, \$20
In Canada, \$27.50



**Balkite
Trickle Charger**

Charge both 4 and 6 volt radio "A" batteries at about 5 amperes. Usable in 3 ways: (1) As a regular charger with a low capacity storage battery for sets now using dry cells. (2) With storage batteries of few tubes. (3) As a "trickle" or continuous charger for sets of as many as 8 dry cell or storage battery tubes. Size 1 1/2 in. long, 2 1/2 in. wide, 5 1/2 in. high. Operates from 110-120 AC 60 cycle current. Special model for 50 cycles.

Manufacturers are offering switches which turn on Balkite "B" and turn off the charger when you turn on your set. This makes the current supply for both circuits automatic.

Price \$10

West of Rockies, \$10.50

In Canada, \$13

Balkite Radio Power Units simplify and improve radio reception. They reduce the amount of attention required by the set. With their use the radio current supply is always exactly what is required for each circuit.

For the "A" circuit there are the Balkite Chargers. The advantages of the popular Balkite Battery Charger are obvious. Entirely noiseless, it can be used while the set is in operation. For sets of smaller "A" current requirements—any dry cell set or storage battery sets of few tubes—there is the Balkite Trickle Charger.

For the "B" circuit there is Balkite "B". It eliminates "B" batteries entirely and supplies plate current from the light socket. It is designed to serve sets of 6 tubes or less. For sets of 6 tubes or more there is Balkite "B" II.

Noiseless—No bulbs—Permanent

All Balkite Radio Power Units are entirely noiseless in operation. They have no moving parts, no bulbs, and nothing to adjust, break or get out of order. Each is a permanent piece of equipment with nothing to replace. They require no other attention than the infrequent addition of water. They require no changes or additions to your set. All are trouble-free, fast-moving and thoroughly advertised.

Manufactured by
FANSTEEL PRODUCTS COMPANY, Inc.
North Chicago, Illinois

FANSTEEL Balkite Radio Power Units



Balkite "B"

Eliminates "B" batteries. Supplies plate current from the light socket. Operates with either storage battery or dry cell tubes. Keeps "B" circuit always operating at maximum efficiency. Requires no attention other than adding water twice a year.

Will serve any set requiring not more than 20 milliamperes at 90 volts—practically all sets of 6 tubes or less and most 6 tube sets. Occupies about same space as 45 volt dry cell battery. Operates from 110-120 AC 60 cycle current. Special model for 50 cycles.

Price \$35
In Canada, \$49.50



Balkite "B" II

Same as the new Balkite "B" but will fit any set including those of 8 tubes or more. Operates from 110-120 AC 60 cycle current. Special model for 50 cycles.

Price \$55
In Canada, \$75

The Gould Unipower is equipped with a special Balkite Radio Power Unit

BALKITE BATTERY CHARGER · BALKITE TRICKLE CHARGER · BALKITE "B" · BALKITE "B" II

Chosen by Experts—

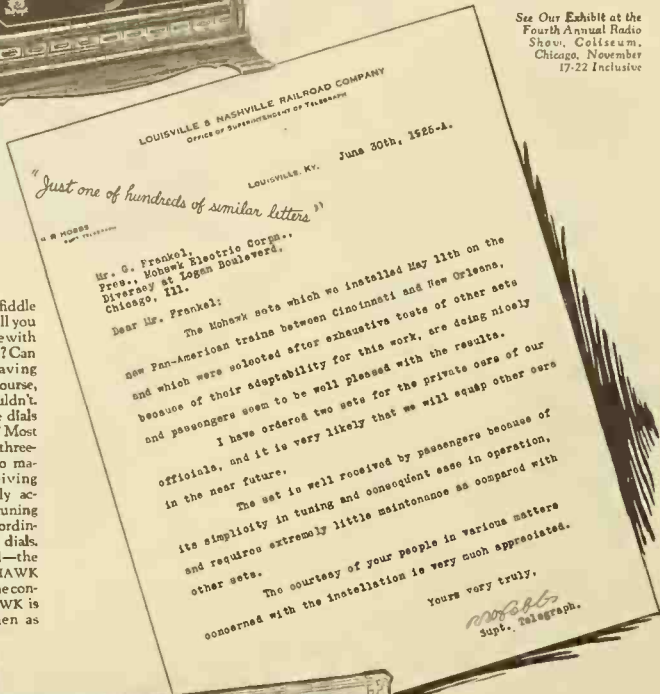


The Mohawk Table Model No. 100, five tubes, just ONE dial to tune. Retail price, without accessories, \$100.00

THE Louisville & Nashville Railroad, after exhaustive tests of about 47 various receivers, chose the MOHAWK. Overcoming the large amount of interference caused by a moving train was an achievement of which we are justly proud. MOHAWK, the pioneer one-dial radio has blazed a trail that is being followed by many manufacturers. But only MOHAWK has the balanced three-in-line condenser. And only MOHAWK gets three-dial results with only one dial.

See Our Exhibit at the Fourth Annual Radio Show, Coliseum, Chicago, November 17-22 Inclusive

Would you play a fiddle with three bows? Will you operate an automobile with three steering wheels? Can you steer a ship having three rudders? Of course, you couldn't, or wouldn't. Then why use three dials to operate a radio set? Most people do not have three-handed operators to manipulate their receiving sets. We successfully accomplish with one tuning control, that which ordinarily requires three dials. Nothing is sacrificed—the secret lies in the MOHAWK balanced three-in-line condenser. The MOHAWK is the radio for women as well as men.



Complete descriptive literature on request

Manufacturers
MOHAWK CORPORATION OF ILLINOIS
Independently Organized in 1924
2222 Diversey Parkway Chicago, U. S. A.

Sales Department
THE ZINKE COMPANY
1323 So. Michigan Ave. Chicago, U. S. A.

The LEADER

Loud Speaker

The bell is of Mahogany and the goose neck and base are finished in beautiful wine gold.



List
18.00
Worth
25.00

The height is 22 inches and the diameter of the bell is 13½ inches.

The most essential qualities of a loud-speaker horn are clarity, volume and faithful reproduction of tone. It is almost to say which of these exceeds in importance, but when using a LEADER loud-speaker it is not necessary to worry the problem, for all three are embodied in the same horn. The volume obtainable is all that anyone could wish. Added to this is the fact that while it gives a good loud tone, the cast aluminum goose-neck preserves the natural quality and clarity and prevents unnecessary vibration which would tend to distort it. In this way you are assured of faithful reproduction of each and every tone.

"Baby Goose Neck Loud Speaker"

A quality loud speaker, embodying clarity, volume and faithful reproduction. The cast aluminum Goose Neck preserves the natural quality and clarity, preventing unnecessary vibration which would tend to distort it.

This style and finish are beautiful; the Base and Goose Neck are finished in Wine-Gold and the Bell in Mahogany.

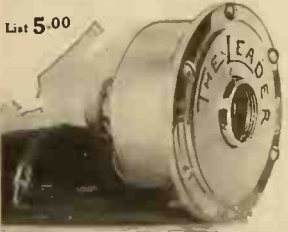
The Horn weighs 3¼ lbs., is 18 inches high and the bell is 12 inches in diameter.

The Baby Goose Neck Loud Speaker is priced lower than any quality Loud Speaker on the market.

The Leader Unit

An all around adjustable unit for any horn, console or phonograph. Laminated core.

List \$5.00



Victor Radio Corporation
4321 No. Western Avenue, CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 142)

In operation. They are both equipped with space to house "A" and "B" batteries, a charger, or "A" and "B" battery eliminators. Code No. 6363 is equipped with a loud speaker, which is placed below the receiving set and is concealed by an ornamental grille. Two loud speaker cabinets complete the line, and they are so constructed as to house "A" and "B" batteries and battery charger, or "A" and "B" battery eliminators. The Liberty cabinet code No. 64-S is furnished with a loud speaker unit, and code No. 64 is so arranged that a loud speaker may be mounted therein.

Stewart-Warner Radio Line Admired

The Stewart-Warner Speedometer Corp., Chicago, Ill., displayed at the Illinois Products Exposition, held at the American Furniture Mart, from October 8 to 17, its complete line of radio products, including Model 325, new table cabinet radio set recently introduced; Model 310, console model with concealed speaker; Model 405, slanting dial table cabinet, the Model 300 table model, and Model 320 high-boy, and Model 315 console, the last two named equipped with green etched bakelite panel. In addition, the new Stewart-Warner radio tubes, and Model 405, a new Stewart-Warner horn type reproducer finished in brown, were exhibited. J. K. Smith, of the radio division advertising department, was in charge of the display, assisted by W. S. Hartford, also of the advertising department. Pamphlets were distributed to the exposition visitors, containing a complete list of Stewart-Warner radio dealers in and around Chicago, together with a list of models and prices of each Stewart-Warner radio product.

Jewel Folder Introduces Whiting Speaker

Several weeks ago the Jewel Phonographs Co., of Chicago, manufacturer of tone arms, sound boxes, phonograph attachments and portable phonographs, mailed to the trade an attractive four-page folder, in black and gold, introducing several new Jewel products, including two loud speaker models and a loud speaker unit. About two months ago the firm announced the Jewel cabinet loud speaker, made entirely of wood and utilizing certain acoustic principles which, the manufacturer states, have not been hitherto used in connection with radio reproduction. The cabinet is built of five-ply veneer and is finished in brown mahogany.

The Jewel folder introduces another loud speaker manufactured by the firm, namely, the Whiting cabinet loud speaker, made from special fibre board, impregnated and laqueered, and enclosed in a cabinet of the same material, heavily bronzed, with a grille front. The Whiting speaker is unusual in appearance and shape and is designed to make a very handsome and convenient piece of furniture. The loud speaker unit, designated as Jewel type "B," may be attached to any Edison phonograph, Victor, or any other talking machine which has a standard size hub, the regular reproducer being removed and the Jewel speaker unit attached. The manufacturer states that the new unit takes up no more room than the regular reproducer and is easily attached and removed without the use of tools. On the face of the unit is an adjustable dial, by which the set user may control his tone and volume, depending upon the performance of his set, the condition of his batteries, the power of the broadcasting station, and the distance between the receiving set and the station.

Mohawk Set for New Pan-American Limited
Perhaps for the first time in history a Pullman car has been specially designed and built in which a radio receiving set has been installed

as part of the regular standard equipment of a train. The car in this case is the parlor-observation car of the new Pan-American Limited of the Louisville and Nashville R. R., which recently made its maiden trip from Cincinnati, by way of Louisville, to New Orleans. The Pan-American is a deluxe all-Pullman train, and American is a deluxe all-Pullman train, and includes besides the club car, observation car, dining cars, drawing room and compartment sleepers, added attractions in the form of a ladies' lounging room, showers for men and women, and ladies' maid and valet service.

In a separate section at the rear of the observation car, in a room designed for the purpose, is a specially built Mohawk, one-dial, five-tube receiver. Behind each of the easy-chairs arranged along the walls of the car are small



Mohawk Set as Part of Pullman Equipment

boxes, in which the passengers will find headphones. Thus, anyone traveling on the Pan-American may, by merely putting on the headphones and turning the single dial of the Mohawk, enjoy any program on the air at the time. The Mohawk set was selected by R. R. Hobbs, general superintendent of telegraph for the Louisville & Nashville Railroad.

Duro Metal Products Co.'s Interesting Line

The Duro Metal Products Co., of Chicago, Ill., manufacturer of Quali-Tone radio loud speakers, tone arms and combination radio and phonograph tone arms, recently announced to the trade its full line of products. The firm is by no means a newcomer to the phonograph and radio fields, for it has been manufacturing loud speakers for over a year and has also served the phonograph manufacturer for some time with tone arms.

The firm entered the automotive specialty field about eight years ago, making a number of products, among them seamless tubing from discs, in the form of amplifying tubes. In the Fall of 1924 the firm entered the field of radio loud speaker manufacture, producing first the Type E, a metal horn in black crackle finish, 11½ inches high, with a 7¾-inch bell. This particular model is one of the most popular manufactured by the firm, and the same loud speaker is also furnished in Type E-S, finished

(Continued on page 146)



MOTORS For All Types of PHONOGRAPHS

Quiet Easy Winding—Silent Operation—Quick Pick-up—True Pitch Reproduction—Long Life
Wearing parts protected by airtight housing. Continuous Automatic Lubrication.

Write for Catalog

United Mfg. & Dist. Co. 9702 Cottage Grove Ave. Chicago

No. 150 Recording, Radio and Reproducing Tone Arm Combination

The No. 150 is a combination of our No. 17 and No. 70 Radio Arms so assembled that it is a Recording Arm, a Radio Arm, and a very loud rich toned arm for Playing All Records.



RECORDING WITH THE NO. 150 COMBINATION

YES, THIS TONE ARM PLAYS ALL RECORDS—plays them just as loud and with the same rich tone as our No. 16 or No. 17 arms. The recording and radio features are just additions which makes the No. 150 the most versatile phonograph arm ever produced.

RECORDED RECORDS WEAR INDEFINITELY—as the records are of special aluminum and unbreakable. The recorded lines are pressed in. Not cut in. The result is a smooth polished groove that does not wear out.

PLAY THE RECORDED RECORDS ON ANY MAKE OF PHONOGRAPH—The recorded records can be played on any style phonograph from portables to the large size machines. Play them just the same as any other record.

WE WILL MAIL YOU A RECORDED RECORD FREE—you can play it on any make phonograph and then determine whether or not the recording feature is worth while. Just say "Mail recorded record." It will come forward at once.

THE COMPLETE OUTFIT consists of the tone arm and reproducer, recording horn, recording needle and the Mechanical Feed for spacing the recording grooves or lines.

LESS THAN 10 SECONDS—When making a recording you simply remove the cap that conceals the recording horn or radio connection, adjust the recording needle on the record to be recorded, place the Mechanical Feed on the threaded shaft, as shown in cut—that's all. Less than 10 seconds required.

NO CAREFUL ADJUSTMENTS TO MAKE—Simplicity itself. The operations

are just as related above and require not over 10 seconds. When recording is made, remove horn, recording needle and Mechanical Feed, put in a reproducing needle and play the record as usual, without removing the horn from the turn table. Time required 6 or 8 seconds.

WE KNEW A DEVICE OF THIS KIND HAD TO BE SIMPLE AND FOOL PROOF so we made it that way. There is nothing to get out of order, no intricate mechanism and anyone can operate it that can play the ordinary record.

THE VOLUME OF THE RECORDED RECORD is heard across a large room and near the reproduction distinctly.

BOTH SIDES OF THE RECORD CAN BE RECORDED and there is over two minutes of recording on each side.

Samples will be ready about December 1st and will be shipped on approval to responsible concerns.



A tone arm that will record the voice—

That will record radio broadcasting— That will make the phonograph a radio loud speaker—

That will play all records with an extra loud rich tone—



LISTENING TO THE RECORDING

THE ORO-TONE CO., 1000-1010 George St., Chicago, Ill., U. S. A.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 144)

in bright crystal gold. A bit later, the Type N loud speaker, in brown leather finish, was introduced, and this model may also be secured in Type N-S in crystal gold finish. The loud speaker line was later completed with a console cabinet speaker, finished in walnut. The line of Quali-Tone loud speakers is manufactured complete in the Duro Metal Products Co. plant, including the Quali-Tone loud speaker unit, which is also sold separately.

In the tone arm field the firm produces a combination tone arm, made of seamless brass,



J. L. Nilson, President, Apex Elec. Mfg. Co., with a felt-lined valve which turns off and on to accommodate either the radio set or phonograph. The radio loud speaker unit fits on a standard-size connection, a feature which is destined to be welcomed by the trade. The firm also manufactures a plain tone arm, also made of brass.

The Quali-Tone radio unit manufactured by this firm, and used in its own loud speakers, contains a laminated core of silicon steel, and the diaphragm is also made of the same material. The magnet is of the solid horseshoe type, and is made of tungsten steel. A cotton covering for the tinsel on the speaker unit cord protects against the action of dyes, the chief cause of noise, distortion and other impediments to fine tone quality.

W. H. Odlum, president of the firm, has had extensive experience both in the production and merchandising fields, and was for eight years general superintendent of production for the Wahl Co. M. P. McNaught, secretary and treasurer, was also formerly with the Wahl Co.

New Kress Co. Store

YOUNGSTOWN, O., November 6.—The formal opening was held recently of the new Kress Co. store at 111-117 West Federal Street. This store will carry records and radio.

Policies Responsible for Success of Apex Mfg. Co.

Prominent Position in Trade for Over Fifteen Years Due to Sound, Conservative Merchandising Policies of This Enterprising Firm

The history of the Apex Electrical Mfg. Co., of Chicago, is interesting to anyone engaged in the manufacturing industry, or the merchandising of products, for it typifies throughout a sound conservative merchandising policy and a solid distributive chain with the manufacturer, distributor and dealer closely allied. The Apex Electrical Mfg. Co. has, for over fifteen years, occupied a position of prominence in the automotive field, making a number of parts and accessories, perhaps the best-known Apex product



John F. Prince, Secretary, Apex Co.

being the Eveready windshield cleaner. In 1923 the Apex executives sensed the possibilities which lay in the manufacture and sale of radio products, and at that time the first research was made in the Apex laboratories. No products were manufactured or sold until 1924, when the Apex vernier dial and microlyne transformers were placed upon the market. Both of the products met with instantaneous response in the trade and many receiving sets were equipped with these Apex parts.

Throughout this period work was being carried on by the Apex engineers with a view to designing and manufacturing a radio receiving set. The set was perfected and placed upon the market in October, 1924. The firm proceeded on a careful merchandising basis, selling only 4,000 sets the first season. Future steps in manufacturing were to be based upon the approval or disapproval of the ultimate user, the radio set purchaser, who was to test and prove the worth of the set before the manufacturer should produce more.

The sets produced the first season met with

the approval of both the trade and the public, and in the second year of radio set manufacturing the Apex firm finds itself undertaking a very comprehensive merchandising program on behalf of its jobbers and dealers. Forty distributors have been established in the United States and in Canada on an exclusive distributive basis. Dealers have been carefully investigated before the granting of a franchise, and in each territory there are only established a definite number of retail outlets, depending upon the population, natural resources, transportation facilities, etc. By means of this plan, the dealer is protected, does not suffer from price cutting and is not irritated by finding another dealer selling the same products across the street, or around the corner from his store. The Apex factory contains from 40,000 to 50,000 square feet of floor space and the firm employs about 125 people in the manufacture of its radio products.

The publicity and advertising campaign, launched early this Fall, includes a number of national publications, among them the Saturday Evening Post and Liberty, with trade papers, radio magazines and farm papers completing the list. Every Apex distributor and dealer has been supplied with a number of especially pre-



A. C. Johnson, General Sales Mgr., Apex Co.

pared advertisements for use in newspapers in his respective territory, in keeping with the Apex policy of extending every possible help to its sales outlets.

The Apex executives, men of experience in the field of radio manufacture and merchandising, have succeeded in placing their firm in a stable position and the Apex line which has been placed in the dealers' stores is one which they contend has fine sales possibilities.

The soundness of the business policies that they have inaugurated has manifested itself in the firm's growth.



Scottford Tonearm and Superior Reproducer

Manufactured under patents of Louis K. Scottford. Plays all makes of records. Famous for tone—without the usual metallic sharpness and without the scratch. Standard length 9 3/8 inches center of base to needle point—can be made to order longer or shorter. Base opening 2 inches diameter.

Fine quality Nickel and Gold Plate finishes

Supplied to manufacturers of high-grade phonograph cabinets in the United States and all foreign countries. Samples sent anywhere for trial.

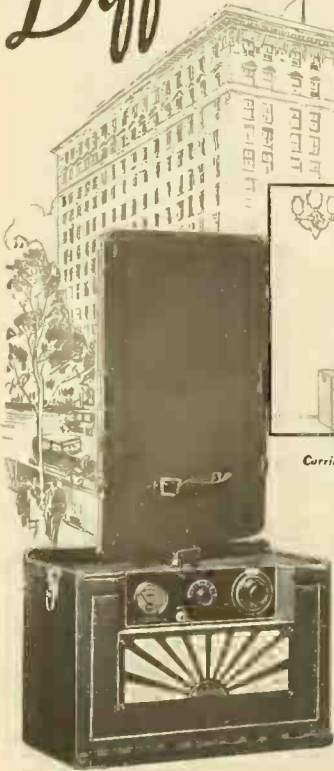
The Superior Spring Balanced Lid Support

A touch of one finger lifts or closes the lid which stays, balanced, at any point desired. Does not wear lid. Noiseless in operation. The simplest spring balance made—and easiest to install. Can be made to fit any type and weight of lid. Furnished complete with catchhook plus and all necessary screws.

Low quantity Prices quoted on application

BARNHART BROTHERS & SPINDLER SUPERIOR SPECIALTIES FOR PHONOGRAPHS MONROE & THROOP STS., CHICAGO

Different



The Operadio shown above is a complete self-contained set with six tubes, loudspeaker, loop aerial, battery and all parts fitted into a compact carrying case. Ready for use anywhere at a moment's notice. It may, if desired, be housed in the beautiful Tudor Cabinet. And for those who want a compact set for home use only, the Operadio also is available in a distinctive semi-portable mahogany case.

The Operadio idea was conceived sixteen years ago when J. H. Stone built the first successful self-contained radio receiving set, using a kite to carry the aerial wire aloft. The accompanying sketch was made from a photograph taken in 1909.



Carried Like a Suit Case

No Wires or Connections

Instant Radio Entertainment

Why the Drake, Roosevelt and Many Other Famous Hotels Chose the Operadio

In America's finest hotels the Operadio is now available for guests' enjoyment in their rooms. No greater tribute was ever paid to any radio than this choice by the Drake, Blackstone, Ben Franklin, Copley-Plaza and many others.

After exhaustive tests of many radio receivers, the Operadio was selected as the one set embodying the advantages of all others, and bringing exclusive benefits not otherwise obtainable.

Its performance under the difficult conditions to be overcome in large steel-constructed buildings, many of which had broadcasting stations on the roof, proved its superiority in tone, selectivity and range.

Thus Operadio leadership has been definitely established in the thing the buyer seeks first in radio—perform-

ance. Yet its true greatness lies in the fact that such superlative radio reception can be enjoyed anywhere. A completely self-contained and remarkably compact set, the Operadio may be closed and carried anywhere; used in any room of the house; taken along on trips.

And for those who desire it, a beautiful dark walnut cabinet is available for housing the set in the home—thus combining the attractiveness of a furniture model with the convenience of absolute portability.

With the 1926 Operadio line you can meet the demands of any prospective buyer of a high grade set. A smaller stock, faster turnover and enthusiastic owners assure you a highly profitable season. Write or wire for dealer's proposition.

THE OPERADIO CORPORATION
8 So. Dearborn Street Chicago, Illinois

Dry Cell and Loop Operated

OPERADIO

The Original Self-Contained Radio

Six Tubes Built in Loudspeaker

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 146)



Type L P Armature Unit

This unit is recognized in the trade as embodying all the perfections of a really high-grade loudspeaker unit. The 2½" aluminum diaphragm assures the most natural reproduction of all tones. Each unit is tested on a 135-volt circuit before leaving the factory.

LIST PRICE \$7.00

Lakeside Supply Co.
73 W. Van Buren St. Chicago, Ill.

Commander E. F. McDonald, Jr., Tells of Importance of Radio in Northern Wastes

President of the Zenith Radio Corp., Who Was in Command of the S. S. Peary on MacMillan Expedition, Describes Part Radio Played in Keeping Explorers in Touch With Civilization

The important part played by radio in the latest MacMillan expedition to the Arctic was emphasized by Commander E. F. McDonald, Jr., who commanded the "Peary," one of the

vessels used to reach the northern wastes, following the recent return of the expedition. Commander McDonald, who is also president of the Zenith Radio Corp., stated that while radio was a blessing in maintaining the morale of the personnel in the silent Arctic where men get talked out for lack of news, yet it robbed Arctic exploration of all of its romance. He stated that heretofore when Arctic explorers went away they were forgotten and when they returned they had a wonderful story to tell. Not



Commander McDonald and Eskimo girls vessels used to reach the northern wastes, following the recent return of the expedition. Commander McDonald, who is also president of the Zenith Radio Corp., stated that while radio was a blessing in maintaining the morale of the personnel in the silent Arctic where men get talked out for lack of news, yet it robbed Arctic exploration of all of its romance. He stated that heretofore when Arctic explorers went away they were forgotten and when they returned they had a wonderful story to tell. Not



S. S. Peary at Etah—Note Plane on Deck war since 1913. Returning this year we were looking forward to no news because we had had our daily newspaper at our place at the breakfast table each morning, the news items having been received by radio during the night by our chief radio operator, Paul McGee.

Such important happenings as the wreck of the Shenandoah and Bryan's death were radioed to the expedition, in the former instance the news being received within two hours and in the latter case word being received in a half hour. The members of the expedition also followed, day by day, progress in the search for the missing flyers in the Pacific. Sport news also helped to relieve the monotony of Arctic exploring.

"So, you see, radio has robbed Arctic exploration of much of its romance," said Mr. McDonald. "It cannot, however, rob the Arctic of its appeal to civilized man. We sent out over a million and a half words of radio. I haven't had time to count what we received, but it will probably total half this amount."

In Close Touch With Business
"I was in as close touch with the Zenith Radio Corp. as though I had been sitting at my desk. S. I. Marks, our general manager, often had a decision from the Arctic in five minutes after he sent his radiogram.

"When we sailed away many radio scientists predicted we would be unsuccessful in transmitting from that land of twenty-four-hour daylight, where the sun just revolves around and around us and never sets during the months of July and August. It was just as bright at midnight as it was at noon. We conquered the twenty-four-hour daylight by using wave lengths ranging from 15 meters to 40 meters, 37 meters being used most consistently and dependably. All stations listening to us complained of our signal swaying, not fading, but changing in wave length about three meters, yet we experienced the same thing in every station we listened to. We consistently maintained commu-



Eskimo Marksman
Eskimo woman teaching her children to shoot pistol—35 Colt used by General Custer at his last stand against Sitting Bull, presented to Commander E. F. McDonald, Jr., June 17, at Boston Navy Yard

nication not only with the United States, but with England, Scotland, France, Holland, Italy, Hawaii, New Zealand and Australia, the greatest distance having been a two-way communication with Box Hill, Victoria, Australia, nearly halfway around the earth, on 37½ meters. We transmitted the voices of the Eskimo singing his primitive songs within 11½ degrees of the North Pole, and these songs were heard in Australia and New Zealand, and we received an official radiogram of congratulations both from the Governor-General of New Zealand and the Governor-General of Australia. Lieutenant Fred Scheell, with his short-wave apparatus on the U. S. S. Seattle, desiring to send a radiogram extending his compliments to the Convention of the American Radio Relay League held in Chicago, on August 16, being unable to reach Chicago direct was forced to send it from his ship laying off Wellington, New Zealand, to the MacMillan Arctic S. S. Peary, within 11½ degrees of the North Pole, and we in turn relayed it back to Chicago, consuming less than five minutes.

A Radio Problem Eliminated
"If one year ago anyone had asked me what the greatest problem in radio was, or the greatest difficulty to be surmounted, I would have said daylight transmission. It is no longer a problem. Short waves are the answer, and we have made radio history," stated Commander McDonald. "Certain important radio problems were solved."



MODEL "A" RADIO CABINET

Outside Measurements: Height, 26 in.; Width, 35 in.; Depth, 16 in.
Receiver Compartment: Height, 10 1/2 in.; Width, 33 1/2 in.; Depth, 12 1/2 in.

So
**ATTRACTIVE
ADAPTIVE**
and
LOW-PRICED
That
**The Largest Retail
Outlets in America
PREFER**
*this model for their
most exacting trade.*

BROADCASTER CORP.
2414 W. Cullerton Street Chicago, Ill.

Dealers want to know

how we can price this exquisite console \$100 under others

Special for Christmas Trade

Walnut is the richest, most fashionable and most artistic wood known. This exquisite console is beautifully finished in four-way matched stump walnut veneer. French lacquer finish emphasizing the perfect match of figure and grain. Built-in loud speaker. New-type Circleoid Five. Costliest material, unsurpassed workmanship throughout. Complete, excepting tubes and accessories, \$142.00. Pacific Coast price, \$150.00.

Here is one of the most beautiful pieces of furniture found anywhere. Built from the most beautiful and the most popular of woods. Read the description. Note especially the price. The receiver itself is built on a revolutionary new radio principle that brings 4 great improvements in reception.



This sign identifies authorized Erla distributors and dealers. All are equipped to give complete radio service.

Write Today

Get full information about this Christmas trade special. Also fine Erla line of receivers, ranging in price as \$69.50. Unique selling plan is resulting in tremendous number of sales. Simply return coupon. No obligation.

HERE is a console built from the world's finest walnut especially for the talking machine trade. It will enhance the most exclusive home, the richest surroundings. Created from beautiful walnut by well-known designers of fine furniture who have taken full advantage of the figure effects walnut alone can offer. Matched, carved and finished by experts whose workmanship is faultless. It is rated by judges of classic furniture as a masterpiece. And, most important of all, it is equipped with a new-type Erla receiver widely known because of the new circleoid principle it embodies.

Nowhere else can this value be matched. We want to prove it to your satisfaction. Simply return the coupon immediately for confidential information.

The new-type receiver

The new inductance principle found in Erla is made possible by a new kind of coil—the Erla *Balloon *Circleoid. Four striking advantages are secured.

There is no measurable external field to affect adjacent coils or wiring circuits. (1) This makes possible higher amplification in each stage, hence far greater distance. (2) Stations scarcely audible on ordinary sets are brought in with concert volume. (3) Because these amazing coils have no pick-up qualities, selectivity is greatly increased. (4) The self-enclosed field prevents stray feed-backs and distortion. Tone quality is remarkably improved.

\$100 under equal quality receivers

Ninety-five per cent of the elements in Erla completed receiver, including cabinets, are manufactured entirely within our own plants. This makes necessary only one profit instead of five or six.

You can offer Erla receivers at a price unequalled in other lines. And your profit is unusually adequate. Write at once.

*Trade Mark Registered

ELECTRICAL RESEARCH LABORATORIES,
19-B, 221 Cottage Grove Ave., Chicago, U.S.A.
Send me immediately full particulars of the Erla proposition. No obligation.

Name Present business
Address Do you handle radio
City County State
What kind Date
References
(1925)
Attach any other information you wish to give on separate sheet of paper.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 148)

Manufacturers Hold Meeting in Chicago

Enthusiasm and Confidence Over Outlook of the Talking Machine Industry Mark Meeting of Phonograph Manufacturers' Association

CHICAGO, Ill., November 7.—The meeting of the Phonograph Manufacturers' National Association, held on October 20, at the Furniture Club, American Furniture Mart, this city, was marked by enthusiasm, confidence in the outlook for the talking machine industry and various advance steps to improve and further the work of the Association and the industry it serves.

In the absence of M. C. Schiiff, president, the chair was occupied by F. A. Wolf, vice-president, who called the meeting to order immediately after the monthly dinner.

Max Targ, of the committee on credits, reported the results of the meeting of that body, held in order to ascertain the most advantageous method of collecting and placing at the disposal of the Association members authentic credit information. Mr. Targ stated that the committee found the regular procedure of credit organizations to be too complex to be applied to an organization such as the Phonograph Manufacturers' National Association and that the committee agreed that it would be best for each Association member to report at each meeting, or by letter to the secretary, all experiences with business organizations. The secretary would be required to keep a record of such an occurrence and to deliver the information to any member of the Association who might request it. Mr. Targ urged each member to co-operate in this movement, stressing the fact that all will benefit from the result. The credit committee report was unanimously adopted, and the plan will be placed in operation immediately.

Henry A. Otis, secretary, reported for the advertising committee, and displayed to the gathering a sample four-page folder, outlining the object and aim of the Association and the origin of the slogan, "When and What You Want." The last page of the folder is devoted to statistics showing various data regarding the Association, such as combined plant capacity, equipment, facilities for manufacturing, etc. It is planned to supply each member of the Association

Radio Loud Speaker Arms

MADE OF Seamless Brass Tubes

This arm can be adapted to any unit and is a great deal lighter to weight than cast brass.



Especially for correct amplification and clear tone.

TONE ARMS, GOOSE-NECKS, CROOKS AND BENDS OF EVERY DESCRIPTION, MADE OF SEAMLESS BRASS TUBES

ILLINOIS BENDING & MANUFACTURING CO.

906 West Lake Street

Chicago, Illinois

tion with these folders, allowing room for the name and address at the bottom of the last page. Cuts of the Association slogan will be stocked for the members' use, and the folder will be broadcast all over the country by the manufacturers in correspondence and direct-by-mail campaigns.

Upon a motion made by S. A. Ribolla it was decided that the president should be authorized to appoint a committee, consisting of himself and two directors, to set aside a certain compensation for the secretary. Mr. Ribolla pointed out to the members the untiring energy which has been expended by Henry A. Otis, the present secretary, in laboring for the advancement of the Association, and mentioned many of the benefits already derived by various members of the group. Important discussions took place regarding the new developments in

the talking machine industry which have arisen during the past several months, and S. A. Ribolla, at the suggestion of Otto Heineman, vice-president, who was unable to attend the meeting, urged the members to take steps in improving both cabinet designs and mechanical features of their products.

Franklin D. Ward, vice-president of the Association, in a short address, shed further light on the situation by revealing the fact that his firm, the Radio Master Corp., of Bay City, Mich., was at that time experimenting in its engineering laboratories with a new reproducing device which would be of tremendous value to the industry, and particularly to Association members. Mr. Ward asserted that tests had already been made which show that the new unit reproduces both high and low notes, which, heretofore, have been inaccessible with the old method of reproduction. Max Targ, representing the Mutual Phono Parts Mfg. Corp., of New York City, also announced that this firm was at present experimenting with a new method of reproduction and that the results of the investigation of their new product would soon be available to the trade.

Henry Otis closed the meeting with a short address, in which he urged the manufacturers to follow time-tried methods of production, following charts, in so far as it was possible, and endeavoring to avoid loading the market with merchandise. He urged the various committees to study new improvements and developments in instruments, and advocated that each manufacturer do his utmost to better his designs and mechanical features. The meeting was then thrown open to an informal discussion as to ways and means to better the Association, enliven the interest and increase correspondingly the benefits for each member and the organization as a whole.

Novel Radio Demonstrator

NEW ULM, MINN., November 6.—Ben A. Marti, proprietor of Ben's Music Store, recently equipped his Overland roadster with aerial equipment and the vehicle carries a radio receiver with which salesmen can demonstrate the products of the store. In addition to its use in this connection, a large amount of interest has been created by the novelty, which is proving a profitable investment.

Burns LOUD SPEAKER

with Large Concert Unit

Dealers will instantly recognize the increased sales possibilities with the Burns Speaker when equipped with the new Concert Unit. The large size and scientific construction of this Unit produces most remarkable results. Horn is made up with pyralin flare in several handsome finishes.



No. 205

- | | |
|--------------------------------|---------|
| No. 205B Black flare | \$22.50 |
| No. 205D Mahogany tinted flare | \$25.00 |
| No. 205P Mother-of-Pearl flare | \$30.00 |
| No. 100 Unit for phonograph | \$10.00 |
| No. 120 Concert Unit | \$12.00 |



No. 120 Concert Unit

Burns Speaker is of a distinctive design which easily identifies it and gives an individuality that meets requirements of the exacting customer who wishes something out of the ordinary. It pleases the eye as well as the ear.

Write Manufacturers for Attractive Trade Prices

American Electric Company

State and 64th Sts., Chicago, U. S. A.

Tell them
to
"Say it with
a
Caswell"



The Gypsy
Black, Brown, Blue,
Green, Gray and
Spanish. List, \$25.00
\$27.00 In Far West
and South



*The DeLuxe
Aristocrat*
Genuine Leather
sewed edges. List,
\$45.00
\$50.00 Far West and
South



The Aristocrat
Two-toned Blue, Gray and
Ivory—List, \$30.00.
\$32.50 Far West and South

NOW, and for the next few weeks to come, your opportunity for volume sales on the good Caswell Line of Portable Phonographs will be greater than at any other time of the year.

Tell your customers to "say it with a Caswell" and you will be offering a suggestion that will greatly aid them in solving some gift problem and, at the same time, one that will profitably benefit you.

The three Caswell models—the Gypsy, Aristocrat and DeLuxe Aristocrat—have all the char-

acteristics of a good Christmas seller—quality, tone and appearance.

These three outstanding sales factors put the Caswell Line in a class by itself—in a class that will permit you to make the profit to which you are entitled—the quality class which always draws quality patronage.

If you are not now handling the Caswell Line, wire at our expense for the name of the Caswell jobber in your territory and the facts about how Caswell policy insures you permanent portable phonograph profits.

WESTERN SALES OFFICE: Tribune Tower, Oakland, Cal.

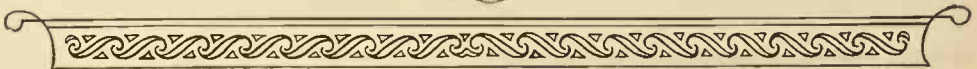
Caswell Manufacturing Co.

PORTABLE PHONOGRAPHS OF DISTINCTION

MILWAUKEE, WIS.
U.S.A.



ST. PAUL AVE.
AT 10TH STREET



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 150)

How Electrical Research Laboratories Secured National Distribution Quickly

Manufacturer of Erla Radio Receiving Sets Appointed Forty-two Distributors in Various Parts of the Country Within Two Months—Credit Due R. T. Devlin, General Sales Manager

CHICAGO, Ill., November 8.—A list of forty-two distributors, obtained in two months after the entrance of a firm into any division of the manufacturing field, is an achievement which may be pointed to with pardonable pride. This splendid record was recently made by the Electrical Research Laboratories, of this city, manufacturer of radio receiving sets and parts. The firm, while it manufactured parts for radio set manufacturers and the amateur set builder since the very inception of radio, did not introduce a receiving set until July, 1925. Within a two-month period, the forty-two distributors were established and were functioning in an active manner, thirty-eight of them distributing the

Erla radio line in their territories exclusively.

Robert T. Devlin, general sales manager, has in no small measure been responsible for the record which has been made and the progress which has been attained in obtaining distribution for Erla radio products. He has traveled extensively throughout the country, making contacts personally with distributors and working in close co-operation with them in mapping out sales promotional programs in their respective territories. To aid the distributor he prepared, some months ago, a sales manual in very complete form, covering every phase of the radio selling, demonstration and advertising questions. The hand book is replete with sug-

gestions for the distributor, and it is designed to help him utilize the facilities at his disposal to their best advantage in covering his territory, securing dealer outlets and in making the radio business profitable for the retailer.

Mr. Devlin, as head of the sales department, went a step further and placed in the hands of every authorized Erla dealer another manual which explained to him tried and proved methods for displaying of radio receiving apparatus, advertising schemes, demonstration, the closing



Robert T. Devlin

of sales and the troublesome service problem. From reports which have been received from the Erla distributors and dealers, the manual has filled an important niche in their sales programs and has proved to be a valuable help.

Mr. Devlin, in outlining the Erla distribution plan to The Talking Machine World representative, stated that each distributor was carefully selected, his franchise granted only after ascertaining the initiative displayed in his former business, keeping in mind whether or not the prospective jobber was endowed with foresight, would be able to sense future economic conditions and arm himself to meet them, and lastly, whether or not he possessed sufficient capital to operate in a fitting manner.

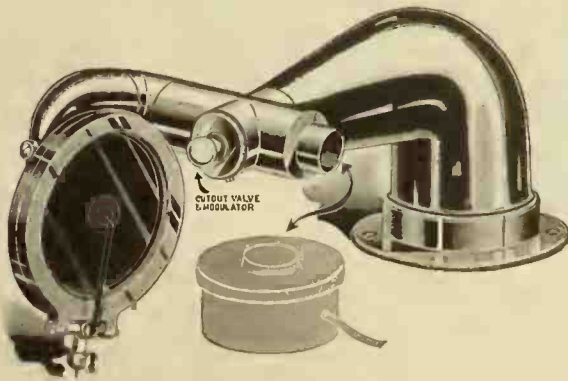
An interesting point in the Erla distribution plan is found in the fact that Erla salesmen are employed merely to show the distributors and, farther down the line, the dealer, how to demonstrate, to sell and to give service. An Erla salesman is automatically signing his dismissal slip when he takes an order and forwards it to the general office.

Mr. Devlin, in discussing the retailers' sales problems, said, in part: "Merely getting rid of goods and giving service to set users is not 'selling' at its best. It is the dealer's knowledge over his competitor down the street that really counts. Our greatest endeavor in this organization is to find out just how Electrical Research Laboratories can help the distributor, educate him and, in turn, help the distributor to educate the dealer. Such a plan, if followed out thoroughly from start to finish, means profit for all concerned and, above all, satisfied consumers."

Women, according to Mr. Devlin, are not interested so much in the technical side of a receiving set as they are in the cabinet work and appearance, for they seek to beautify their homes and to discover a radio cabinet which will harmonize with their other home furnishings. "The Erla dealer," continued Mr. Devlin, "certainly has something to talk about when he places upon his display floor the Erla De Luxe model. This particular cabinet is manufactured from four-way matched stump walnut, which is exceedingly scarce. The pieces of wood are small, vary in size, and no two cabinets look exactly alike. This point is a very

USED ALL OVER THE WORLD

There Is a Reason



A Blood Tone Arm on your Phonograph assures you the best. The natural tone reproduction insures the sale of your cabinet.

Dealers Demand Them

BLOOD TONE ARM CO.

BAY CITY, MICHIGAN

Sales Office for Chicago District

BLOOD TONE ARM CO., 222 W. Madison St., Chicago

From Chicago Headquarters

(Continued from page 152)

strong selling argument in dealing with women buyers."

The Electrical Research Laboratories are in the midst of a publicity campaign destined to break down sales resistance for the retailer. In Chicago there are already over 150 large billboards, all showing one of the Eria models to thousands of motorists and pedestrians. The firm is placing its advertising messages in those publications and other channels where it will do the most good and cover the greatest number of interested persons.

In addition to jobber gatherings, Mr. Devlin has addressed Eria dealers in various parts of the country. The most recent dealer meeting was held in St. Louis, in conjunction with the W. E. Fuetterer Supply Co., St. Louis distributor, with a large number of retailers attending. The gathering was held on October 14, during the St. Louis Radio Show, at the City Club, followed by a dinner and entertainment.

Among the Eria distributors more recently appointed are the Penn Storage Battery Co., Pittsburgh, Pa., and the American Lamp Co., Atlanta, Ga.

E. W. K. Howe Is Musical Director of Station WJAZ

Zenith Radio Corp. Announces Appointment of Prominent Musician to Important Post

The Zenith Radio Corp., of Chicago, is receiving many cheery words on the selection of E. Warren K. Howe as musical director of Station WJAZ. He arranged and conducted his first program Thursday evening, November 5.

That Mr. Howe's influence cannot help but be a tremendous factor in giving to the public only the highest type of musical program is indicated by his training from childhood in the musical field. Through the influence of a genuine artistic environment in his youth, Mr. Howe enjoyed unusual advantages for a healthy development of his decided musical gifts. In his early days he was a student of violin and piano and boy soloist in the Church of the Ascension, Chicago. He concentrated on the study of voice, undergoing a thorough course of training with one of America's noted teachers; then entered upon a stage career under the management of Abbey, Schoeffel and Grau. After this he was a member of the Schiller Opera Company in repertoire light opera, thus gaining valuable stage experience.

After five years' experience as singer and teacher of voice, Mr. Howe went to Paris, further perfecting himself under the guidance of Jacques Bouhy, the eminent master, through whose influence he established himself in Paris as a teacher of singing and as bass soloist of Trinity Church, Avenue de l'Alma.

Returning to America, Mr. Howe entered actively into musical work as pedagogue, in concert and oratorio singing, and subsequently as conductor of light opera and oratorio. He has had at various times under his baton in conjunction with musical festivals the country's best artists and the New York Symphony Orchestra, the Chicago Symphony Orchestra, the St. Louis Symphony Orchestra and the Minneapolis Symphony Orchestra seven times. He has also been at the head of the vocal department of one of America's foremost conservatories for several years.

New Music Store Opened

FITCHBURG, MASS., November 7.—Charles E. Farrar and Oliver H. Wiley recently opened a music store at 152 Pine street. A large repair department will be maintained and the store will specialize in the repairing of all types of musical instruments. Both Mr. Farrar and Mr. Wiley have had wide experience in retailing.

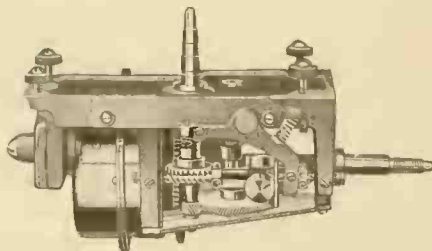
Efficiency the Test of Workmanship

A PHONOGRAPH MOTOR of the SpringType is a means of storing energy in a spring, or a plurality of springs, by winding, and of releasing that energy through a system of gears, regulated by a governor, to evenly rotate a turntable at an even rate of speed. IF A MOTOR COULD BE BUILT TO OPERATE AT 100% EFFICIENCY, the same amount of energy would be released at the turntable as was originally required to wind it.

THE LOSSES IN TRANSMISSION, due to friction and backlash, make absolute efficiency impossible, but these factors of loss can be minimized by careful design, careful workmanship and the use of proper materials.

Krasco Motors

OPERATE WITH THE GREATEST EFFICIENCY. Our No. 2 motor, equipped with only two pounds of carefully selected spring steel is *GUARANTEED* to play a minimum of four ten-inch record selections. Larger models afford greater playing efficiency.



The "OLD RELIABLE" No. 2—will play four records. Nearly 2,000,000 Krasco Motors now in use. The motor with the Effective Drive

Since friction and backlash are the causes of noise, it is easy to understand why Krasco Motors are most quiet.

YOU CAN'T GET AWAY FROM THE FACTS.

Write for our revised Price List



Krasco Phonograph Motor Company
ELKHART, INDIANA

FROM OUR CHICAGO HEADQUARTERS— (Continued from page 153)

American Light Co. Host to Zenith Radio Dealers

ZANESVILLE, O., October 30 An interesting and instructive meeting of Zenith dealers was held



Zenith Dealers at American Light Co. Meeting at the headquarters of the American Light Co., Zenith distributor of this city, on September 24.

The group of dealers shown herewith were photographed as they were about to be conducted through the plant of the S. A. Weller Co., one of the largest pottery manufacturing concerns in the world.

A. Goldenberg, president of the American Light Co., mapped out an unusual program of entertainment for the visiting delegates, in which all of the principal industrial plants of the city were visited, and the dealers were left not only with a far greater impression of Zanesville as an industrial and commercial center than ever before but also with a determination to break all records in placing Zenith radios in the homes of the people in their

territories during the closing months of 1925. The meeting was marked by enthusiasm and confidence over the outlook for Zenith business.

Acme Elec. & Mfg. Co. Has New "B" Power Unit

Prominent Manufacturer of Electrical Units Announces Power Supply Unit Containing Several Special Features

The Acme Electric & Mfg. Co., 1444 Hamilton avenue, Cleveland, O., announces a new radio product recently developed by its battery engineers called the Acme "B" power supply unit. Its engineers have specialized in battery recharging and, after making exhaustive tests, have produced this new device, which has advantages which aid radio reception.

Among the features of the Acme "B" power supply unit are the elimination of what is known as snap or crackle due to chemical action in batteries and making impossible "dead" cells. The Acme "B" power supply unit operates from the electric light circuit 110 to 120 volts, 60 cycle, alternating current. The Acme engineers state that the unit has perfect control of "B" voltage to detector and amplifier tubes. It serves any set of eight tubes or less. The tests of the unit show that the operating cost is approximately one-third of a cent per hour, and where a vacuum tube is used to effect rectification the unit requires little or no attention.

In marketing the Acme "B" power supply unit the manufacturer lays special stress on the simplicity of operation without risk of burning out tubes either in the set or in the "B" power supply unit.

The Acme Electric & Mfg. Co. has long made electrical units under the trade name "Acme." These are marketed with a factory guarantee and because of their quality these products have steadily become more popular.

Artophone Corp. Appointed a Wall-Kane Distributor

Well-known Talking Machine Concern Will Cover Missouri, Kansas, and Parts of Indiana, Illinois and Kentucky

The Wall-Kane Needle Mfg. Co. has announced the appointment of the Artophone Corp., 1103 Olive street, St. Louis, Mo., as a distributor of Wall-Kane jazz, concert and Petmecky needles for the States of Missouri, Kansas, southwestern Indiana, southern Illinois and western Kentucky. The Artophone Corp. has completed five years of service in the phonograph industry and is familiar with the distribution of phonograph products. The Wall-Kane line with its "Wall-Kane" needle which plays ten times; "Jazz," an extra loud needle; "Concert," a steel needle, and "Petmecky," a spear-pointed needle, offers the talking machine distributor and retailer a wide variety of needle products.

N. Cohen, president of the company, reports that Fall business has been decidedly satisfactory and looks forward to a continuation of good business in the months ahead.

Yahrling-Rayner Celebrates Twenty-Sixth Anniversary

YOUNGSTOWN, O., November 6.—The Yahrling-Rayner Music Co., the oldest music house in this city, is at present observing its twenty-sixth business anniversary, the company having been organized in 1899 by Charles H. Yahrling, present head of the business, and Harry M. Dunsbaugh as the Mahoning Piano Co.

Mr. Yahrling has achieved national recognition as a music merchant. He is now vice-president of the National Association of Music Merchants and past president and secretary of the State association, also past secretary of the Ampico Art Society.

New Profits for You this Christmas



Last Christmas the Jefferson Radio Tube Rejuvenator was unheard of. This Christmas it will bring to the radio dealer many dollars that would formerly have been spent for other gifts. Every radio owner wants one and its price, \$7.50 (\$10 in Canada), represents the popular average expenditure for Christmas gifts.

JEFFERSON TUBE REJUVENATOR

Keeps radio tubes like new

The December 12th issue of the Saturday Evening Post will carry a large advertisement featuring the Jefferson Tube Rejuvenator as the Ideal Christmas Gift. Packed in an attractive holly container with Christmas tag attached, it will have a strong Christmas appeal. You will have calls for it. Order from your jobber today.

JEFFERSON ELECTRIC MFG. CO.

501 South Green Street, Chicago, Ill.



Makers also of Jefferson Radio, Bell Ringing and Toy Transformers; Jefferson Spark Coils for Automobile, Stationary and Marine Engines; Jefferson Oil Burner Ignition Coils and Transformers.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 154)



THE *Fletcher* REG. TRADE MARK STYLE 30 Wgt. 10 Lbs. CABINET SPEAKER

Contains the Famous 'Fletcher Unit' (FULLY PATENTED)

INSURING: Perfect, natural TONE combined with ample Volume and Clarity. Our UNIT eliminates Metallic and Nasal tones, reduces Static and Interference (due to a patented feature of construction). It reproduces Low as well as HIGH notes or ORAL tones with absolute perfection. FIVE YEAR GUARANTEE. Size: 13½ inches long, 9 inches wide, 10 inches deep; solid Walnut or Mahogany. Tone chamber of ½-inch thickness, 5 foot cord attached to unit. Consumer's price, \$30.00. High grade dealers wanted in open territory. Also Canadian and Pacific Coast Distributors.

Immediate Deliveries—Write or Wire To-day.

FLETCHER-WICKES CO. (Sole Manufacturers)

116 W. Illinois Avenue

CHICAGO, ILLINOIS

Caswell Portables Are Featured in Fine Window

Denver Music House Attracted Attention to Its Complete Line of Caswell Portables Through the "Eye of the Store," the Window

MILWAUKEE, Wis., November 6.—L. B. Casgrande, vice-president of the Caswell Mfg. Co., of this city, manufacturer of Caswell portable

handsome window display sponsored by the Denver Music House of that city. This display, which features Caswell portables and Radiolas, is shown in the accompanying illustration, and the effectiveness of the window not only resulted in making direct sales but was the medium for producing a large number of valuable inquiries from passersby.

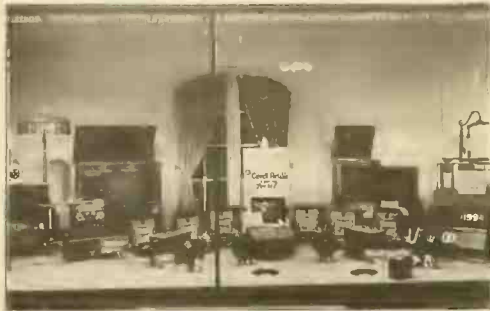
The manager of the phonograph and radio departments of the Denver Music House is O. S. Kelso, and in preparing this display he used Caswell portables to excellent advantage. Portable phonographs are splendidly adapted for effective presentation in window displays, and Mr. Kelso utilized Caswell portables as the basis for one of the most artistic windows shown in the Denver retail trade for some time past. The benefits of publicity of this type are too well known to necessitate recital as it is estimated by many authorities that an attractive window display has more value in attracting customers than a large newspaper advertisement.

Fletcher-Wickes Introduces a Line of Loud Speakers

CHICAGO, Ill., November 7.—The Fletcher-Wickes Co., this city, well-known manufacturer of Fletcher tone arms and reproducers, is at the present time introducing to the trade a complete line of loud speakers, including one cabinet speaker and two reproducers of the horn type. The cabinet speaker, known as Fletcher Style 30, is finished in either solid mahogany or solid walnut, with a five-ply top, and an artistically grilled front covers the horn opening. Fletcher Style 25 is a horn-type reproducer, finished in black crackle with a black metal base. The other horn reproducer, Fletcher Junior Style 18, is modeled after Style 25, and is smaller in every dimension. It is finished with a black crackle bell and neck and a black metal base.

The Fletcher loud speaker unit, announced to the trade in the latter part of August, is used in all of the Fletcher loud speaker models. The unit is of the telephone type, and is a product of extensive experiment and research. In design and internal mechanism, it is patterned after the Fletcher tone arm and reproducer, and embodies the same principles of sound reproduction which have brought the well-known Fletcher-Wickes products success in the trade.

The Fletcher-Wickes Co. has completely reorganized its sales department, production has been increased to a large extent, and W. D. Montgomery as sales manager plans to work in close co-operation with dealers.



An Excellent Caswell Portable Window

phonographs, received recently an interesting photograph from its distributor in Denver, Colo., the H. L. Weedon Co., showing a very



STYLE 21 Genuine Mahogany or Walnut only.

STYLE 21-B Same with both top panels hinged to accommodate Radio Panel.

Excel

Phonographs and Radio-Phonograph Combinations



STYLE 17 Genuine Mahogany or Walnut, Phonograph only.

These illustrations show several of the many late models of our line, which have been re-designed, right up to the minute, with especial reference to the Radio-Phonograph Combination, destined to be the standard household unit. Characterized by

Beauty of Design, Finish and Tonal Quality

These instruments are produced in all the popular finishes and styles, including Uprights, Consoles and Wall Cabinets, and our facilities enable us to make prompt deliveries and most attractive trade prices. *Catalog and price list mailed on request.*



STYLE 1 Gum Mahogany, Golden or Fumed Oak.



STYLE 2 Gum Mahogany, Golden or Fumed Oak.

Excel Phonograph Manufacturing Company

402-414 West Erie St., Chicago, Illinois

Pure Quality

"Most — of all the beautiful, round and full tones, this is the cat's pajamas! Well, folks, I'm Daven until death do us part!"
A Newspaper Radio Editor.

For Neutrodyne Sets

"Your resistance coupled amplifier is certainly all that you claim for it. I would not hesitate a moment to recommend it to anyone who wants real quality without distortion. I did not find it necessary to use high voltage to get all the volume I wanted either, on a six tube Neutrodyne."
A Neutrodyne Fan.

For a Super-Heterodyne

"I am using three steps of Daven amplification with wonderful results. The outstanding characteristic is large volume. This feature is very desirable when used on a Super-heterodyne as I am using it."
A Professional Operator.

Two Converts

"I followed your advice and put in another coupler instead of a transformer. You more than proved. No more transformers for me! Your method of amplification is better, cheaper, and easier to assemble than any other."
From the Mid-West.

"Yesterday I got another Daven Unit and hooked it up. It would take some HILL to pry it away from me. Have a regular set now. I fail to see how anyone can stick to transformers after hearing mine come through your way."
A Satisfied New Yorker.

Quality Succeeds Distance

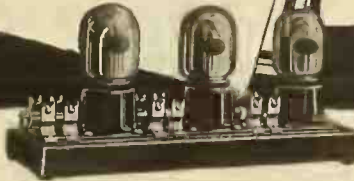
"After spending much money on sets trying to get B.Y., I gave up in disgust and concentrated my efforts to produce quality reception with freedom from distortion; and at last I've got it using your Resistance Coupled units."
From the Pacific Coast.



The New Daven Tube

Daven Tubes increase the amplification of the Daven Super-Amplifier 50% or more. Type MU-20 is a three-element tube, 6 volt, 1/4 ampere, designed for this use. The Daven Power Tube Type MU-6 is recommended also for the last stage.

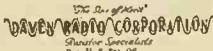
THE RESISTOR MANUAL is the handbook of Resistance Coupled Amplification. At your dealer's 25c. By mail postpaid 30c.



FROM A DEALER WHO SHARED OUR VISION

What will sell this year? John E. Towns knows. Do you? Quality—nothing else. Daven Resistance Coupled Audio Amplification. Radio Specialists everywhere are featuring the Daven Super-Amplifier. Three stages. Easy to hook up—no labor of assembly—no distortion—perfect reception. Daven precision-built unit with Bakelite base. Wonderful assembly. Compact, beautiful. There is a three-stage Knockdown Kit, also. For 50% more volume without distortion, in a three-stage Resistance Coupled Amplifier, use two Daven High MU Tubes, and one MU-6 (for last or output stage of any set).

Daven Products Are Sold



Only By Good Dealers

Newark

New Jersey



DAVEN RADIO CORPORATION, 159-160 Summit St., Newark, N. J. M-11-25

Please send me the following on Resistance Coupled Amplification. Check one.

Resistor Manual. 30c is enclosed. Complete Catalog (free). Dealer Proposition.

Name

Address

FOR DEALERS: Send your letterhead or card, or this coupon and we will send you a copy of The Resistor Manual free and have our nearest distributor communicate with you.

THE BIG LITTLE THINGS OF RADIO

The Trade in PHILADELPHIA and LOCALITY

General Industrial Improvement in Quaker City Felt in Stimulation of Retail Sales

Retailers Stocking in Anticipation of Brisk Holiday Business—Accessories and Parts Demand Continues to Grow—Wide Interest in Orthophonic Victrola and Brunswick Panatrope

PHILADELPHIA, PA., November 8.—Quite in keeping with the more active industrial life of the city the general talking machine trade is assuming a lively trend with the approaching year's end. Both machines and records are moving in greater volume. Dealers are not only purchasing for the present-day demands but are looking ahead to a brisk holiday business and stocking accordingly. The cut in talking machines of all makes that followed closely upon the Victor discounting has acted as a tonic to the trade and revived the interest of the public in the various lines of trade commodities.

While talking machines have been moving from stockrooms in larger volume than for many months there has been an equally large volume of records sold. All the well-known makes and those that have a fairly well established reputation have been among the favorites that are being sought at this time and for holiday stocking.

Talking machine parts and accessory manufacture indicate that the public is taking an old-time interest in the trade and its various makes of machines, for, like the other supplies, they too are among the list of wanted commodities at this time. All the well-known Philadelphia manufacturers of parts and accessories have a large volume of business at this time and in some cases are oversold and endeavoring to catch up on orders by overtime operation.

Wide Interest in Victor Orthophonic

While all makes of machines are marketable in larger proportions at this season the chief topic and greatest interest is being displayed in the new Victor Orthophonic talking machine. Both dealers and distributors are besieged with orders. Sales drives, demonstrations and ad campaigns have done much to stimulate the interest of the public and the merits of the newest of Victrolas in itself have produced results in actual sales of tremendous proportions.

With the advent of November 2, the trade held a special Victor Day, devoted exclusively to the demonstration and exploitation of the Orthophonic. All the dealers gave their entire attention to the numerous features of concerts, window displays, demonstration talks, and extensive advertising. The distributors co-operated by supplying varied window displays, mapping out plans for sales promotion and in sharing in the expenses of advertising campaigns through full-page ads in local newspapers that appeared in previous announcements of the Orthophonic Victor Day celebration and in the bigger features that took place on November 2. The new Victrolas are indeed proving to be the sensation of the industry and are showing immediate results in generous orders for now and for holiday gift giving. The department stores, too, joined in the Orthophonic exploitation, co-operating with distributors and dealers in the events arranged for the day.

Another big Orthophonic demonstration event was that of the concert given at the Bellevue-Stratford Hotel in mid-October by courtesy of H. A. Weymann & Son, Inc., 1108 Chestnut street, wholesale talking machine distribution department, under the management of Charles W. Bahl. It was necessary to hold two evening concerts to accommodate the crowds who assembled with more than 500 persons attending and including the entire Philadelphia Orchestra membership and its famous leader, Leopold Stowkowski. Both of the mod-

els now marketed, the Credenza and the Consolette, were displayed, the concert being given on the larger model. Others who joined in the demonstration in co-operation with the Weymann company were Robert Bartley, Philadelphia representative of the Victor Co.; Assistant Sales Manager Edward Dingley, of the Victor Co., and Frank McGaillard, manager of the Victor service department. Those of H. A. Weymann & Son were President Harry W.

Weymann and his son and advertising manager Herbert Weymann, Albert C. Weymann and Manager Bahl, of the wholesale department, with his assistants, R. Burrows and L. Urban.

Victor Dealers Ordering Heavily

The Philadelphia Victor Distributors, Inc., 835 Arch street, is enjoying a very active initial business for the new Orthophonic and already has shipped a large number of the Consolette and the Credenza models to its dealers. It is expecting to add other new models of the Orthophonic by the first of December so that they may be stocked for the holidays. In co-operation with the dealers the Philadelphia Victor Distributors, Inc., planned the campaigns for Orthophonic Day, distributed large quantities

(Continued on page 158)

Trilling & Montague

Zenith Distributors in Eastern Pennsylvania and Southern New Jersey

The Idea Behind



From our standpoint, and the standpoint of the Zenith Dealer, the idea that is uppermost is that when you work with Zenith you build for permanent and not merely immediate gain. This is true because permanent owner-satisfaction is the idea behind Zenith Radio.

If you want to make your present efforts count also in the future—if you want a line that you can stick to year after year because it will not "Stick" you—tie to Zenith.

Zenith gives you a guaranteed product, coupled with price protection and advertising cooperation; liberal discount; exclusive territory.

Prices \$240 to \$2000

Wire or Write for Further Particulars
Send for Our New Catalog

We are direct factory distributors of RCA Radiotrons

TRILLING & MONTAGUE

Wholesale Radio Merchandise

49 NORTH SEVENTH ST. - PHILADELPHIA, PA.

"Grow With Us"

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 157)

of display matter, assisted in promotion of ideas adapted for the reception and concert programs and joined in contribution to the funds of the newspaper campaigns.

President Ben Witlin, head of the Witlin Musical Instrument Co., 904 Walnut street, distributor for the Starr Piano Co., has returned from a visit to the Starr Piano Co.'s headquarters in Richmond, Ind. He was accompanied by Edmund W. Eisenhart, manager of the piano and talking machine department of the Sneltenbury department store. Both were entertained on President Harry Gennett's 600 acre farm near Richmond. A. M. Sweetland, who travels the nation for the Starr Co., stopped over in Philadelphia en route to Harrisburg and other Pennsylvania points. The sales of the Gennett records during October showed a substantial gain over September.

Big Demand for Columbia Records

Another big seller is predicted for the Columbia Phonograph Co. with the advent in the Philadelphia branch of the latest record of the Associated Glee Clubs, with its 850 members, made at the Metropolitan Opera House in New York. The new record will be stocked this month and it is anticipated that it will prove as tremendously popular as the first recording of this national assemblage of Glee Clubs in the *Adeste Fideles* number, brought out this Summer. The chorus of Glee Clubs will in this new record give their own interpretation of the Hunting Song from Robin Hood and its companion, *The Sword of Perarra*. J. D. Westervelt, who travels the up-State territory for the Columbia Co. and who is familiarly termed the "Judge," reports that the sales of Columbia are keeping pace with the generally improved market for talking machines and that where dealers formerly bought but fifty or seventy-five of the current topic records they now are ordering them in hundred allotments. The new specially priced machines are among the popular Autumn sellers.

Expect Record Business

Advance indications for the sale of radios for holiday distribution as they are noted in the Penn Phonograph Co.'s sales show that there will be a record attained for this firm in its wholesale business for the types which it represents. Former patrons of the Penn Co., when it was among the Quaker City distributors of the Victor Co., are stocking more generously this season with the Zenith, Jewett and Fada,


A VELVALOID RECORD CLEANER WITH HOLIDAY GREETINGS costs no more than a good card and think of the difference in RESULTS.

We have a wonderful new Xmas design that will be treasured by the customer.

Have them ready to mail to your patrons so your GOOD WILL and Holiday wishes will greet them Xmas morn.

Samples to Jobbers and their salesmen.

"A Velvaloid Record Cleaner should be a part of every Talking Machine and combination Radio set."

Order direct or through your jobber but do it early

PHILADELPHIA BADGE CO., Manufacturers
942 Market Street Philadelphia, U. S. A.

the types featured by the Penn Phonograph Co.

In the look ahead for the holiday and late Fall business the Philadelphia branch of the Brunswick Co. is preparing for the most prosperous Christmas season as a result of the introduction of the new Panatrope, shortly to make its debut to the trade. With the distribution of the Vocalion through the Brunswick Co., the local headquarters has stocked fully with all the listed numbers of the Vocalion records and is able to give immediate and adequate service to those dealers who have been featuring these records. The local branch covers the trade in eastern Pennsylvania, south Jersey, Philadelphia, central Pennsylvania and Wilmington. J. T. Callahan is assistant to District Manager E. B. Shiddell, after several years with the sales organization.

Promoting Radio Sales

The Linton Co. is now promoting the radio department of the two stores formerly devoted exclusively to the Victor and has stocked in the Frankford avenue store and the West Philadelphia establishment the RCA, the Atwater Kent, Durant, De Forest and the Freed Eisemann sets. Ralph Quinby, who for the past three years has managed the Frankford avenue store, reports a big season so far for radio.

Theodore Presser Passes Away

The recent passing from the trade of one of its nationally known characters, Theodore Presser, head of the music publishing firm bearing his name, and until a year ago identified with the Victor talking machine retail distribution, is greatly regretted by his many friends here.

Successful Demonstration of New Product

When the new Orthophonic Victrola was introduced in the store of J. Ralph Wilson, in the Presser Building, 1710 Chestnut street, the place

was so crowded that it was impossible to admit all who desired to listen to the demonstration concert. Miss Marian Mills, who heads the record department, was much pleased with the reception given the new talking machine.

Heavy Orders for Guarantee Portables

Heavy demands tax the manufacturing capacity of the Guarantee Talking Machine Supply Co., especially for the Guarantee portables, for holiday orders. The firm has been equally rushed on its Guarantee repair parts and accessories, meeting national needs for all of its products. E. Bauer, sales manager, has been making the South his sojourning place the past month and with excellent results in orders. Many orders have been booked at headquarters through the mail to meet the Florida dealers' requirements. The Guarantee Co. has just completed its new display front with its ornamental stained glass border and plate in copper framing and interior finish of mahogany, giving opportunity for full exhibition of its supplies. The proprietors are much pleased with the brisk Fall demand. They are William H. Posner and Jacob H. Keen, the latter well known as the inventor of one of the pioneer talking machine devices, the Keenophone, which he perfected more than a score of years ago.

An Attractive Store

One of the most attractive as well as uniquely arranged establishments devoted to the sale of talking machines is that of the new home of Wolf's Victor Shop, 1637 Columbia avenue, to which the firm removed from Broad and Columbia avenue recently. For its size this store is one of the most efficiently arranged establishments, with every modern comfort and convenience for the display of the machines and records, in the interior and windows, and for the demonstration of the records. There are eight booths in the rear and record racks and counter in the front. The firm has been in business here for three years and has at its helm three young men well known in the theatrical world and music publishing business. They are E. W. Wolf, Jack Harris, well-known song writer, and Ed Gravell, composer of music. Besides the Columbia avenue store the firm also conducts a Victor shop at 5029 Baltimore avenue.

New Valley Forge Distributor

Appointment of the Twin Ports Phonograph Co., of Duluth, Minn., as Minnesota distributor of the Valley Forge main springs and accessories and repair parts has been announced by Julius A. Fischer, head of the J. A. Fischer Co., manufacturer of Valley Forge products. The Twin Ports Co. is about to open a Minneapolis branch, which will take care of the distribution in that city along with its already established business as distributor of the Perfect records. The firm will carry a complete line of the Valley Forge main springs, parts and accessories for the trade. Irving J. Rice, head of the Twin Ports Co., came to Philadelphia in the closing days of the month to personally arrange for taking on the representation of the Valley Forge products in the Middle Western City, conferring with President Fischer and then closing the deal and returning to his home city. Nat Witlin, who recently returned from a Southern trip for the firm, made a successful initial

(Continued on page 160)

The New

Orthophonic Victrola

Representing an entirely new development in the art of tone reproduction, embodying new and startling discoveries.

This marvelous new instrument with exclusive patented features presents merchandising opportunities such as cannot be overestimated.

We solicit advance orders from Victor Dealers in the territory we cover.

H.A. WEYMANN & SON, INC.
1108 Chestnut Street—Philadelphia, Pa.

VICTOR WHOLESALEERS

The Orthophonic Victrola

Provides the OPPORTUNITY for every Victor Dealer to set a new mark in selling Victor Merchandise.

Enthusiasm is a wonderful thing and Victor Dealers now have a product they can enthuse about. Your real problem is to select a DEPENDABLE DISTRIBUTOR, and the consolidation of four Philadelphia Victor Wholesalers into one distributing structure, specializing in the distribution of Victrolas and Victor Records and wholesaling this product exclusively, was accomplished for the purpose of increasing your sales power and to enable you to transact a greater volume of business.

One Wholesaler—One Salesman's Call
One Order—One Delivery
One Bill—One Check

The above summarizes in brief the plan put into operation for the benefit of Victor Dealers in the Philadelphia territory.

It Pays to Think Minimize the possibility of your disappointment in not receiving enough merchandise, by making us your source of supply.



Philadelphia Victor Distributors, Inc.

835 Arch Street, Philadelphia, Pa.

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 158)

sales journey, this being his first road assignment since joining the firm a little over a month ago. His first adventure proving so gratifying in the well-filled order book he will again take the road, making the round of New England Irvin Epstein, of the firm, is heading Westward and will make the Coast his objective, calling on the dealers and distributors for the Valley Forge. The firm has been receiving hundreds of compliments for the useful and well gotten up catalog which it has issued showing the 4,000 parts that are made by the Valley Forge makers and adapted for accessory and repair work. It was compiled under the personal supervision of President Eiseler, of the firm, and has created the greatest enthusiasm in trade circles over its completeness.

Everybody's T. M. Co. Rushed

Everybody's Talking Machine Co., Inc., 810 Arch street, has added to production facilities considerably within recent weeks to take care of the oversold market for its Honest Quaker Springs, repair parts and accessories. The firm has installed much new equipment and the working forces have been expanded. The firm has been obliged to extend the working day to a twenty-four-hour schedule with double forces and this has enabled it to give more satisfactory service for the Honest Quaker and effect a 25 per cent increase in production. The Alder-royal radio-photograph combination, distributed by the firm, has been augmented by a new Model F 3 in the highboy style and already the firm is oversold. New samples will be in this month so that the trade will be given an opportunity to stock for the holidays. The firm has been enjoying a big season for the Caswell and Outing portables made by the Caswell Mfg. Co., Milwaukee, and by the Outing Talking Machine Co., of Mt. Kisco, N. Y. Among the very popular sellers in the Okes list this month was the "Eighteenth Big Strat" by Benny Moten's Orchestra, of Kansas City. All the Okes records have been heavily purchased during the month in anticipation of the holidays.

In the Okes and Odson record field many new accounts, such as the S. Hamilton Co., which operates a chain of seven stores in Pittsburgh and vicinity, and in Philadelphia four stores of the F. A. North Co., have been opened.

Philip Grabinski, president of the company, who has been confined to his home for some time, is reported to be nicely recovering and

has again returned to his accustomed duties.

Speaks of New Era in Victor Business

Louis Bucher, president of Philadelphia Victor Distributors, Inc., is tremendously enthusiastic over the advent of the new Orthophonic Victrola. In speaking of this newest product of the Victor Co., Camden, N. J., Mr. Bucher stated to a representative of The World:

"The new Orthophonic Victrola has provided a new era in Victor business. Our entire sales force has been busy during the last three weeks in October providing private demonstrations for Victor dealers in over forty cities in the territory which we cover. These first showings of the new Orthophonic Victrola to the dealer were a success in each instance and the enthusiasm of the dealer over the new product which he is selling was unbounded. In practically every instance where representatives of the local press were present the new Orthophonic Victrola received heavy support in the local newspapers. The enthusiasm of the dealer over his demonstration of the Orthophonic Victrola resulted in the voluntary placing of a large volume of orders. The opinion was unanimously expressed that the Victor Co. had developed a sound reproducing instrument ahead of anything on the market. The prospects for a large volume of business in the Orthophonic Victrola are great and I believe that the real question is the ability of the Victor Co. to supply enough of the new machines to fill the demand that has been created."

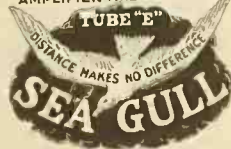
Trilling & Montague Issue Interesting House Organ

Sixteen-page Paper Contains Constructive Articles and Wealth of Information on the Varied Products Distributed by Company

PHILADELPHIA, Pa., November 6.—Trilling & Montague, distributors of radio sets, accessories and parts, have just sent out a new issue of their publication, "Trilling & Montague Radio Talks." This interesting sixteen-page paper is edited by J. Lobel, sales and publicity manager of the organization. Beginning with a feature article on "Are You in Business for Glory?" many interesting articles follow that are destined to be helpful to radio retailers. In addition to these general articles, a number of the

"Lighted Continuously 72 days—and still in good receiving condition."

AMPLIFIER AND DETECTOR



One astonishing report of the many hundreds received, proves unmistakably Sea Gull exceptional long life. A user kept six Sea Gull Tubes lighted for over 120 hours and found them all operating efficiently at the period's end.

SEA GULL TUBES have four points of superiority. 50 per cent longer life, higher mutual conductance, uniformity, interchangeable at any stage, and they are positively non-mercurial.

At four
Dealers \$2.50 per set
Tube B—Rectifying Tube, \$3.
Tube P—Screening Tube, \$2.
Tube X—Double Duty Rect. Tube, \$5.

Dealers and Jobbers write us for full information and discounts.

Aberdeen Specialty Co., Inc.

Main Sales Office: Suite 410,

1001 Chestnut Street

Philadelphia

products distributed by this company are stressed. A center spread features Zenith radio, and space is devoted to the A-C Dayton and Min-Rad lines, of which Trilling & Montague are also distributors. Included in this issue is the 1925-26 wholesale radio condensed catalog and price list issued by this company.

Trilling & Montague are in the midst of an intensive Fall campaign, which is developing considerable business for the organization. During the recent Philadelphia Radio Show, in addition to their exhibit in the Arena, Trilling & Montague maintained headquarters at the nearby Hotel Pennsylvania, where they welcomed many of their dealers. During this period considerable business was signed up for the Fall and Winter season and many new dealers were added to the already large list of the company.

Increasing Efficiency in the Repair Department

New Catalog of J. A. Fischer Co. Lists Complete Assortment of Tools and Replacement Materials Needed by the Repairman

The repairman in the talking machine industry and his specific needs are receiving greatly increased attention as time goes on. The J. A. Fischer Co., Philadelphia, manufacturer of Valley Forge main springs and talking machine replacement material, has given specialized attention to the needs of this very important factor in the talking machine industry. Not content alone with supplying practically every known replacement part used in a talking machine, the recent issue of the Valley Forge catalog introduces a number of tools and kits especially devised for the use and convenience of the talking machine repairman.

Among the specialties are to be found a wide selection of repairman's tools and also special tool sets, such as a group of six motor, cabinet and sound box screwdrivers; a set of five sound box and governor screwdrivers; a set of sixty drills with stand, so numbered that the drill can always be found in the correct space; Valley Forge free flowing solder, a traveling part cabinet and tool chest, Valley Forge reticulating set and a box containing an assortment of 500 governor screws and 100 washers.

This last assortment, known as No. 4049, although perhaps the simplest of the aids provided by the J. A. Fischer Co. for the talking machine repairman, is proving the most popular through its particular appropriateness. It consists of a well-made box containing twelve bottles. In these bottles are contained a wide



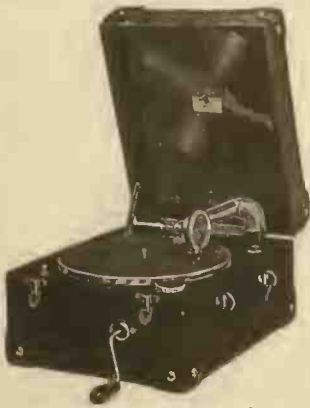
GUARANTEE PORTABLE

RETAILS FOR \$25.00

Each and every machine guaranteed unconditionally.

SPECIFICATIONS

1. Traction Leather Case.
2. Standard Helmholtz Motor.
3. Kings Tone III Records.
4. Standard Super Tone Arm.
5. Specially Toned Reproducer.
6. Device for Carrying Records.
7. Machine Will Play 12" Records.
8. Patented "Non-Spill" Needle Cup.
9. Size 14 1/2" x 11 1/2" x 7 1/2".
10. Weights 14 1/2 lbs.



Costs you \$10.50

GUARANTEE TALKING MACHINE SUPPLY CO.
109 N. Tenth Street PHILADELPHIA

Write for our latest Main Spring Chart

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 160)

assortment of screws and washers. So many varieties of screws can be carried in this small set that it is proving an invaluable aid to the repairman by providing the proper screw for the proper purpose.

These specialized kits for the repairman are the result of many years' familiarity with his problems and needs and a number of them were originated by J. A. Fischer himself.

The aftermath of the sending out of this first catalog has been particularly gratifying. An ingenious way of previously announcing the arrival of this catalog was adopted by the J. A. Fischer Co. It consisted of a post card on the reverse side of which was the picture of a messenger boy presenting a telegram which stated "Valley Forge catalog of phonograph parts mailed. Note low prices. Have you received your copy?"

J. A. Fischer, head of the J. A. Fischer Co., describes the present Fall business as tremendous. It will be remembered that this company was only formed in the Spring of the year and its rapid growth may therefore be described as remarkable. Irvin R. Epstan and Nat Wittlin, of the J. A. Fischer staff, are on the road and sending in good business from all points visited. In addition to the actual securing of orders, they are doing very important work in the establishing of distributors.

Okeh Recording Orchestra Plays at Hotel Sylvania

After a vacation of several months, Vincent Rizzo and His Orchestra have opened another season at the Sylvania Hotel, in Philadelphia. This well-known Okeh recording organization has enjoyed country-wide popularity through its Okeh recordings and is also popular through its appearance on the air from Station WOO, Philadelphia, three nights each week. Mr. Rizzo's playing is providing a well-filled dining room each evening at the Hotel Sylvania with excellent dance music.

Now Miller's Music Store

HUNTINGTON, W. VA., November 4.—C. V. Miller, proprietor of the Hill Piano Co., of this city, has recently secured a ten-year lease on the first floor in the Vinson Building, 810 Fourth avenue. The concern handles pianos and phonographs and small goods.

Everybody's Gives Full Cooperation to Distributors

Prestige and Sales Volume of Honest Quaker Line Increased Through Company's Policy of Co-operation With Jobbers

PHILADELPHIA, Pa., November 6.—Everybody's Talking Machine Co., Inc., maker of Honest Quaker main springs and talking machine repair materials, has perfected a distributing organization that has been the result of many years of planning and careful selection.

It has always been the policy of the Everybody's Talking Machine Co., having established a distributor, to co-operate and work with that distributor in every way possible.

Although the scope of co-operation runs much deeper, the surface spirit of co-operation has been visualized recently in the columns of The Talking Machine World through the various large group advertisements appearing in its columns of James K. Polk & Co., and the Artophone Co. It will be noticed Everybody's Talking Machine Co. has entered whole-heartedly into the plans of the distributor in each instance through an extra page of the Everybody's Talking Machine Co. advertising appearing in conjunction with the advertising of the local distributor.

This co-operation between the manufacturer and distributor is bound to result in increasing prestige and sales volume of the Honest Quaker line.

Reading, Pa., Music Lovers Hear Orthophonic Victrola

READING, PA., November 6.—An audience composed chiefly of musicians, Victrola owners, music lovers and others interested in the scientific development of musical instruments gathered in the Woman's Club to hear the recital given by the new product of the Victor Talking Machine Co., the Orthophonic Victrola. The demonstration was in charge of Miss M. Ruth McMullen and R. A. Bartley, Jr., representing the Victor Co., and it was a great success.

Watkins Bros., Inc., talking machine dealers of Hartford, Conn., have sold their Bristol, Conn., branch to Ralph C. Nelson.

Pooley Co. Introduces the Stuart Model Cabinet

New Model Has All Desirable Features of Pooley Built Cabinets—Extensive Advertising Campaign on Stuart Style Waged

PHILADELPHIA, PA., November 6.—The Pooley Co., Inc., of this city, presented for the first time to the trade this month the new Stuart



Pooley Stuart Model Cabinet

style Pooley cabinet which is known as 1320-R-2-D. This new model has all the familiar high qualities of the Pooley-built cabinet both in construction and finish and the Pooley floating horn. The grill over this horn is concealed by two doors which may be opened. The Pooley Co. is placing extensive publicity behind this new cabinet. National publicity appearing in the December issues of *Vogue*, *Vanity Fair* and *House & Garden* shows this new model in a decorative treatment provided by Elsie Sloan Farley, well-known decorator. This new model was also featured in a prominent position in a striking double-page, two-colored advertisement that appears in the November 14 issue of the *Saturday Evening Post*.

De Forest Music House Shows the Orthophonic

SHARON, PA., November 2.—The Victor Orthophonic instrument was given a demonstration before the members of the Sharon Music Club at the De Forest Music House recently. Mr. De Forest made an interesting talk with the demonstration, telling of the evolution of the new instrument. The program of numbers was enthusiastically received.

Announce New Eby Product

PHILADELPHIA, PA., November 5.—The H. H. Eby Mfg. Co., which has built up a big reputation as a manufacturer of Eby binding posts, is now producing a new article in the radio field. It is the Eby cushion socket. Many individual claims were made for this socket and it is also made for the new UX tubes.

Announces New Sales Plan

Diamond Electric Specialties Corp., 101 South Orange avenue, Newark, N. J., announces through F. M. Rosenfeld, president of the company, a new sales plan to interest talking machine merchants in its Diamond "B" and other batteries. The Diamond batteries are noted for their length of life and are popular with owners of radio.

RADIO

ZENITH

—LONG DISTANCE—

RADIO

All Good—None Better

PENN PHONOGRAPH CO.

Wholesale Distributor

913 Arch Street
Philadelphia, Pa.

B. D. Colen Comments on Vocalion Price Increase

Head of Musical Products Distributing Co. Informs Trade of Revision of Price and States Move Will Result in Increased Profits

The Musical Products Distributing Co., New York, wholesaler of Vocalion records, manufactured by the Brunswick Co., recently announced through B. D. Colen, president, an increase in price of Vocalion records to seventy-five cents list.

In a letter addressed to Vocalion dealers in the territory, the Musical Products Distributing Co. says in part: "The increase in the price of Vocalion records was made partially in response to requests from dealers throughout the country, and to enable all dealers to enjoy an additional margin of profit since we, as distributors, will be enabled to allow the dealer a discount of 40 and 10 per cent from the list price. The increase in price will take effect on and after November 15.

"We strongly recommend that dealers in the territory thoroughly inventory their stock of Vocalion records so that anticipated requirements may be taken care of by us at this time. We will fill orders on all Vocalion records subject to our ability to deliver under present conditions up until November 14."

Mr. Colen, in commenting on the increase in price, said: "The matter has been given very careful thought and consideration by the Brunswick Co. and the decision has been made in the best interests of all concerned. It seems to be a unanimous opinion that the consumer is willing to pay the increased price for a good record. We have been informed that an intensive advertising campaign will be conducted in behalf of Vocalion records, and should go far towards stimulating sales in the territory. The facilities and personnel of the recording department of the Brunswick Co. will hereafter be co-ordinated and will be placed at the disposal of the Vocalion record department to make Vocalion records leaders in the field. A number of tentative plans are under considera-

tion at present which will directly benefit dealers who handle the Vocalion records.

Annual Halloween Party of General Phonograph Corp.

Office Staff Have Jolly Time, in Which Gerald Griffin and Others Participate

The office staff at the executive offices of the General Phonograph Corp., New York, gave its annual Halloween party on October 30 and, as



Gerald Griffin

usual, this event was marked by a spirit of good-fellowship and cordiality which was commented upon very favorably by a number of invited guests. Otto Heineman, president of the company, was, as usual, in the center of activities and entered heartily into the spirit of the occasion.

An interesting musical program was prepared for the guests, the star of the occasion being Gerald Griffin, popular Irish tenor and exclusive Okeh artist, who sang several selections and also favored the audience with a group of his inimitable Irish songs. Mr. Griffin is now headlining on the Keith Circuit and Okeh dealers report a steadily increasing demand for his records. Fred Hall and his "Sugar Babies," popular dance organization and exclusive Okeh record artists, furnished the dance music for the party and were obliged to play far beyond their scheduled time. This organization has been attaining wide popularity at the Roseland, New York's leading dance palace, and their Okeh records are being received enthusiastically by the dealers.

Demonstrate the Victor Orthophonic in Albany

ALBANY, N. Y., November 7.—An invited audience of musicians, critics, newspaper men and prominent citizens attended a demonstration of the new Orthophonic Victrola, given at the Hotel Ten Eyck recently. The concert was arranged by the Victor dealers of Albany.

In New Factory

The Furnell Mfg. Corp., Newark, N. J., manufacturer of Furnell condensers, has combined its executive offices in the new building which houses the manufacturing plant at 24 Scott street, the above city. A. G. Heller, sales manager of the company, states that the new manufacturing home, with its increased equipment and efficient manufacturing plant, will enable the Furnell Corp. to greatly increase its production.

Needle Sales Growing

H. W. Acton, vice-president and general manager of the Brillantone Steel Needle Co., New York City, recently was a visitor to Chicago in the interest of Brillantone steel needles. Mr. Acton reports needle sales showing a decided increase in volume and a generally bright outlook for the future.



List Price \$18.00

Radio "Gifts of Service" for Christmas

Suggest, through the power of your windows, "a Sterling Universal Tube Tester for Christmas — giving the gift of lasting good service."

This is one of the most talked of devices that set owners "fan" about—all appreciate the "Universal" for it tests tubes, A and B Batteries, finds weak sockets, open circuits and troublesome transformers. All combined in a single, compact, neat, low priced instrument of Sterling quality.

You can easily demonstrate how easy it is for anyone to operate this device. It is appreciated at sight—as a gift of service—it has quality written all over it—it denotes permanently good reception—it sells readily at a substantial profit.

Besides the "Universal" Tube Tester, it will pay you to sell Sterling "Home" Tube Testers and Sterling Tube Reactivators.

Sell Sterling Radio
Gifts of Service.

OTHER STERLING RADIO DEVICES

Home Tube Testers
For small tubes \$10.00
For large tubes \$15.00

Tube Reactivators
(50-60 Cycle) \$12.50
(25-40 Cycle) 14.00

Battery Chargers
\$16.00 to \$25.00

Pocket and Panel Meters
\$1.00 to \$6.00

Sterling

"Universal" TUBE TESTER

and set servicing devices

THE STERLING MANUFACTURING CO.
CLEVELAND, O.

**Why Did
Commander
MacMillan
Take Zenith to
the Arctic?**

As the result of his experience with Zenith Radio last year, Commander Donald B. MacMillan again chose Zenith exclusively for his quest to the Arctic.



Zenith De Luxe—
Spanish Model

Super-Zeniths
priced from
\$240 to \$335

De Luxe
Art Model Cabinets
from \$500 to \$2,000

Other Zenith Sets
\$100 and \$175

Ten Tubes— With But a Single Dial!

IF you would really know the wonder of fine radio reception—listen to the ten-tube Zenith De Luxe!

You will be astonished at the difference those added stages make—not merely in distance but in gorgeous tone and instant selectivity.

Imagine a tone, for example, so clear and mellow that each instrument in a big orchestra can be readily identified.

Imagine a control so perfectly synchronized that the turning of a single dial gives you a complete procession of programs, each coming in the instant the dial touches its proper mark,

each vanishing less than two points beyond.

To make the statement that one has discovered "the best in radio" without having listened to the ten-tube Zenith De Luxe is like calling a violinist the greatest in the world without ever having listened to Kreisler.

Zenith sells on performance—is backed by extensive advertising and intensive merchandising—recognizes the dealer's right to a handsome profit.

Zenith is going to spell big money for some dealer in your territory. Wire for all information.

ZENITH RADIO CORPORATION, Straus Building, Chicago

ZENITH
TRADE MARK REG.
→ LONG DISTANCE ←
TRADE MARK REG. **RADIO**
Costs More— but Does More



WATCH

BERG
Artone

FOR

1926

Distributors and Dealers
write us today for the
most attractive proposition
ever offered on Portables

Berg A. T. & S. Co., Inc.

"Designers and Makers of Fine Cases
for 20 Years"

LONG ISLAND CITY NEW YORK
New York City Showrooms, 353 Fifth Avenue



Weather-proof cover
supplied with every
Artone De Luxe.

Important Trade Developments in Portland Stir Interest of Retail Trade and Public

Attention Centers on Talking Machines as New Reproducing Instruments Are Brought to the Attention of the Public—Hyatt Music Co. Opens Branch Store—Ads Announce Panatope

PORTLAND, ORE., November 4.—It has been many years since the local talking machine world has been stirred to such a pitch of excitement as was caused by the demonstration of the Orthophonic Victrolas, presented at the Hotel Portland for three days late in October by Sherman, Clay & Co., Victor Pacific Coast distributing organization.

Special demonstrations were given first for dealers, salesmen and saleswomen, then the music lovers and prominent patrons of music were invited in, and lastly the music critics of the various daily newspapers.

The demonstrations were arranged by Elmer Hunt, local wholesale manager of Sherman, Clay & Co. and given by Mabel H. Rich, of the Victor educational department, who has made a tour of the Coast cities demonstrating the Orthophonic. Miss Rich was assisted by A. H. Mattingly, Pacific Northwest representative of the Victor Co.

All Victor dealers extensively featured the Orthophone on Victor Day, November 2, by beautiful window displays and special demonstrations.

The Hyatt Music Co. has opened an East Side branch store at 1422 Sandy boulevard, and is carrying its full line of musical instruments, including the Victor, Brunswick, Edison and Columbia phonographs and records, Atwater Kent radio and Radiolas and a few pianos.

Cintou Miller, formerly of the Platt Music Co., of Los Angeles, and for six years with the Radio Corp. of America, has been placed in charge and is being assisted by his wife.

Arthur Gabler, Pacific Northwest representative of the Edison Phonograph Distributing Co.,

who is making a tour of Oregon, Washington, and Idaho, arranging details for an Edison Tone Test, starting December 2, called on the local Edison dealers, the Hyatt Music Co., the Reed, French Piano Co., and the Meier & Frank Co. Artists to present the test are Elizabeth Spencer, soprano, and Lucille Collette, violinist and pianist, noted Edison artists.

The Steers-Coman 1925-26 concert series was opened at the Municipal Auditorium, October 15, by Elizabeth Rethberg, soprano and noted Brunswick artist. Her initial concert in this city is stimulating the sale of her Brunswick records tremendously, according to local Brunswick dealers.

Charles H. Tracy, of San Francisco, special representative of the Willy B. Allen Co., spent several weeks at the Portland branch, giving a series of sales lectures and general promotion work.

Full-page advertisements of the Brunswick Co., announcing the new Brunswick Panatope appeared in the Sunday papers November 1. This followed an announcement made by the Columbia Co. and the Columbia dealers of the new Columbia records, featured by full-page advertisements in the newspapers.

Local Columbia dealers are inviting their customers to pay them a call to hear the new records but local Brunswick dealers are as yet "sitting tight," waiting for a Panatope for demonstration purposes. Pacific Northwest wholesale headquarters, A. R. McKinney, manager, announces latest report is that the machines will be ready for distribution very soon and dealers are eagerly anticipating their arrival.

General Improvement in Trade in the Akron-Canton Territory Is Reported

Optimistic Note Permeates the Trade as Business Continues to Improve and the Outlook for Good Holiday Sales Becomes More Pronounced—Canton Dealers Exhibit Radio—The News

AKRON-CANTON, O., November 5.—A much better tone in talking machine and radio merchandising is reported by dealers in the Canton and Akron district. The change became noticeable soon after October 1 and there has been a gradual improvement since, according to a number of dealers interviewed this week. The arrival of new model machines has helped. Radio sales have been stimulated by the recent three-day radio show held in the City Auditorium. Dealers declare there has been more activity in the past four weeks than during any like period since radio came into popularity. Indications are that business will continue brisk right up until the holidays.

The music and other departments of the Alford & Fryar Piano Co., located on the fourth floor of the Klein, Heffelman & Zollars Co. store, Canton, have been acquired by the Ross Co., Inc.

Prominent Canton talking machine dealers had attractive exhibits at the recent Canton Daily News Radio Show. George C. Wille, Victor dealer, was a member of the executive committee in charge of arrangements. His store was represented by a very attractive display, showing radio use on the farm, which was done in miniature. The Home Music Co., D. W. Lerch Co. and the Custer Music Co. had exhibits.

Records and sheet music are being merchandised in the new music department of the McCroery Store, opened this week in East Main street, Alliance, O.

Earle Poling, Victor dealer and impresario, recently presented Sousa and His Band at the Akron Armory to one of the largest concert crowds assembled in many years.

J. H. Johnson's Sons, piano, talking machine and furniture, has moved into its new store at 216-220 East Main street, Alliance, O.

The A. B. Smith Piano Co., well-known Akron music house, has opened a new store at Water and Second streets, Uhrichsville, O., in charge of M. Shoemaker, Ohio and West Virginia representative of this concern. The store will retail pianos and talking machines.

Dave Harmon and His Victor Recording Orchestra is to open a two weeks' engagement at Land o' Dance, new quarter-million-dollar ballroom, at Canton, O., Monday, November 16.

Frank Welgand's new radio and talking machine store, in Barberton, O., will be opened to the public November 18.

The George C. Wille Co. and William R. Zollinger Co., Victor dealers, Canton, and the Earle Poling Co., Akron, made a big thing of the new Orthophonic Victrola demonstrations held in their respective cities. The new instrument has met with a hearty reception, and from all indications sales will be unusually heavy for some time to come.

George S. Dales, of the George S. Dales Co., Victor dealer, Akron, has returned from New York, where he spent several days buying merchandise for the holiday season.

The formal opening of the new quarters of Kemp's Music House, at 763 Main street, Manchester, Conn., was held recently and a musical program was rendered by the Paramount Orchestra, the Instrumental Trio and other local artists. The new store adjoins the State Theatre Building and is equipped with a full line of pianos, phonographs and records.

PERRYMAN RADIO TUBES

DISTANCE WITHOUT DISTORTION



Perryman Type R. H. 201-A Amplifier and Detector

Perryman Type R. H. 100 Standard Base Amplifier and Detector

Perryman Type R. H. 109 Miniature Base Amplifier and Detector

Perryman Rectifier

\$2.50 All Types

Common Sense Construction

When radio tubes go wrong it is usually because the grid, plate or filament get out of alignment or break. That's why you hear all this caution about "treat them gently."

Perryman Tubes are built to stand the gaff. They deliver uniform efficiency day in and day out, because we make them so they will. Read about the tube assembly on the right.

Common Sense Selling Methods

Every dealer who handles Perryman Radio Tubes gets a generous discount and real selling co-operation.

Here are some of the sales helps. They are as good as the tubes and that's saying a lot.

We want to hear from aggressive dealers and jobbers. We are willing to earn their support.



Window Display, Size 10 1/2 x 23 1/2, Lithographed in six colors.

Counter Display, Size 7 x 13, Lithographed in six colors, Holds three Perryman Radio Tubes, one of which is a clear glass demonstrating tube furnished free of charge.

Set of Figures, Size 7 x 14, Lithographed in six colors.



The attractive Perryman Container



Folders with dealers imprint.

PERRYMAN ELECTRIC COMPANY

Incorporated

Laboratories and Plant
NORTH BERGEN, N. J.

Sales and Executive Offices
33 West 60th St., N. Y. C.

Originality!

- that's
what sells
this new
Speaker

ORIGINAL in principle — "all-directional"; sending the sound out with equal volume in every direction.

Original in *shape*; getting away altogether from the old-fashioned horn idea that never seemed to fit in with home surroundings.

Original in *tone*; clear, rich, full and natural; no false sounds to mar the broadcasting.

Original in *price*; the first speaker of such remarkable tone quality to be sold for only \$12.50.

Dealers who handle the new N & K Imported Model S Loudspeaker report that it suits more customers in every way than any one speaker has ever done before. If your jobber is not yet stocked, order a sample direct from this advertisement.

9 1/2 inches high on 6 1/2 inch square base. Built of burlux, a non-haltering material that eliminates (stive tone vibrations. Finished in black suggesting leather. Diaphragm unit adjustable to variations in local broadcasting conditions and set construction. Retail list \$12.50. In cartons of six.



The New **N&K** Imported **LOUDSPEAKER**
MODEL S

\$12.50
IN CANADA, \$15.00



This N & K Imported Loudspeaker, type W, is unusual in volume and in tone quality. Its handsome, artistic appearance wins it welcome in the finest homes. 1 1/2 in. high. Made of burlux, finished in black mottled finish, also several finishes in gold. Radiates the sound over wide area. Unit adjustable. Packed in three, each speaker in individual carton. Retail list \$22.50.



The favorite phones of professional operators long before radio became the universal pastime. The clearness and naturalness of tone that characterizes these N & K Imported Model D Phones are proverbial. 4000 ohms. Unusually comfortable to wear. Strongly constructed. Handsome leather covered headband. In cartons of ten with display matter. Retail list \$8.50.



The N & K Imported Phonograph Unit transforms any Victrola or any other standard phonograph into a loud speaker of highest quality. No screws or attachment devices necessary. Adjustable to broadcasting conditions and set construction. A big seller. In cartons of twelve, each unit in gold embossed leatherette box. Retail list \$7.50.



NEUFELD & RUHNKE DIV.
The Goldschmidt Corp.
Dept. T 11
15 William St.
New York City

Outstanding Event of the Month in San Francisco Is Orthophonic Demonstration

Retail Trade in Optimistic Frame of Mind—Oakland Branch of the Hauschildt Music House Is One of the Handsomest Stores on the Coast—Keeping Track of Bad Accounts

SAN FRANCISCO, Cal., November 4.—The past month in this territory was featured mainly by the demonstration of the new Orthophonic Victrola, and so well was the campaign of bringing this instrument to the public notice carried out that Victor Day, November 2, saw hundreds of the music-loving public entering the stores of Victor dealers to listen to the Orthophonic. During the month a number of demonstrations were given in the leading hotels and civic, musical and social organizations, and so well were they received and so effective was the resultant newspaper and word-of-mouth publicity that the arrival of Victor Day was eagerly awaited. Dealers report that the reception of the instrument was all that was expected and a most satisfactory number of orders have been received.

Hauschildt Oakland Branch Opened

The new Oakland branch of the Hauschildt Music House, which was opened the latter part of last month, is one of the prettiest and best-arranged music establishments in the West. The four-story-and-basement building is located in a busy section. Excellent lighting effects have been arranged and the colors, both in and outside the building, are of light pastel shades. Solid oak is used for the woodwork. The talking machine and radio departments occupy prominent space on the main floor.

New Honor for Ernest Ingold on Coast

Ernest Ingold, president of Ernest Ingold, Inc., local distributor for the Atwater Kent Mfg. Co., of Philadelphia, Pa., has been elected director of the Pacific Coast Radio Trade Association. Mr. Ingold received this honor by a vote of 39 to 11. Mr. Ingold's thorough knowledge of radio merchandising plus the progressive tendencies which he has manifested in the merchandising of Atwater Kent radio sets, particularly fits him for the important association work he is now doing.

Frank Anrys Returns From Trip

Frank Anrys, vice-president and general manager of the Wiley B. Allen Co., recently returned from an extended trip East, where he made visits to many of the factories which manufacture the products handled by the Wiley

B. Allen stores. He found business generally to be in good shape in all parts of the country, with few unemployed. Mr. Anrys was particularly interested in the talking machine situation, and he found a decided revival of interest in this instrument. He was much impressed after a visit to the plant of the Victor Co., and is convinced that the industry is still in its infancy and that the new Orthophonic Victrola will do much to revive interest in talking machines.

Association to Keep Bad Account File

At a recent meeting of the board of directors of the Music Trades Association of Northern California it was decided to keep "a bad account" file. This move is being made to prevent customers who exhaust their credit at one establishment from patronizing another and running up bad debts. It is expected that should the members co-operate the secretary of the As-

Jewett Distributing Co. Opens Offices in Newark

Branch Headquarters Established to Facilitate Delivery of Merchandise to Dealers Situated in the New Jersey Territory

Charles Noyes, president of the Jewett Distributing Co. of New York, distributor of radio products manufactured by the Jewett Radio & Phonograph Corp., in metropolitan New York, Connecticut and northern New Jersey, recently spent a week traveling through the State of Connecticut. Mr. Noyes visited all of the important trade centers throughout the territory for the purpose of making a thorough survey of existing conditions. His company has organized a sales force to cover the Connecticut territory and Mr. Noyes spent considerable time working in co-operation with the salesmen for the benefit of dealers of Jewett products.

The Jewett Distributing Co. of New York has established branch offices in Newark, N. J., for the purpose of serving the Jersey territory to the best possible advantage. The offices are located at the corner of Hill and Halsey streets,

while warehousing facilities are maintained at 308 Halsey street.

"We will carry a complete stock of Jewett products including sets and loud speakers at our Newark branch, the warehouse will serve as a direct factory branch in that the stock ordered by dealers may be delivered to them in the State of Jersey direct, rather than having to send to New York for it," said Mr. Noyes, in discussing the opening of the new branch.

Add Radio Department

Kohler & Chase recently added radio equipment to the merchandise carried in their downtown branch, which was opened a few months ago. This store originally carried only pianos and player-pianos, but is expanding to carry other lines.

October Big Atwater Kent Month

The month of October was a banner one for Atwater Kent radio products, reports Ernest Ingold, distributor. Over \$400,000 worth of radio equipment was shipped to San Francisco during the month, and dealers in all sections participated in the demand. The extensive advertising being done by Atwater Kent is responsible, in part, for the demand, and dealers are all joining in with heavy advertising and thus gaining the benefits of the tie-up with the manufacturer's publicity.

Columbia Records Move Briskly

A. J. Selgrade, manager of the local headquarters of the Columbia Phonograph Co., reports a very good run on records, particularly those of popular Western artists.

Phonograph Record as Aid to Medical Science

Columbia Phonograph Co. Makes Announcement Regarding Recording of Heart Lesions to Aid in Diagnosis of Heart Disease

The phonograph in a new role, that of an active agency in the advancement of scientific endeavor, was revealed in a recent announcement of the Columbia Phonograph Co., regarding a series of records developed by the engineering staffs of the Columbia Co., and the Bell Telephone Co., working with Dr. Richard Cabot, of Harvard University, for the recording of heart lesions. These records should prove invaluable to medical students as an aid in the diagnosis of heart diseases, as the medical profession estimates that the number of people afflicted with heart diseases almost equals the total of all other ailments and a great many doctors are all too poorly informed on the subject.

Through an electrical stethoscope developed by the Bell Telephone laboratories, it is possible to record only the murmurs of the heart, eliminating the heartbeats through a series of filters. These recordings will be in reality a textbook which should give to the student information concerning the diagnosis of heart lesions in a month or two that would equal, if not surpass, what the present-day physician learns after many years of experience. The records will contain introductory remarks by the doctor, stating a brief history of the case in point, mentioning possible causes, and will then give the murmurs and the diagnosis.

These records will be available in several weeks' time and are expected to be in great demand. The possibilities of the new invention are unlimited and it is expected that a similar series treating of lung troubles will be released. An interesting sidelight is that all those interested have agreed that not a cent of profit is to be made from the recordings, but they will be sold at cost.

The Aladdin Phonograph Corp., Chicago, recently changed its name to the Aladdin Radio Mfg. Co.

"A Dealer is Judged by the Merchandise He Sells"

Distributors of the following products:

Thermadyne Heelers
Supercap Batteries
Trim Loud Speakers
Silver Voice Loud
Speaker
Telephone Loud Speaker
Aerial Loud Speaker
Sonorode Loud Speaker
Eveready Batteries
Brach Antenna Outfit
Brach Phone Plugs
Brach Call Products
Philco A Batteries
Philco A & B Socket
Power
Valley Chargers
Valley B—Eliminators
Battery Cables
Redi Mast Antenna Post
Asico Loops
Phonograph Units and
Adapters

Choose your jobber as you choose your friend.

As a man by the company he keeps, a jobber by the lines he distributes.

Choose your jobber as you choose your friends and keep in good company.

Every manufacturer we represent is reliable, responsible and makes a worthy product. Our dealers may sell confidently, repeatedly and profitably and sure of protection.

Franchises that bring dealer prestige, purchasers and profits.

Write us today and our representative will take pleasure in calling.

CHENEY SALES CORP.

Radio Distributors

376 Boylston Street

Boston, Mass.

Philadelphia

New York

The Trade in **BOSTON** and **NEW ENGLAND**

JOHN H. WILSON, Manager
324 WASHINGTON ST., BOSTON, MASS.

New Instruments Hold Center of the Business Stage in New England Territory

Orthophonic Victrola and Brunswick Panatropé Expected to Play Important Part in Business During Coming Winter Months—Trade Optimistic as Business Betterment Is Felt—The News

BOSTON, MASS., November 9.—The month has been significant in the talking machine line for the distinct interest that has been taken in two new propositions, both of which have been already exploited in the columns of *The World*. Reference is made to the new Orthophonic Victrola and the new Panatropé, the first named put out by the Victor Co., the other by the Brunswick Co. These are the outstanding events of the month of November, for only now, one may say, are these instruments in immediate touch with the public. Both are destined to play a big part in the Winter's business, and more especially in the holiday trade, for they are to be pushed to the fore as they both deserve to be.

Many View Orthophonic

The new Orthophonic Victrola was the sensation of the week in Boston, beginning on Monday, November 2. Earlier, two weeks ago in fact, a private demonstration was given this unusual instrument at the Oliver Ditson Co.'s store, the directors' room on the upper floor being used for this purpose. This demonstration was primarily for the representatives of the press, and the result was that the next day most of the newspapers gave a very intelligent description of the instrument. The demonstration was under the immediate direction of James A. Frye, general representative of the Victor Co., and Walter W. Clark, from the Victor Co.'s plant, also was in attendance.

Thereafter there was marked interest in the new Orthophonic Victrola on the part of the public which reached its zenith beginning on Monday, November 2, when crowds of people visited the various Victor warerooms to hear this instrument, good advertising meanwhile in the daily papers going a long way toward directing attention to the pleasures to be anticipated. Thus on the day mentioned were

various Victor distributing places filled with interested listeners. At the C. C. Harvey Co.'s warerooms provision was early made for a large crowd and rows of seats were installed in the main lobby of the store. These were filled for every demonstration which was given hourly throughout the day. The same was true of Henderson's farther down on Boylston street, where fully twenty people were gathered at almost any time of the day. The same was true of the Oliver Ditson Co.'s warerooms, Vocalion Hall, A. M. Hume's, M. Steinert & Sons and other places. It is a most encouraging fact that at almost every wareroom the interest developed into bona fide orders for the new instrument, so that the sum total of sales on even the first day was something quite extraordinary.

Brunswick Sales Grow

Manager Harry Spencer, of the Brunswick headquarters in Kingston street, is highly elated over the prospects for the Fall and Winter, and the great trouble he is experiencing is in getting goods, dealers all clamoring for certain types of which there should be plenty at this time.

A stimulus to record distribution will be effected here this month, for on November 9 Sigrid Onegin is to give a concert at Symphony Hall, and there is to be another concert, this by Isa Kremer, here on November 29. As both of these are Brunswick artists, it follows there will be a big demand for their records immediately after these concerts. Robert F. Bessinger, treasurer of the Brunswick Co., was a Boston visitor for several days, making his headquarters with Manager Spencer.

H. H. Sheldon, formerly of the Baltimore branch of the Brunswick Co., has joined Manager Spencer's branch here in Boston and will take the territory south of the city, this to in-

clude southern Massachusetts and Rhode Island.

Manager Spencer has now got the interior of his Kingston street quarters quite done over, and, with a rearrangement of partitions, he has been able to secure more room in the main office, at one side of which he has built a small stage which can be used to advantage for demonstration purposes, in particular for showing the Panatropé.

Boom in Columbia Sales

Manager Parks, of the New England department of the Columbia Co., states that the October business has been actually wonderful, and it has been necessary to add several employees to the shipping force. "Strange as it may appear," says Mr. Parks, "these dealers who have been selling the Harmony records three for a dollar report greatly increased sales of Columbia records and a larger net profit on Harmony records. As one dealer said, 'we can sell three Harmony records for one dollar quicker and more often than we can one for fifty cents.' It gives us the same profit and it brings the customers to our store and we always sell them something else."

"More out-of-town dealers have visited our branch during this month than during the nine months previous. They like our new records, our business policies and, above all, they have great confidence in the statement made by our vice-president, Mr. Fuhrer."

Mr. Parks says that after January 1, 1926, the company will introduce a line of Columbia instruments which have been developed in its own laboratories and which, the company feels assured, will meet with the approval of critical experts.

Speaking of the new catalog, Mr. Parks referred to the Irish one which contains the best collection of real Irish music that, he says, has ever before been offered. As for the French catalog, he says it is composed of the best selling records from the Columbia and the Apex catalogs, with several new recordings never before released. Then there is the Celebrity catalog, listing a wealth of musical gems by world-famous artists and organizations such as Felix Weingartner, Sir Hamilton Harty and Sir Henry Wood. They all like the Columbia's 10 per cent record return privilege.

Mr. Fleming, the Columbia Co.'s assistant manager at this office, made a trip recently through northern Vermont and New Hampshire and renewed relations with a number of old accounts in addition to securing several very desirable new ones. G. P. Donnelly made a trip through Maine and secured a large volume of business. "Considering the many things we have to make us happy at this time," said Manager Parks, "there is no wonder we are so enthusiastic over the future of the Columbia."

Walter Gillis Takes Charge

Walter Gillis took hold a few days ago of his new venture, that is, the management of Vocalion Hall at 190 Boylston street, and on the opening day he was visited by a small army of his friends who wished to congratulate him on his new connection. Mr. Gillis has been head of his own store at 429 Boylston street for several years, having organized as soon as he finished with the Henry F. Miller Co., where he was head of the Victor department.

Adler-Royal in Strong Demand

Arthur C. Erisman reports a rapidly growing interest in the radio propositions which he is now carrying, one of these being the Adler-Royal line, which he has just taken on. This instrument combines the desirable features of the talking machine and the radio, and Mr. Erisman says that the only difficulty just now

(Continued on page 170)



Sell Oké Records and Satisfy the Rhythmic Life of the Country

Your store will draw new customers and satisfy the old ones if there are

Oké Records to sell them

Inquire for Particulars Regarding an Oké Licensed Dealer

**General Phonograph Corporation
of New England**

126 Summer Street, Boston, Mass.

FROM OUR NEW ENGLAND HEADQUARTERS—(Continued from page 169)

is in getting an adequate supply to give the trade. Another line he is now handling is the Power Electric Radio which uses no batteries or aerial. Mr. Erisman also says that this is going big.

Oversold on Sonoras

Excellent reports are coming from Joe Burke relative to the business, present and prospective, of the Sonora proposition, and he says that his New England department is sold way ahead in all the Sonora radio products. Joe has been pretty well tied down of late because of the demands of business, and he hopes to be able to take a long trip after the holidays, that is, some time in January. Two especially handsome models that the trade is taking to rapidly are the Plymouth and the Hampden highboy combinations, which are the new things in Joe's outfit. E. D. Cootes, district salesman for the Sonora Co., is spending a few weeks in this territory dividing his time among the salesmen in the field. Tom Burke has just completed a productive trip to the high spots in his field. The liquidation sale referred to in previous issues of *The World* was highly successful, and all the low-priced goods are now out of the way.

A welcome Boston visitor a while ago was Oscar W. Ray, who travels for the wholesale end of the Vocalion. His many friends here are always glad to greet him.

Encouraging Cheney Business

Manager Shewell makes a most encouraging report of the business of the Cheney Sales Corp. in this New England field. In addition to two new men added to the personnel of his staff mentioned last month, there are two more who have just assumed their new territories: L. C. Mason, who has Lowell, Lawrence, Haverhill and the North Shore section, and William Hallett, who has had experience in the talking machine business, having been manager of a store, who will devote his time to New Hampshire and Vermont. Manager Shewell states that he has opened a lot of new accounts and the difficulty now is getting enough goods for the trade. G. Dunbar Shewell, Sr., is expected in town within a few days. He is quite proud of what his able young son is doing in the local field.

Publicity for the Orthophonic

It is of more than passing interest that at Gordon's Capitol Theatre in this city the new Orthophonic Victrola is getting an unusual demonstration. Between two films and on a darkened stage the orchestra plays a number when suddenly out of the maze of instruments a clear tenor voice is heard and when the or-

chestra somewhat subsides one hears the clear bell-like tones of the accompanying piano. The audience crane their necks to find the singer, but it is one of the artists who sings for the Victor Co. This constitutes a very welcome act at this theatre.

Believes Amalgamation of Associations Profitable

Harry Spencer Expresses the Opinion That the New England Music Trade Association and the Boston Music Publishers' Association Could Benefit by Combining Forces

Bmsow, Mass., November 8.—President Harry Spencer, of the New England Music Trade Association, who is the New England manager of the Brunswick Co., with its headquarters in Kingston street, has some very pronounced ideas as to the relation that should obtain between that body and the music trade at large. It is his opinion that the New England Association and the Boston Music Publishers' Association should amalgamate, something that has been broached before but for which in some quarters there does not seem to be much enthusiasm. It is Mr. Spencer's firm belief, however, that were these two bodies merged and a more determined effort made to get in the representatives of the allied industries, accessory dealers and the like, a large and influential organization could be built up, and the music business, in the long run, would be much better off. Such an organization, he maintains, could have committees to handle individual problems, one of the most important to be that dealing with legislative questions such as are bound to crop up when State legislatures are in session. It would be the business of this committee to keep constant and close tabs on everything that went on at the State House, concentrating its attention, of course, on such matters as immediately concerned the music business. It not infrequently happens that some legislation is proposed that is dangerous to this or that business or industry, and it is here where this committee might prove of incalculable value to a strong music body. It would see to the raising of funds to fight dangerous measures, for there isn't a single business organization that has not been up against just this problem in the course of its career.

Meanwhile, Mr. Spencer plans to make ready for some kind of an "affair" after the holidays, for, as he points out, the New England Music

Trade Association has not had a dinner or luncheon in a long time. As the annual meeting comes late in the Winter, the business session could be held at 5 o'clock, with the dinner to follow, this to be at some centrally located hotel. Whatever Mr. Spencer decides to do, it is hoped he will receive the united backing of the entire membership, for all too long has there been an apathy and indifference to anything of a social nature that is proposed to keep the Association alive.

Stromberg-Carlson Radio Featured in Fine Window

The Stromberg-Carlson line of radio products was included in a special window display arranged by the Boston Herald-Traveler, which arranged the display for the use of its adver-



Herald-Traveler Stromberg-Carlson Display tisers. The illustration herewith shows the window display devoted to Stromberg-Carlson radio sets. The Herald-Traveler extends service of a high type to its radio advertisers and this window display illustrates this point. Each advertiser is given a week's use of the window, which is located in the busy shopping district of Boston.

Kolster Radio Distributor Creating Interest in Line

Considerable interest has been aroused among radio dealers in New England as a result of a highly attractive card placed in the mails by the Wetmore-Savage Automotive Equipment Co., Kolster radio distributors of Boston, Mass.

In the center of the card is pictured one of the fleet of motor trucks employed by the distributor, bordered by illustrations of the four Kolster radio models, all above the caption,

The New
ORTHOPHONIC VICTROLA
should mean a
Victor Business of Record Breaking Proportions
for the Dealer Who Will Work

EVERYTHING NEW BUT THE TRADE-MARK

Enthusiasm has greeted the new instrument wherever shown and demonstrated — the response of the public promises to be overwhelming. That response means big business for the dealer who is prepared.

PROVED DITSON SERVICE IS AT YOUR COMMAND

Oliver Ditson Co.
BOSTON

Chas. H. Ditson & Co.
NEW YORK

FROM OUR NEW ENGLAND HEADQUARTERS—(Continued from page 170)

"Watch for this special Demonstration Radio Truck."
The Wetmore-Savage Automotive Equipment Co. has chosen this means of stimulating interest in the new Kolster product and is fol-

lowing it up with actual demonstrations in various cities, with the result that authorized Kolster radio dealers may now be found in all of the larger cities as well as many of the smaller towns throughout New England.

Fifth Annual Boston Radio Exposition Featured by Displays of Leading Lines

Event Most Successful of Its Kind Ever Held in That City—Latest Developments in Radio Viewed by Large Crowds—Entertainment Broadcasting Marked the Event—The Exhibitors

BOSTON, MASS., November 5.—The Fifth Annual Boston Radio Exposition, which closed October 17, proved to be not only one of the finest radio expositions ever held in Boston, but acclaimed by many to be among the finest held in any city in the country. The exceptional facilities provided through the Mechanics Building and its three great halls allowed a particularly efficient arrangement of booths and a comprehensive display of merchandise. Widespread publicity heralded the show so that when the doors were opened on Columbus Day a large crowd was on hand to view the newest developments in radio, which were shown therein. An attractive scheme of decoration, both general and in the dressing of the individual booths, gave a very inviting atmosphere to the exhibit. In addition to the hundreds of interesting exhibits, entertainment features of particular merit were provided upon a large stage by local stations, WEEL, Edison Electric Illuminating Co. of Boston, and WNAC, operated by the Shepard Stores. Also in another part of the building station WEEL broadcast in a studio arranged in the inside of a large replica of a Radiola super-heterodyne. The appearance of prominent radio artists drew large crowds to both locations.

The radio industry was well represented at the Boston show. Many of the prominent manufacturers had exhibits of their own, while others had equally sumptuous displays in the exhibits provided and managed by local distributors. Among the manufacturers displaying directly or indirectly at this exhibit were:

A. C. Electrical Mfg. Co., Arme Apparatus Co., Ainsworth Radio Co., Airway Electric Co., Alden Mfg. Co., American Bosch Magneto Corp., American Electric Co., Ampliflex Radio Corp., Ampicon Corp., Apex Electric Corp., Austral Radio Corp., Ainsler Kent Mfg. Co., Automatic Radio Mfg. Co., F. A. D. Andrea, Inc., Best Mfg. Co., Blair Radio Laboratories, L. S. Brach Mfg. Co., C. Brandes, Inc., Branston, Inc., Brighton Laboratories, Bright Star Battery Co., Bristol Co., Boston Radio Mfg. Co., Carbon Products Co., C. E. Mfg. Co., Chelsea Radio Co., Cleartron Vacuum Tube Co., Clearstone Radio Co., Crosley Radio Corp.

L. C. Deutschmann, DeWitt-La France Co., Dialless Radio Corp., Dayton Fan & Motor Co., Diograph Products Corp., Dubilier Condenser & Electric Corp., Eagle Radio Co., Edison Storage Battery Co., Eisenmann Magneto Corp., Electric Storage Battery Co., Epono Corp., Erla Products Corp., Federal Telegraph Co. (Kolster), Fansteel Products Co., J. B. Ferguson, Inc., Freed-Eisenmann Radio Corp., Charles Freshman Co.

Garod Radio Corp., General Electric Co., A. H. Grebe & Co., General Radio Co., Globe Phone Mfg. Co., Gould Storage Battery Co., David Grimes, Inc., Harford Battery Co., Henderson Bros., Hub Cycle & Auto Supply Co., Henry Hyman & Co., Inc., Hoysick Falls Radio Parts Mfg. Co., Joyce Bros. Battery Co., King Quality Products Co., Kuer-Fish Co., Lectradie Corp., MacFadden & Co., Inc., Magnavox Co., Mu-Rad Radio Corp., Wm. J. Murdock Co., Music Master Corp., National Co., No Battery Radio Co., Patent Electric Co., Philadelphia Storage Battery Co., Premier Radio Corp., Price Radio Corp., Pauley Co., Inc., Radio Corp. of America, Radio Products, Inc., Reichmann Co., Richardson Radio, Inc., Samson Electric Co., Spartan Electric Co., Splittdorf Electric Co., Sterling Cabinet Works, Inc., Sterling Mfg. Co., Standard Radio Corp., Stewart-Warner Speedometer Corp., Stromberg-Carlson Telephone Co., Sunbeam Radio Co., Supertron Mfg. Co., Inc., Teletone Co. of America, Timbertone Mfg. Co., Thermodyne Corp., Tower Mfg. Co., R. E. Thompson Mfg. Co., Valley Electric Co., Westinghouse Electric Co., Wild Storage Battery Co., Yale Electric Corp., Zenith Radio Corp.

Among the local distributors having exhibits at the show were to be found:

Atlantic Radio Co., Bigelow & Dowsie Co., Boice Co., Butters Radio Corp., George Collins Co., Cosmopolitan Radio Corp., Eastern Erla Products Co., Harry Elaner & Co., August Goertz & Co., Inc., Hastings Electric Sales Co., Howe & Co., Hub Cycle & Auto Supply Co., J. B.

Hunter Co., H. Jaupp & Co., Lenk Electric Co., Lincoett Supply Co., Lullow Sales Corp., MacNeill's, Motor Parts Co., Northeastern Radio, Inc., William C. Oakes, Pettinelli Andrews Co., F. D. Pitta Co., Post & Lester Co., Radio Relay Co., Sager Electric Supply Co., Albert E. Sanford Co., A. Raoul Silber, B. H. Smith Sales Co., M. Stenert & Sons, Stern & Co., G. K. Thomson, George H. Wake Co., Wetmore Savage Automotive Equipment Co., Wetmore Savage Electric Supply Co., John D. Wilson Co., Zinke Co.

Two of the large Boston department stores also exhibited the lines they carried. Although these exhibits had no value to the visiting retail trade they proved very popular with the buying public. The show was well attended by radio retailers from all parts of New England and proved profitable to the exhibitors from a commercial standpoint.

Many individual attractions, too numerous to mention, at the various booths drew large crowds, and, judging from the strong interest manifested by the general public in everything in radio, the coming radio season in New England will be a big one.

Pleasing Sound Phono. Co. Buys Wonder T. M. Co.

The Pleasing Sound Phonograph Co., New York, manufacturer and jobber of phonograph parts and accessories, recently announced through Isidore Pascal, president of the company, the acquisition of the Wonder Talking Machine Co., of South Norwalk, Conn., manufacturer of talking machines, motors, parts, etc. The Pleasing Sound Phonograph Co. bought out the above concern and will hereafter operate the business.

John Philip Sousa, bandmaster, recently autographed his records at the store of Block & Kuhl, Victor dealers of Peoria, Ill.

Sonora Portable Used by Movie Star Aboard Ship

Ruth Roland Does a Mean Charleston to the Accompaniment of Sonora Portable

In moments of recreation the value of music is undoubted to relieve dull worry and care. It is evident that Ruth Roland, famous movie



Ruth Roland and Her Sonora Portable star, is a believer in the benefits of phonograph music, as the accompanying photograph shows. Miss Roland is doing a few of the intricate steps of the Charleston accompanied by the Sonora portable, which is as much at home at sea as on the land.

The Victor Talking Machine Co. announces the special release of a coupling of the "Death of Floyd Collins" and "Dream of a Miner's Child," both sung by Vernon Dalhart. The strong demand for this record is the cause of its being released specially.

Horton-Gallo-Creamer Co.

Victor Distributors

ARE PREPARED TO RENDER EVERY SERVICE FACILITY ON THE NEW

Orthophonic Victrola

to VICTOR dealers served in their territory.
Let us work with you.

NEW HAVEN **CONN.**

Noyes Electric Supply Co. Opens a Newark Branch

President of Metropolitan Day-Fan Distributing Company Gives Reasons for Opening of the New Branch—Territory Increased

The Noyes Electric Supply Co., New York, distributor in metropolitan New York and northern New Jersey of the Dayton Fan & Motor Co., manufacturer of Day-Fan radio receiving sets, recently announced through H. Cashmore, president of the company, the opening of branch office and warehouse at Newark, N. J. The New Jersey offices are located on the southeast corner of Hill and Halsey streets, Newark, N. J., the warehouse being at 310 Halsey street.

In discussing the opening of a new branch by his company, Mr. Cashmore said: "Up until recently we were exclusive metropolitan distributors of Day-Fan sets, but in recognition of the success which we had attained in distributing for the company in the metropolitan territory, we were allotted an additional territory comprising the northern part of New Jersey. We felt that in order to do justice to the New Jersey territory it was necessary for us to maintain offices and warehouse space in the territory, so that we would be enabled to serve the dealers most advantageously. For this reason the branch office was established in Newark. In conjunction with the distribution of radio products we will also maintain our electrical supply department at the new branch."

Zimmerman-Bitter Installs Music Dept. of A. I. Namm

Manufacturer of Store Equipment Reports Many Orders—Installation Being Made at Landay Newark Store—Additional Landay Hall

The Zimmerman-Bitter Construction Co., manufacturer and installer of equipment in music and radio stores, has received many new contracts for the installation of equipment during the last several weeks, according to A. Bitter, of the company.

Among the installations at present in progress by the Zimmerman-Bitter Co., is that of the new music department of A. I. Namm, Brooklyn, N. Y., which is being conducted by Landay Bros. The installation is complete in that it includes piano and phonograph display salons, musical

instrument department, record department, demonstration booths and sheet music department. A special feature of the installation is a stage and auditorium which will be used for the featuring of musical programs and demonstrations of instruments.

The company recently completed an additional installation at Landay Hall, Sixth avenue and Forty-second street, New York. This consisted of the entire third floor, which was transformed into a studio for Welte-Mignon pianos and organs. This installation adds considerably to what is generally recognized as one of the most attractively equipped music stores in the country.

The Zimmerman-Bitter Co. has started work on the new Landay Hall which will be located in Newark, N. J. This building will be six stories in height.

Fourth National Radio Conference in Washington

Representatives of the Broadcasters, the Trade and the Public Gather at the Call of Secretary Hoover to Discuss Broadcasting Situation

As The World goes to press there is in session in Washington the Fourth Annual Radio Conference called by Secretary of Commerce Hoover, for the discussion of the various problems that have come up in the industry, particularly in the matter of broadcasting. It was the expressed desire of Mr. Hoover to have present at the conference representatives of the general public in order to secure the views of radio listeners relative to the broadcasting situation from that angle, particularly in the matter of Governmental regulation.

Representatives of practically all the 125 leading broadcasting stations of the country attended the conference, which opened on November 9, the broadcasters having held a session of their own on the preceding day in order to develop a definite program from their angle.

There appears to be a general feeling that the broadcasting field is becoming much too crowded and that there must be some sort of regulation if existing stations are to serve any useful purpose. The Government will be asked to investigate very carefully before issuing any new licenses to stations, basing its judgment on the sort of service to be rendered and the records of past performances.

Those attending the conference, or represented

thereat, include David Sarnoff, vice-president and general manager of the Radio Corp. of America; W. E. Harkness, of the American Telephone & Telegraph Co.; Powell Crosley, Jr., of the Crosley Radio Corp.; A. Atwater Kent, of the Atwater Kent Mfg. Co.; E. J. Jewett, of the Jewett Radio & Phonograph Co.; C. W. Horn, of the Westinghouse Electric & Mfg. Co.; Martin P. Rice, of the General Electric Co.; Paul B. Klugh, executive chairman of the Broadcasters' Association; as well as representatives of the Canadian Government, Ford Motor Co., Pennsylvania Railroad, American Radio Trades' Association, and various organizations of radio listeners.

It is expected that much will come out of the conference designed to bring about a general improvement in broadcasting, both as to the character of the material offered and in the proper regulation of stations to promote efficiency and cut down interference.

Harry G. Neu Reports Big Increase in Record Sales

Manager of Record Department of Plaza Music Co. Returns From Extended Trip With Encouraging Reports of Conditions

Harry G. Neu, manager of the record division of the Plaza Music Co., recently returned from a trip covering the larger trade centers in the



Harry G. Neu

Middle West, including Pittsburgh, Cleveland, Detroit, Chicago, St. Louis and Kansas City. Mr. Neu made plans for a wide exploitation of his firm's products in those centers. A special drive in co-operation with dealers will be made through the winter months on Banner and Domino records and Little Tot albums and records.

Upon his return, Mr. Neu stated that from all indications, gigantic record sales totals would be achieved during the next few months. The heavy sales of popular records which started late in the summer have shown substantial increases each month. With the holiday season approaching such sales will be considerably added to. Besides popular numbers, Mr. Neu states that novelty records and unique vocal versions are in widespread demand. Popular publishing catalogs, he says, have had wonderful record material for the past few months and the newer issues are well up to the standards that have been set. Radio, he concluded, has certainly not affected popular record sales. Indeed, there are indications that at least in the smaller communities, radio has helped sales volume.

Illinois Firm Chartered

The Harvey Music Co., Harvey, Ill., has been chartered with a capital of \$5,000.

The 40 Minute Record



Mr. Dealer:

Are you preparing to sell the 40-minute record? New machines will be produced on which to play this record. How about the millions of machines now in existence that would require winding four times during one record.

The Shelton motor solves this problem and means big profits for you.

Write for catalog and detailed information

The SHELTON Electric Motor

The "Simplicity" electrifies Victor, Edison and Columbia phonographs by simply taking off winding handle and plating motor against turntable. Automatic switch in motor operated when the turntable is started or stopped. Blade for AC or DC current of 110 volts. Specify type of current when ordering.

The Shelton Electric Co.

Long Island City

New York

N. Y. OFFICE: 48th STREET AND LEXINGTON AVENUE

IN THE MUSICAL MERCHANDISE FIELD

Harmonica in Sesqui-centennial Exposition

Forty Thousand Harmonica Players Expected to Compete in Philadelphia Next Year—Will Probably Prove Harmonica Sales Stimulator

The harmonica is to be strongly featured at the forthcoming Sesqui-centennial Exposition, to be held next year in Philadelphia. It is expected that 40,000 harmonica players will compete during the course of this exposition. Because of the national scope of the Sesqui-centennial Exposition, this ought to favorably affect harmonica sales throughout the entire country, and Philadelphia in particular. Recently, in Philadelphia, 500 children, representing sixteen schools and institutions, all harmonica-equipped, staged a tuneful entertainment in the Young Men's Christian Association Building, on Arch street. Standing room was at a premium. During the course of the entertainment Fred Sonner, Holmer harmonica artist, demonstrated the possibilities of the Holmer harmonica from the viewpoint of the serious student of music. The popularity of the harmonica in the Quaker City has always been strong, and Philadelphia dealers are making big sales of Holmer harmonicas

Big Demand Reported for Vega Bridges and Strings

Steady Demand for Banjo, Mandolin and Guitar Strings and Vegaphone Bridges—Products Contain Special Features

Boston, Mass., November 5.—William W. Nelson, advertising manager of the Vega Co., maker of the Vegaphone banjo, reports a steady demand for Vega strings for banjo, mandolin and guitar. These strings are made of specially tested steel, in order to give both tone

and durability, and are made the proper gauge to give maximum vibration.

The Vegaphone banjo bridge is also growing in popularity, because of its tone effect and design. It brings out the full banjo tone and gives great volume with resonance and clearness, being made of selected maple with an ebony top.

The Saxophone Shop, Little Rock, Ark., will celebrate its third anniversary soon. The growth of the establishment in its short career has been great. The store is owned by W. G. and Art Bean, both of whom are prominent musically.

New King Instruments Are Featured in Effective Ads

CLEVELAND, O., November 6.—The H. N. White Co., manufacturer of King band instruments, is receiving the congratulations of the trade on the very effective advertising which has appeared recently, calling attention to the new additions to the King line, which include a new French horn and the King Junbo Sousaphone. These advertisements appeared in the leading music publications and have attracted much attention. Another advertisement worthy of mention was that which featured the King testing laboratory, which contains the largest set of testing bells in the world, and which carried the slogan that every King instrument is in perfect tune.

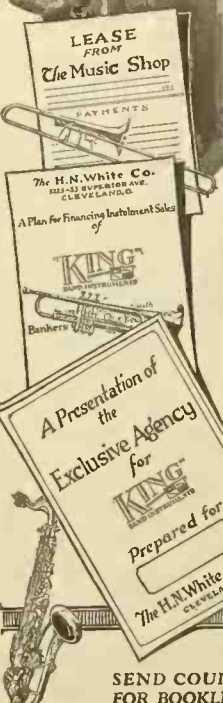
Music Store Sponsors a Massed Orchestra Concert

AUSTIN, TEX., November 4.—A popular massed orchestra concert was given at the Majestic Theatre here, under the auspices of the J. R. Reed Music Co., distributor of band instruments. Four orchestras participated. Steve Gardner's Orchestra, Texas Collegians, Patz Obernier's Orchestra and Harold Caldwell's Orchestra. Each of the orchestras played two selections and then the massed orchestra of thirty-five pieces played four popular selections. There was also a program of novelty numbers, including a saxophone sextet and a stringed sextet. The affair was well advertised and a large audience attended.

Sousa Directs Boys Band

CLEVELAND, O., November 4.—The recent appearance here of Sousa's band, which gave two concerts at the Public Hall, greatly stimulated interest in band instruments. A feature of the appearance here was the dedication of a new march, "The Black Horse Troop," to Troop A, a Cleveland military organization. Another feature was the playing of a massed high school band of 350 pupils under the direction of Sousa.

A Plan for Financing Payment Sales of KING Band Instruments



HAVEN'T you sometimes said "We don't handle band instruments" when some customer inquired about a saxophone, etc., just because of the difficulties in selling on time payments?

With the new plan for financing payment sales which we can now offer to "King" dealers, this obstacle is removed. You can have a small-goods band instrument department without tying up any capital; and what is most attractive, dispose of your leases without sacrificing a cent of profit. The difference between our published cash and payment prices will cover the cost of financing so you receive the full list price.

This financing plan is clearly explained in a folder now ready for distribution. There is no red tape or complicated accounting connected with it, and the plan is available to every dealer selling "King" instruments. If this plan will be of service to you we'll gladly send one of the folders upon receipt of your request.

If you are interested in this plan and in the exclusive agency for "King" instruments clip out and mail the coupon below.

THE H. N. WHITE CO.
5215-67 Superior Ave. Cleveland, Ohio
Manufacturers of
"KING" BAND INSTRUMENTS

THE H. N. WHITE CO., 5215-67 Superior Ave., Cleveland, O.
Gentlemen: Kindly send the booklets checked:
 Plan of Financing Payment Sales.
 Exclusive Agency for King Instruments.
 We do not handle band instruments.

Name _____
 Address _____
 City _____ State _____

SEND COUPON FOR BOOKLETS!

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 173)

HOHNER Harmonicas and Accordions

THE WORLD'S BEST



Speed up your Holiday sales by showing a "Hohner Boy."

Write us for our "Big Business Builders"

M. HOHNER 114-116 East 16th Street
New York City

HOHNER PRODUCTS AWARDED FIRST PRIZE AT THE PANAMA-PACIFIC INTERNATIONAL EXPOSITION SAN FRANCISCO 1915



South African Banjoist Uses New Ludwig Banjo

Ludwig & Ludwig Receive Letter From Prominent Transvaal Musician Telling of Favorable Impression Made by Instrument

The fame of the Ludwig Commodore model banjo is by no means confined to any country or continent, as is evidenced by a letter re-



Bert E. Ollie

ceived by Ludwig & Ludwig, makers of drums and drummers' accessories, from Bert E. Ollie, prominent banjoist of Johannesburg, South Africa, who is the leading banjoist of the Transvaal district who plays with the Edgar Adler

orchestra. He states that the new model Ludwig banjo has been inspected by most of the professional and high-grade amateurs of Johannesburg and has been the subject of much favorable comment. He also predicts that there is a good market there for repeat sales on the instrument.

King-Equipped Orchestra Broadcasts From Window

SAN JOSE, CAL., October 30.—King instruments, which are sold by the local branch of Sherman, Clay & Co., are coming in for a great share of publicity through their use by Bert Marquart's Ballroom Orchestra, which is most popular with the dancing residents of this city. They recently gave a unique concert, which was broadcast from the window of the Sherman, Clay & Co. store. Many prospects were developed through the event.

Enjoy Beefsteak Dinner

The Associated Musical Instrument Dealers of New York enjoyed their annual get-together in the form of a beefsteak dinner at Kees's Chop House on Thursday, November 12.

Stern Harmonica Orchestra Numbers Twenty-Five Men

Organization Founded in 1903 Uses 600 Hohner Harmonicas, All Played by Skilled Artists—Hohner Played Big Part in Development

The tremendous popularity of the harmonica in this country is well known. Its great popularity abroad is visualized in the Stern Harmonica Orchestra, of Berlin, which is creating a sensation in European musical circles.

William J. Haessler, general manager of M. Hohner, Inc., New York city, manufacturer of the Hohner harmonica, states that this orchestra numbers twenty-five men, particularly skilled in the mastery of this instrument. This organization handles about 600 Hohner harmonicas, extracting from them the highest degree of musical performance.

It is stated that the orchestra was founded in Berlin in 1903 by seven young men, averaging about seventeen years of age, and was called Mouth Organ Verein Stern. From the very beginning, it is stated, nothing but the Hohner harmonicas were used and, therefore, the growth of this organization in size and in popularity has been built upon the Hohner instrument. The playing of this organization has received enthusiastic commendation in the leading German newspapers and it will, therefore, be seen that the popularity of the Hohner harmonica, while tremendous in this country, is international in scope.

Weymann Banjo Featured at Music Week Concerts

PHILADELPHIA, Pa., November 9.—The Weymann banjo came in for a large amount of valuable publicity during Music Week here, through the appearance, at the free concert at Keith's Theatre, of George McCauley, tenor banjo soloist, who is a favorite radio entertainer. Mr. McCauley used the Weymann orchestra banjo, and announcement was made of this fact. Following the concert the audience was invited to meet Mr. McCauley at the Weymann headquarters, a few doors away, later in the afternoon, where a special concert was given.

H. N. White Co. to Expand

CLEVELAND, O., November 5.—The H. N. White Co., manufacturer of King band instruments, has awarded a contract to the H. K. Ferguson Co. for a large addition to its factory at 5225 St. Clair avenue. An increase in demand for the King products necessitates larger manufacturing quarters and more facilities for the company.

The NEW SUPER-LUDWIG DRUM

Parallel Snare Throw-Off
Individual Snare Adjustment
Perfect Snare Control



Patd. Jan. 1924 and Others Pending

Send to Us Now for Prices and Discounts

LUDWIG & LUDWIG

World's Largest Makers of
Drums and Drum Accessories

1611 to 1627 No. Lincoln Street, CHICAGO

The Sensation of the Drum World

Again Ludwig sets the pace with a new drum—the SUPER-LUDWIG with its many new advanced features.

INDIVIDUAL adjustment of snares, a parallel throw-off of snares and means for securing PERFECT snare control are but a few of the many new improved ideas to be found on this latest creation of Ludwig engineers and craftsmen.

It's a sales leader for the dealer who is on the alert to be up and ahead of the van that will follow.

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 174)

Omaha Dealers Aid Success of Big Legion Convention

Band Instrument and Drum Houses Give Unsparringly of Time, Efforts and Space to Assist the American Legion Officials

OMAHA, NEB., November 5.—The recent American Legion convention was the occasion for much activity in retail music circles here, and all the leading houses co-operated with the officials of the convention in doing everything that might help to make the event a huge success. Mickel Bros. converted two floors of their establishments into sleeping quarters and housed some 200 legionnaires. The Schmoller & Mueller store was appointed official band and drum corps headquarters. This store was largely responsible for the raising of thousands of dollars for cash prizes for band contests. A most effective window display of a battle scene, with Red Cross hut in which was a wounded soldier, attracted much attention.

The drum headquarters of George Smith was official drummers' service headquarters. George Way, sales and advertising manager, and Charles Seibert, assistant sales manager of the Leedy Mfg. Co., were in attendance all week. The Leedy Mfg. Co. donated a handsome bass drum, which was awarded as a prize to the best drum corps.

Ludwig & Ludwig, drum manufacturers, were represented by S. W. Miller and Frank S. Fancher, the latter world's champion drummer, who made Schmoller & Mueller's and Hospe's, both Ludwig dealers, their headquarters. Other dealers reported brisk business, with accessories being especially in demand.

New Vega Trumpet Is Used in Radio Broadcasting

BOSTON, MASS., November 6.—The Vega Co., of 155 Columbus avenue, this city, which has earned an enviable reputation as manufacturer of Vega-phone banjos, is also a manufacturer of brass instruments. The Artist Tone model trumpet, a new Vega instrument, recently received considerable publicity by being broadcast over Station WBZ, of Boston and Springfield, by Karl H. Forsell, who is in charge of the brass department of the Vega Co. Mr. Forsell is among the best-known players of the trumpet in New England. Applause cards received at the broadcasting station testified to the popularity of the artist and the tone of the instrument used.

King Band Instruments and Bacon Banjo Featured

PORTLAND, ORE., November 3.—The Bacon Silver Bell banjo and King band instruments received valuable publicity in connection with the recent appearance, at the Liberty Theatre, of the Gibson Girl Navigators, a musical act comprising eight beauties who appear in a scene showing the first deck of a battleship as it leaves port and play popular selections. The act is advertised as using King instruments and a Bacon banjo. The local store of Sherman, Clay & Co. effected a tie-up with the appearance of the act by installing a window display featuring pictures of the act and a display of King Instruments and the Bacon banjo with the endorsement of the banjoists.

Appointed Manager

Curt Wunderlich, only son of the famous violin and bow maker, was recently appointed manager of the violin department of the New York Band Instrument Co., New York. In addition to being an expert in violins and possessing a thorough knowledge of the art of violin making, Mr. Wunderlich is a musician of note.

English Concern Features Vega Line in Its Catalog

Hawkes & Son, London, England, Pushing Vega Instruments in Great Britain, for Which They Are Distributors in That Territory

BOSTON, MASS., November 5.—The Vega Co., of this city, manufacturer of Vega banjos and musical instruments, has announced that Hawkes & Son, of London, England, who have the agency for Vega banjos in Great Britain, have issued a special Vega banjo catalog, independent of those supplied from the Vega Co. Hawkes & Son are manufacturers of high-class brass instruments abroad and also have the exclusive distribution of Vega banjos in Great Britain. This enterprising company has created a large retail distribution of Vega instruments abroad and is energetically developing the field for the future. The new catalog has been prepared especially for the use of the English musical

merchandise dealer and has been compiled under the direction of Edwin C. Preston, advertising manager of the firm.

William Nelson, advertising and sales manager of the Vega Co., is also preparing two new catalogs devoted especially to the banjo for distribution in this country. It is announced that one of these catalogs will be devoted entirely to Vega-phone banjos and the other to the less expensive banjos.

Hohner Sales Increase

CLEVELAND, O., November 6.—Hohner harmonicas continue to have a big sale here, largely because of the recent harmonica contest in which 5,000 public school and playground pupils participated. The contest was held under the combined auspices of M. Holmer, Inc., and the Grossman Bros. Music Co., creating widespread interest in the event and, of course, also in harmonicas.



The "Little Wonder" —A Best Seller

Dealers throughout the country have found the "Little Wonder" model banjo a profit item. On the basis of sales volume it classes as a "best seller." The illustration shows the new student outfit including the "Little Wonder" model equipped with the Magnatone Resonator, gear pegs, extension tailpiece and complete in case.

Complete in every detail, this outfit makes an ideal sales proposition for the coming gift season.

Retail \$80.00 with case. (List \$100.00).

The Magnatone Resonator is sold separately in sizes to fit any make instrument. It retails at \$15.00. (List, \$18.00.)

Write for complete information and dealer proposition

The VEGA Co.

155-6 Columbus Ave. Boston, Mass.

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 175)

Every Dealer

WILL WANT A COPY OF THIS

New **Leedy** Catalog
"N" (NEW)



NINETY-SIX PAGES—1500 ILLUSTRATIONS AND FIFTY PHOTOGRAPHS—THIRTY NEW INSTRUMENTS

ALL ABOUT THE NEW **Leedy** PROFESSIONAL FLOATING HEAD SNARE DRUM

Send a postal for yours to-day—Mailed free

Leedy Mfg. Co.
INDIANAPOLIS, INDIANA

Big Manufacturers' Exhibit

CHICAGO, ILL., November 4.—Twenty-two members of the Association of Musical Merchandise Manufacturers, Chicago zone, co-operated in an exhibit of musical merchandise at the Illinois Products Exposition at the Furniture Mart last month. Two members of the Association were in charge of the exhibit at all times, and displayed the instruments of their fellow members as well as their own.

Publicity for Bacon Banjo Via Radio Broadcasting

Fred J. Bacon, President of Bacon Banjo Co., Broadcasting From Various Radio Stations—Excellent Publicity for Products

GROTON, CONN., November 6.—The B & D Silver Bell banjo, made by the Bacon Banjo Co., Inc., of this city, has recently received much additional publicity on the air. Fred J. Bacon, president of the company, who is also one of the foremost banjo artists of the country, is continuing to broadcast from various stations. He recently broadcast from station WRZ, Springfield, Mass., through the courtesy of Walter Jacobson, Inc., of Boston, Mass., who has a musical hour at the station every other week. This station is also connected with Boston and has a particularly large radio audience.

On Friday evening, October 30, Frank C. Bradbury, who was banjo soloist at the Washington Guild Convention in 1921, broadcast from station WFIC, Hartford, Conn. This hour was described as "Broadcasting 'Silver Bell' Harmony, real banjo music by an artist on the regular banjo."

The increasing interest in music at the various high schools throughout the country led Mr. Bacon recently to play before a prominent New England high school with an audience of 2,000 students.

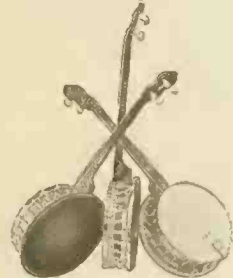
The Bacon factory, of this city, is tremendously busy with Fall and Winter orders, with strong indications that this excellent condition would continue for some time to come.

Vega Co. Prepares Show Card Featuring Artists

Mitchell Bros., Popular Vaudeville Headliners and Users of Vegaphones, Featured in Attractive Dealers' Display Cards

BOSTON, MASS., November 5.—The Vega Co., manufacturer of Vega banjos, has prepared for its dealers a most attractive window and counter display card, featuring the Mitchell Brothers, Keith vaudeville headliners, who are proud users of Vegaphones, de luxe models, which they praise highly because of their powerful tone and flashing stage appearance. The Mitchell Brothers have been playing vaudeville for the past

"Silver Bell" Banjos



Send for illustrated book of Prominent Orchestra and Professional Players

The Bacon Banjo Co., Inc.
GROTON CONN.

three years and still have a three-year contract ahead of them. They were recently featured at the opening of the new Metropolitan Theatre here. Their playing was heard clearly throughout the large auditorium and by the thousands

VEGAPHONE The Artists' Choice



THE MITCHELL BROTHERS
VAUDEVILLE ARTISTS - VICTOR RECORDS

New Vega Sales Aid

who were standing in the lobby outside. Surely a tribute to the powerful tone of the Vegaphones.

The window card, which is reproduced here, gives an idea concerning these artists, mentioning that they record for Victor records. The show cards will be sent to all dealers requesting them.

Tanzbar Concertina Is Featured by Pittle & Co.

NEW BRIDGTON, MASS., November 5.—Charles Pittle & Co., of this city, importers and manufacturers, are featuring to the music trade the Tanzbar automatic playing concertina with exchangeable music rolls. These are produced in three models, of attractive finish and design, and will undoubtedly prove a valuable addition to the musical merchandise department.

Feature Huge Leedy Drum

OMAHA, NEB., November 4.—In the parades held here during the American Legion convention a drum sent by the Leedy Mfg. Co., six feet in diameter, was a feature. This monster drum was finished in white enamel and gold and needed a carriage for its transportation through the streets.

SPECIAL Combination Offer

Make
100%
Profit



This \$25
Cabinet FREE

This Beautiful Cabinet is 22 1/2 inches high, 25 3/4 inches wide, and 12 inches deep; in mahogany piano finish. Has 12 glass tubes.

Armour's Music Strings

You will make 100% by taking advantage of this Special Combination Offer of the most complete and varied assortment of straight length high-grade gut and wound strings ever assembled in a case. It is a fine money-making ornament that will bring the better class of musical trade to your store.

Assortment costs you \$51.75
Assortment retails at 103.50

Your Profit 100% — You Get This Cabinet FREE

Send Today for Complete Details

ARMOUR AND COMPANY Write Section W. 11 Music String Dept. CHICAGO

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 176)

Organization of Bands and Orchestras Builds Sales for Landau Music House

Manner in Which This Live Establishment Continually Increases Its List of Customers Illustrated by Recent Formation of Boys' Bands Throughout Territory Served

There have appeared in the columns of The Talking Machine World, time and time again, instances of the manner in which dealers in musical merchandise have strengthened their good-will in the community and greatly increased sales through a policy of co-operation in the organization and formation of bands and

sign proclaimed "Landau's Helps Make Musicians by Organizing Bands and Orchestras." Then followed a list of the beginners who were taking lessons.

It is evident that exploitation work of this character is unsurpassed as a means of stimulating sales. Not only are the benefits immediate,



Attractive Musical Merchandise Display of Landau's

orchestras. One of the most prominent retail music establishments which has followed this policy with unflinching success is Landau's Music & Jewelry Store, Hazleton, Pa. The methods used by this enterprising company to stimulate interest in band instruments are best illustrated in the manner in which it went about forming a number of boys' bands the early part of this year.

A series of full-page advertisements appeared in the local newspapers of each city and town in which a band was to be formed, one advertisement, addressed to the parents of children, informing them of the intended project, giving them full details of the plan, the name and record of the instructor who would teach the aspirants, the remarkably easy terms by which an instrument could be purchased and the reasonable fee which was to be charged for the lessons. A full list of the boys who had already signified their intention of joining the organization occupied a prominent position in the center of the advertisement, under the caption, "Is Your Boy's or Girl's Name on This List or Are You Allowing Your Neighbor's Boy to Get Ahead of Yours?"

A similar page advertisement also appeared, addressed to the boys of the community, with the same message, couched in simple language and giving again the list of the boys who had joined up. A musician of note in the community was engaged to instruct the pupils, and in a surprisingly short space of time in the adjacent towns a number of junior band organizations were formed, with the result that a banner sales volume of band instrument business was enjoyed.

Coincident with the appearance of these advertisements, the window display, which is illustrated herewith, was shown in the Landau store. The appeal of this window is similar to that of the advertisements. A placard, with the message, "Your Boy or Girl Can Learn to Play—a Violin, Banjo, Saxophone, Trumpet, Clarinet, Trombone, Flute, Drums or Any Orchestra Instrument by Joining Landau's Beginners' Orchestra," occupied a prominent position in the display. These instruments were scattered throughout the large display space, and in the sides photographs of leading dance orchestras were shown. In the rear of the window a large

but the way for future sales is paved for the pupils who purchase instruments of medium price. As they grow proficient many invest in the higher-priced instruments and, naturally, the influence which Landau's wields as a musical center makes it the logical store to buy the article. Then, too, the co-operation which Landau's gives to these organizations makes it a musical headquarters, and not only do the boy and girl members of the bands and orchestras patronize it for their musical needs, but their parents and friends do likewise.

C. Bruno & Son, Inc., New York city, importer and wholesaler of musical merchandise, has adopted a new trade mark which will identify Bruno products throughout the future.

Fred W. Kling, of the Bruno organization, points out that the name Bruno has become a beacon light in the music industry. Accordingly, the new Bruno trade-mark features a light-house, the rays of which flash "Bruno Means Security." The trade mark also contains the words, "Established 1834" and "Musical Instruments."

JUST INVENTED PLAYS BY ROLLS



To be played immediately without any knowledge of music. Music for all countries and the late hits. Pamphlets free, postpaid by us.

Charles Pittle & Co., New Bedford, Mass.

Leading Western Music Houses Secure King Agency

L. L. Fox Reports Awarding of Franchises to O'Laughlin Music Co., Daniels & Fisher, Barker Bros. and the Foster Baker Co.

CLEVELAND, O., November 5.—L. L. Fox, sales manager of the H. N. White Co., manufacturer of King band instruments, reports that conditions throughout the entire West are in a much improved condition and dealers all report increased sales. Mr. Fox attributes this encouraging improvement to the good condition of farm crops. During the last week or two several important King accounts were opened in the West. The O'Laughlin Music Co., Salt Lake City, Utah, was awarded the King franchise for the entire State of Utah, with the department under the direction of Jack Don, well known throughout the West as a musician and a regular performer over broadcasting station KSL, Salt Lake City. This establishment has placed a large initial order for merchandise.

Due to the dissolution of partnership of Glidden & Marsh, King dealers in Denver, Col., King instruments will now be handled at both the Glidden-Marsh store and at Daniels & Fisher store, of which Mr. Marsh has assumed the position of manager of the music department.

Sherman, Clay & Co., distributors of King instruments on the West Coast, report that they have placed the franchise for the King line with Barker Bros., Los Angeles, Cal. The Foster-Baker Co., of Santa Ana, Cal., has also secured the King line.

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

L. E. Fontron Elected President of Trade Association at Meeting in Los Angeles

Officers for the Next Fiscal Year Are All Prominent in Trade Circles—Orthophonic Victrola Arouses Wide Interest—Carrying Charge Plan Now in General Use by Retail Trade

LOS ANGELES, CAL., November 3.—The annual meeting of the Music Trades Association took place last month and officers for the ensuing year were elected. L. E. Fontron was elected president; E. A. Geissler, vice-president; C. H. Mansfield, second vice-president; F. L. Granis, treasurer, and A. G. Farguharson, secretary.

Mr. Fontron, or, as he is popularly known, Lou Fontron, is secretary-treasurer of the Martin Music Co. and is very popular in the trade. He is, comparatively speaking, a newcomer in the music business and until two or three years ago—when he became a member of the Martin Music Co.—he was a trust officer and well known in banking circles.

E. A. Geissler, general manager of the George J. Birkel Co., is too well known to need any introduction. He has always been one of the leaders in association work and headed the organization in 1920-21. He was also first president of the Western Music Trades Association and as such was the central figure at the Western Convention, held in Los Angeles last June. Mr. Geissler has recently been greatly honored by being elected to receive the thirty-third degree of Masonry.

C. H. Mansfield, who was elected second vice-president, is sales manager of the phonograph and radio departments of the Fitzgerald Music

Co. and has shown himself to be very active in association work. He was proprietor of the Edison Shop, in Dallas, Tex., and was president of the local association in that city a number of years ago.

F. L. Granis is general sales manager of the Southern California Music Co. and is well known throughout the Pacific Coast.

Wide Interest in Orthophonic Victrola

A number of special demonstrations of the new Orthophonic Victrola were conducted by Gus Maier at various clubs and organization headquarters in southern California, as well as in music stores. Inquiries and actual advance sales are being received by the score at all Victor stores and enthusiasm is in evidence in all quarters.

Carrying Charge Universal

Practically all phonograph departments have now adopted the carrying charge plan instead of deferred interest. They all report that while the former is more profitable to the retail dealer, the customer never questions in advance that the installment payments will all be of an equal and set amount. The usual charge is 5 per cent of the unpaid balance, divided by the number of months. Several houses charge 8 per cent when the length of contract exceeds the twelve-month period.

Ponce Sisters Making Talking Machine Records

Ethel and Dorothea, Daughters of Phil Ponce, Well-known Music Publisher, Broadcasting Over Station WEAF

The two daughters of Phil Ponce, the music publisher, have in a few short weeks made a name for themselves through radio and talking machine records. The girls are Ethel and Dorothea, and are billed under the name Ponce Sisters. They made their first appearance over station WEAF, following which practically all of the leading talking machine record companies made bids for their services and hailed them as a "harmony find."

Both of the girls are gifted with unusual musical talent. Ethel being the recipient of a diamond medal at a recent commencement for piano excellence. Dorothea plays the violin. The blending of their voices, however, in harmony, is responsible for the tremendous success they have achieved. They are to continue as regular artists over station WEAF and their harmony records will shortly make their appearance in several of the leading catalogs. Both of the Ponce sisters are continuing studies and they are probably the youngest of the important public artists.

Among the songs these two youthful artists have sung, and in some instances recorded, with unusual success are: Irving Berlin's "Remember," "That Certain Party," "Forever," "Then I'll Be Happy," "What Could Be Sweeter," "Let's Wander," "My Sweetie Turned Me Down," "My Jane," "Happy-go-Lucky," "Want a Little Lovin'" and "Ukulele Lady."

Henderson Bros. Place Radio Tube on Market

BOSTON, MASS., November 7.—Henderson Bros., of this city, manufacturers of Henderson radio receivers, which made their initial bow to the radio trade at the recent national show at the Grand Central Palace, are also placing on the market the Henderson, Type 101A, radio tube. This tube is being produced in quantities at a popular price and a sales distributing organization, covering the entire country, is being perfected.

E. F. Henderson, general manager of the organization, reports that the new tube is going over well. In conjunction with this new tube, Henderson Bros. are issuing a brief treatise entitled "How to compare and judge radio tubes," written by R. L. Moore, of the Henderson organization.

Lamb's Demonstrates Victor Orthophonic

POTTSTOWN, PA., November 5.—Lamb's Community Music Store gave two demonstrations of the new Orthophonic Victrola at the Hippodrome Theatre and on both occasions drew a large and enthusiastic audience which expressed themselves in no uncertain terms as to the wonder of the new instrument. It is certain that a large number of sales will be the result of these demonstrations.

This establishment recently completed its twenty-fifth anniversary sales drive with great success. Talking machines as well as other musical instruments came in for a brisk movement and altogether some three carloads of pianos and talking machines were sold.

Opens Branch in Albany

ALBANY, N. Y., November 13.—The Baker Music House, Inc., which moved to the uptown business district at 165 Central avenue a few months ago, has opened a downtown branch at 23 Steuben street.

YOU CAN BOOK THEM NOW

The Famous

PEERLESS ENTERTAINERS

Open for Engagements

Popular Talking Machine—Radio Artists

Peerless Male Quartette The Sterling Trio

The Greatest Performers To-day!!

Rudy Wiedoeff

The World's Premier Saxophonist Admitted to be the Greatest of them all AND

Lieut. GITZ-RICE

the leading singing composer of "Dear Old Pal of Mine," "Keep Your Head Down Private Boy," and many other songs that have been sung the world over.

ALSO

Arthur Fields

Well Known Record Radio and Comedy Artist

As a Quartette—or in conjunction with any kind of Orchestra desired from Jazz to Philharmonic, or with Monologue Artists or other Entertainers, these celebrated Artists will furnish any program—

Solos, Duets, Trios, Quartets

—including interpretation of all that is best and latest in popular or high-class music.

YOU HAVE HEARD THEM ON THE RADIO AND RECORDS

This is an unusual opportunity to present them to your community, in person. They will delight with their incomparable rendition.

Tell Us What You Want—We Will Furnish It! For particulars or bookings address
FRANK CROXTON, 128 West 44th St., New York City



ALBERT CAMPBELL
Lyric Tenor



CHARLES HARRISON
Tenor



JOHN MEYERS
Baritone



FRANK CROXTON
Bass



RUDY WIEDEFFT
Saxophone



LIEUT. GITZ-RICE
Pianist-Composer



ARTHUR FIELDS
Tenor-Comedian



The name "Bruno" has been a beacon light in the music industry for almost a century always blazing the path of contentment, safety and progress for thousands and thousands of prosperous music dealers.

"Bruno" has always served the dealer exclusively, giving him the co-operation and protection that he has a right to expect and demand.

Trying to "serve two masters" at the same time is not the policy of "Bruno." Think it over!

C. BRUNO & SON, Inc.
 351-353 FOURTH AVENUE
 NEW YORK CITY

"Bruno Means Security"

Further Hearings Held on Radio-Phonograph Rates

Prominent Trade Members Appear Before Interstate Commerce Commission in Opposition to Proposed Increase by Railroad

WASHINGTON, D. C., November 9.—Efforts on the part of the railroads in the East to impose a first-class carload rating on talking machines and radio sets combined were the subject of hearings held before Examiner J. C. Harriman, of the Interstate Commerce Commission, last week, when representatives of the music and radio industries protested that this rating was not in conformity with the commission's decision rendered last Summer.

Protestants in the case are the Victor Talking Machine Co., the Brunswick-Balke-Collender Co., and the Music Industries Chamber of Commerce, the last named acting as representative for the music industries as a whole. The radio manufacturers are not appearing in this case, which is not as directly of interest to them as the original proceedings, when classification of radio sets was included.

The only witness for the railroads was F. W. Smith, chairman of the official classification committee, who declared that his committee thought itself justified in rating combination sets at first-class in view of the commission's decision. However, it was brought out by Joseph C. Colquitt, counsel for the protestants, the classification committees in Southern and Western territory gave these instruments a second-class rating after the decision was rendered. Mr. Smith admitted that there had been voluminous correspondence between the three committees, and that his committee sought to have the other two adopt the first-class rating.

The proposed rates would be approximately 17 per cent higher in official territory than in the South or West, it was brought out under Mr. Colquitt's cross-examination. Mr. Smith spent

considerable time in discussion of minimum carload weights, the commission having refused to sanction a 20,000-pound minimum as being unloading, and attempted to show that it was possible to load more than the 16,000-pound minimum in 36-foot cars.

Mr. Colquitt's chief witness was W. H. Lockwood, general traffic manager of the Brunswick-Balke-Collender Co., others who came to Washington to testify being W. F. Varin, chief accountant of the Sonora Phonograph Co., Inc.; Theodore A. Reed, traffic manager of the Victor Talking Machine Co., and Alfred L. Smith, general manager of the Music Industries Chamber of Commerce.

Considerable testimony and a large number of exhibits were devoted by the protestants to showing that it is proposed to make phonograph-radios pay a much higher rate than certain other musical instruments, it being contended that these are musical instruments and not electrical appliances.

The protestants contend that the rating published in official territory is not in conformity with the commission's order, especially in view of the rating given in the Southern and Western classifications. It is held that the Eastern classification does not permit of harmony of rates in all territories.

Damaged by Fire

The stock of talking machines and other musical instruments of the Taylor Music Co., Columbia, Mo., has been damaged by fire.

Esenbe Co. Entertains Atwater Kent Dealers

Atwater Kent Distributor Host to Dealer Organization at Banquet—Gathering Has Had Good Effect in Stimulating Sales in Territory

PITTSBURGH, PA., November 7.—Dealer gatherings and their importance in promoting increased understanding between the dealers themselves and between the dealer and distributor and the manufacturer was exemplified in the



Atwater Kent Dealers at Banquet Sponsored by Esenbe Co.

recent gathering of Esenbe dealers in this city, held under the auspices of the Esenbe Co., radio distributor. The Esenbe Co. is an exclusive Atwater Kent distributor in the Pittsburgh territory and has built up an excellent business in this well-known line of receiving sets and loud speakers.

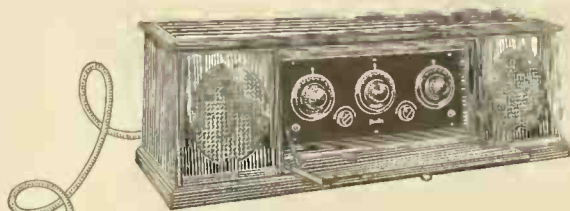
Among the Victor dealers who gave private demonstrations of the Orthophonic Victrola prior to Victor Day were: R. D. Owens Music Co., Port Allegheny, Pa.; Reynolds Music House, Pensacola, Fla.; Auburn Music Co., Auburn, N. Y.; Stranburg Music Co., Oil City, Pa.

AT THE

CHICAGO RADIO SHOW

WATCH FOR

RIVOLI!



5 Reasons Why the DominAire has the Greatest Possibilities for Radio Retailers

- 1 It is without a peer amongst Radio Receivers. It operates without batteries, directly from the electric light current (A.C. as well as D.C.)
- 2 It is sold *complete* from the factory—nothing more to buy—with matched tubes.
- 3 All self-contained, including loud speaker, in a beautiful cabinet.
- 4 DominAire will be extensively advertised in an unusual manner.
- 5 Authorized Dealers are protected against price reduction and the consumer is protected by an all-embracing guarantee for one year from the date of purchase.



Direct from set
to socket. No
batteries; no
eliminators.

DominAire is a quality receiver. The output for 1925 is distinctly limited and distribution will be concentrated in the Metropolitan district of New York.

Desirable dealers are invited to write for information regarding the DominAire and the MacLaren Merchandising Plan.

DominAire

TRADE MARK

The Ultimate in Radio Reception

Made By MACLAREN MANUFACTURING CO.

Thornell-MacLaren Associates

Exclusive Factory Representatives

26-28 Park Place, New York

Getting Attention of Public During the Holiday Season Through Window Displays

Sales Record of Talking Machine Dealer When Rush of Holiday Buying Is Over Will Be Reflection of Effectiveness of His Drive for Business—Windows as Sales Aid

The merchant who practices frugality during the holiday season is likely to instill the same feeling in his customers, according to Andrew Connolly, director of publicity of the Joseph Horne Co., one of Pittsburgh's largest retail establishments, which features a spacious talking machine and radio department. "People are

point that it is a short-sighted retailer indeed who fails to take advantage of the opportunity.

The window display, of course, is only part of the sales promotion plan, but it is an important factor, especially during the holiday season.

Capitalize Inquiries

Undoubtedly in the days preceding the holidays the dealer will find that "lookers" far outnumber actual buyers. This is so for the reason that, as has been mentioned, the public is out in force to get ideas for gifts. Many of these people, attracted by the dealer's window display, become interested enough to enter the store to make inquiries regarding the various models of talking machines, special groups of records,



Holiday Radio Window of Ludwig Hommel & Co.

not so much interested in price appeals at this period as in suggestions, and in finding the particular things they want for this one or that on their gift list," he declared, neatly summing up in two sentences the policy to pursue to make the holiday sales promotion campaign a success.

The talking machine dealer must sell the merit of the various products he handles—talking machines, radio, musical instruments, records, etc.—to the public. If he doesn't, merchants in other lines will sell their own products so effectively that the talking machine dealer will be left by the wayside in so far as sales are concerned.

An Appropriate Gift Line

The talking machine dealer handles as fine a line of products for gifts as can be found anywhere, and the public will buy instruments if the dealer makes them think of these in connection with holiday gifts. The dealer must bring his products to the attention of the public. He must do this a little better than his competitors in other lines. He must spend money to make money. He cannot be too "frugal" and expect to get the cream of the holiday business. Spend money for publicity and let the public know about the beauty of your product. Tell them about the entertainment value of the talking machines, the radio, the suitability of an album of selected records as gifts that are bound to bring pleasure to the recipient. Broadcast the message through liberal advertising and through other forms of publicity and last, but not least, make the window displays so good that the passer-by will stop and look, and from viewing the display get the idea that what is shown will make the ideal gift for some loved one.

The Window Plants the Seed

The right kind of window display will plant the seed of desire in passers-by. Preceding the holidays thousands of people go "window shopping" for gift suggestions, consequently the window that stands out from those of competitors is bound to attract attention and make the interested passer-by think of the suitability of a musical instrument of some kind as a gift. The public at this season is in a receptive mood and the dealer who recognizes this and takes advantage of it will profit. Then, too, the products of the talking machine dealer lend themselves so readily to window displays that are both artistic and effective from the sales stand-

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Arthur Nevin on National Music Week Committee

The National Bureau for the Advancement of Music has announced the appointment of Arthur Nevin, the well-known composer, as assistant secretary of the National Music Week Committee. Mr. Nevin succeeds Kenneth S. Clark, who carried the brunt of National Music Week so successfully for the past two years.

Mr. Nevin's experience in community work brings him into the assistant secretaryship of the National Music Week Committee with real enthusiasm and interest for his duties.

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New York Columbia Branch Reports Unusual Demand

Sales Volume Reached During October Largest in Two Years—November Starts With Starting Increase Over Last Month

E. W. Guttenberger, manager of the wholesale division of the Columbia Phonograph Co., Inc., New York, recently returned from a brief trip visiting dealers in Syracuse, Utica and Watertown, N. Y., and reports that business with all Columbia dealers is more than satisfactory. The month of October was the largest selling month enjoyed by the Columbia wholesale department in two years, and the first five days of this month showed a 250 per cent increase over the same period of last month, a satisfactory gain.

"How Thos. A. Edison Invented the Phonograph"

A very interesting booklet has recently been issued by Thomas A. Edison, Inc., entitled, "How Edison Invented the Phonograph." In the early part of this booklet Mr. Edison tells in his own words how he made the original invention and incidentally disproves the old newspaper rumor story of how the discovery was prompted by the accidental pricking of a finger by the needle of the telephone diaphragm.



An Effective Holiday Window Display

The balance of the booklet is given over to the development of the phonograph by Mr. Edison since the original discovery, and describes how some three million dollars were expended in experiment alone in perfecting the present new Edison phonograph.

Phil Baker Makes His First Edison Recording

The first Edison record by Phil Baker, the popular artist, who has attracted so much attention in "Artists and Models," now playing in New York, will be out this month. It is an accordion number interspersed with Mr. Baker's unique type of rollicking humor. The selections on this record are "The Big Butter and Egg Man" and "Ann and Her Little Sedan." Other numbers will be announced by the Edison Co. shortly.

Federal Judge Campbell has signed a decree awarding to the Western Electric & Mfg. Co. and the Radio Corp. of America three times the total profit of the Ameco Products, Inc., of New York, from the Ameco's use of the so-called Armstrong patent. This patent, it was alleged, was infringed upon in the manufacture of the Melco Supreme Tube radio frequency set by the Ameco concern.

**BOSCH
RADIO**

BOSCH JUNIOR AMBOTONE



\$1450

\$1450

The season's sales leader—Bosch Junior Ambotone. A Radio Reproducer which has met with record-breaking success because of its unusual tonal quality, purity of production, remarkable range AND extremely low price—\$14.50. The Junior Ambotone is beautifully designed and is smaller than the usual type, taking up less than half the room—this by the way is an important sales point.

And remember that the Bosch Junior Ambotone is manufactured by an organization whose reputation for the production of precision electrical equipment has been supreme for years.

The Bosch Junior Ambotone will lead sales in reproducers—the greatest value in Radio.

**AMERICAN BOSCH MAGNETO CORP.
SPRINGFIELD MASSACHUSETTS**

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Phil Baker Makes His First Edison Recording

The first Edison record by Phil Baker, the popular artist, who has attracted so much attention in "Artists and Models," now playing in New York, will be out this month. It is an accordion number interspersed with Mr. Baker's unique type of rollicking humor. The selections on this record are "The Big Butter and Egg Man" and "Ann and Her Little Sedan." Other numbers will be announced by the Edison Co. shortly.

Federal Judge Campbell has signed a decree awarding to the Western Electric & Mfg. Co. and the Radio Corp. of America three times the total profit of the AmSCO Products, Inc., of New York, from the AmSCO's use of the so-called Armstrong patent. This patent, it was alleged, was infringed upon in the manufacture of the Meico Supreme Tube radio frequency set by the AmSCO concern.

BOSCH
RADIO

BOSCH JUNIOR AMBOTONE



\$1450

\$1450

The season's sales leader—Bosch Junior Ambotone. A Radio Reproducer which has met with record-breaking success because of its unusual tonal quality, purity of production, remarkable range AND extremely low price—\$14.50. The Junior Ambotone is beautifully designed and is smaller than the usual type, taking up less than half the room—this by the way is an important sales point.

And remember that the Bosch Junior Ambotone is manufactured by an organization whose reputation for the production of precision electrical equipment has been supreme for years.

The Bosch Junior Ambotone will lead sales in reproducers—the greatest value in Radio.

AMERICAN BOSCH MAGNETO CORP.
SPRINGFIELD MASSACHUSETTS

Edison Cylinder Sales Gain in Rural Districts

W. H. Sullivan, Director of Sales of Cylinder Phonograph Division of Thos. A. Edison, Inc., Home From Trip

W. H. Sullivan, director of sales of the cylinder phonograph division of Thos. A. Edison, Inc., recently returned from a trip to Chicago. Mr. Sullivan, who assumed his present responsibility about six months ago, reports an increase in the cylinder phonograph business throughout the rural regions of practically every section of the country, and attributes this greatly to the increased prosperity which the farmers of the nation are enjoying. In addition to its dealer distribution this division of the Edison business is successfully operating an extensive mail order business.

When asked if radio has affected the rural demand for any special types of records, Mr. Sullivan said that no such influence apparently

existed, and that the demand is largely for Blues, Coon songs and Hilly-Billy numbers, etc. For the first time under Mr. Sullivan's regime the manufacturing and selling phases of the cylinder business have been placed under one head and with good results.

Music Industries to Take Part in Education Week

United States Commissioner of Education Invites Music Trade to Co-operate in Event From November 16 to November 22

At the invitation of John J. Tigert, United States Commissioner of Education, the members of the National Association of Music Merchants and other members of the music trades will take an active part in the observance of American Education Week, November 16 to 22, and the merchandising service department of the Chamber has prepared some attractive window posters, together with some excellent suggestions relative to ways and means whereby the local dealer can tie up with the movement and co-operate with the school authorities.

In a letter to the National Association of Music Merchants Commissioner Tigert said: "The Bureau of Education has for several years past promoted a week's campaign, known as American Education Week, for the purpose of furthering the cause of education generally throughout the country. This year American Education Week will be observed from November 16 to 22, both dates inclusive. I am enclosing herewith a copy of the program for the week's observance.

"I am writing to extend a cordial invitation to join with us in the promotion of the campaign this year. Musical instrument dealers and musical organizations co-operating with the local educational authorities will go far toward insuring the success of the campaign. Music can be used to very great advantage throughout the week and incorporated in the exercises of the schools. I urge a spirit of genuine co-operation to give music a large part in the activities of American Education Week.

"I trust that we may have your co-operation in this campaign."

Henry E. Weisert, president of the National Association of Music Merchants, has sent to the members of that organization a strong personal letter urging their acceptance of the invitation and their active participation in the observance.

Schwegler Bros. Buy Building in Buffalo, N. Y.

BUFFALO, N. Y., November 5.—Schwegler Bros. Genesee street music dealers, have bought the four-story brick building at the corner of Genesee and Ellicott streets, one of the most prominent and desirable locations on Buffalo's east side. The company will make alterations and occupy the building as soon as these are completed.

Schwegler Bros. have made rapid strides forward in the music trade in the past few years. The store carries a full line of musical instruments, and is among the leading Victor dealers of the city. Al Schwegler, head of the company, is an officer of the Buffalo Radio Trades Association and of the Buffalo Victrola Dealers' Association. His amiability and aggressiveness are two of the principal factors behind the success of his business.

Recent reports of stockholders of Chas. Freshman Co., Inc., show that net sales for September, 1925, were \$676,442 against \$161,583 in September, 1924. Net sales for October, 1925, were \$1,290,174, as against net sales for October, 1924, of \$366,417. October sales were more than three and one-half times the total net sales of October, 1923. Sales for the entire year of 1924 were \$2,122,315.

Pete Dale, Columbia Star, Entertains at Newark Shop

Exclusive Columbia Recording Artist Visits Broad and Market Music Store and Stimulates Sale of Columbia Records

The Broad & Market Music Co., Newark, N. J., was the scene, on Friday, November 6, of an enthusiastic reception to Pete Dale, exclusive Columbia artist, who made a personal appearance at this store during the noon hour, and played and sang to hundreds of listeners. Pete Dale is a recent addition to the Columbia roster of artists, but already his seven-string ukelele and his inimitable manner of rendering his own songs have won him a host of followers. Approximately five hundred people visited the Broad & Market store during the hour when Mr. Dale entertained and so dense was the crowd that traffic regulations had to be enforced, newcomers entering from the front and those who had to tear themselves away were ushered through the back. Needless to say, the Columbia recordings made by Mr. Dale were sold and sold in great numbers.

Pete Dale is one of the featured entertainers at a popular New York night club and is booked to appear at several of the leading Keith vaudeville theatres starting later in the month.

Audak Co. Reports Big Demand for Demonstrators

Audak Record Demonstrators Which Experienced Falling Off in Summer Now Having Big Demand—Plant Working to Capacity

An impressive indication of the return to popularity of talking machine records is the announcement of the Audak Co., 565 Fifth avenue, New York City, manufacturer of the well-known Audak record demonstrator, that its plant is again working to full capacity.

During the late Spring and early Summer the demand for the Audak record demonstrators, with the exception of foreign shipments, had shrunk considerably. With the return of record sales in August, orders for the Audak demonstrators showed renewed activity and during the following two months have reached a scale larger than has been heretofore experienced by the manufacturer.

Heads of Municipalities Show Interest in Music

That "Municipal Aid to Music in America," the new book of the National Bureau for the Advancement of Music, is arousing great interest among the mayors and municipal authorities who have received it is evidenced by the many enthusiastic responses which have already come in. Among the first to arrive was the following telegram from Frederick Huber, the Director of Municipal Music in Baltimore:

"Please send me at once at expense of city ten copies of book on municipal music, as I want them for distribution to libraries and for reference."

Mayor Curley, of Boston, through his secretary, wrote that he had referred the book to the City Planning Board for study by them.

To the mayor of Waltham, Mass., who advised in his letter acknowledging the book that his city had appropriated \$1,000 for band concerts in public places during the year 1925, C. M. Tremaine, director of the bureau, wrote indicating one of the ways the book will be used in a continuous campaign planned for the extension of publicly supported municipal music activities.

Harry M. Semlow has joined the Air-Way Electrical Appliance Co., Toledo, O., as sales promotion and advertising manager and is planning a vigorous advertising campaign.

Announcing Piano Playing Mechanisms

The Only Authoritative and Standard

Technical and Practical
TREATISE
on the
PLAYER-PIANO
and
REPRODUCING PIANO

Their Construction, Design and Repair

by

WILLIAM BRAID WHITE

Technical Editor of the Music Trade Review, Associate of the American Society of Mechanical Engineers, and Author of "Theory and Practice of Pianoforte Building," "Modern Piano Tuning," etc.

WILL BE OFF THE PRESS THIS MONTH

Price \$3.00

Published by
EDWARD LYMAN BILL, Inc.
383 Madison Ave., New York

Edward Lyman Bill, Inc.,
383 Madison Avenue, New York.

Enclosed find \$3.00—check—money order—cash—for which you will please send me "Piano Playing Mechanisms", Postage prepaid.

Name _____
Address _____ City _____

Buy MARWOLS for Profits!



Marwol
Jewel
5 Tubes
\$39.50



Marwol
Console
Grand—
5 Tubes.
Enclosed
Loud
Speaker
\$130.00

The MARWOL Line of Receivers gives you the features you must have for volume sales and worthwhile profits—beautiful appearance, high quality, and superior performance, at prices within everyone's reach.

The MARWOL Line is complete. There are 13 models ranging from the Jewel at \$39.50 to the Console Grand with inclosed loud speaker at \$130—every one a five tube tuned radio frequency or six tube resistance coupled amplification.

The two MARWOL Factories, with more than twenty-five thousand square feet of floor space, are in full production to enable prompt shipping during December when you will need merchandise quick.

And behind all this is a solidly financed Company with sound business policies. MARWOL dealers know from experience that the MARWOL guarantee is absolute and iron-clad. They know that there never has been any Summer dumping of MARWOL Receivers—and there never will be.

MARWOL is a safe line to tie to—a fast selling line with safe, sure profits.

MARWOL

A MARVEL for PERFORMANCE

Send today for catalog of complete line and discounts!

Manufactured and Guaranteed by

Marwol Radio Corporation

546-548 Broadway - - - New York City

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- In Pennsylvania, New Jersey, Delaware, Maryland, Washington, D. C.:
K. S. Byrd Co.
221 North 11th St., Philadelphia, Pa
- In Ohio:
Charles Saenger
942 Prospect Ave., Cleveland, Ohio
- In Illinois, Indiana, Wisconsin:
The Barsook Co.
53 West Jackson Blvd., Chicago, Ill
- In Michigan:
Dungan Sternfield Radio Sales Co.
25 No. Dearborn St., Chicago, Ill.

- In Minnesota, North Dakota, South Dakota:
C. L. S. Holmes
502 Boston Blk., Minneapolis, Minn.
- In Nebraska, Kansas, Iowa, Missouri:
Lane-Meyn & Co.
Chemical Bldg., St. Louis, Mo
- In Oregon, Washington:
C. E. Gay
166 Lowndale St., Portland, Ore
- In Idaho:
R. T. Carr
906 Sprague St., Spokane, Wash.

- In California:
Marshank Sales Co.
926 Insurance Exchange Bldg.,
Los Angeles, Calif
- In Arkansas, Louisiana, West Mississippi, West Tennessee, Texas, Oklahoma, Colorado:
C. H. Wallis & Co.
1409 Syndicate Trust Bldg.,
St. Louis, Mo.

GLEANINGS from the WORLD of MUSIC

Favorable Factors Cause for Optimism Among Retail Sheet Music Merchandisers

Popular Sheet Music Creates Its Own Market and Brings People Into the Talking Machine Dealer's Store—Renewed Interest in Talking Machines Bound to Help Sales

Popular sheet music creates its own market. That is a truth that has long been recognized in music publishing circles. While hit songs arouse interest and make their own clientele, that is not to say that their volume of sales are not often added to from other directions.

What are termed tremendous hits bring millions of people into the music stores of the country. If other millions are attracted to music stores through the lure of other goods, the big hits will achieve an added volume in sales. Sheet music itself creates a large sale, but being available in thousands of music stores and being placed in a conspicuous position with a display of title pages and other advertising material adds to the grand total on a particular number.

With renewed interest in talking machine records and with the intensive advertising cam-

paigns on such products by leading manufacturers, thousands of customers are going to the music stores this Fall and Winter with an enthusiasm that has not been shown for several seasons. Some of this enthusiasm will be reflected in increased sales for popular sheet music.

The progress of record recording has made a startling advance. From the present foundation developments in recording are sure to continue along lines that will keep up intensive interest for at least several seasons. This is sure to make the music store a necesse not only for music lovers who have had their interest re-awakened, but it will add considerably to music interest among those who have heretofore shown little enthusiasm.

Popular sheet music has already shown substantially increased sales during the early Fall.

With the factors that are luring further thousands to the music store, the sale of current hits will be much larger.

Indeed, the music store never in its history "sat prettier." The stock of goods of the music merchants to-day includes almost everything in music with radio as an important feature. The music store always had attractions that made it superior to its competitors. With new products that assure the interest of millions throughout the coming season the music merchant's position becomes so dominating that competition as a real factor in merchandising for sales will be considerably lessened.

The talking machine store will sell a greater volume of popular sheet music than ever before. Its popular and standard record departments will be more active than for several seasons. With the new models of talking machines, singly and in combination with radio, a further activity is assured and with all these factors inducing the customer to go to the music store it will in a measure be up to the sales force to make the grand total of sales volume larger than was ever heretofore dreamed possible.

"Sleepy Time Gal" Is the Flapper's Swan Song

Popularity of Number Indication of Reaction Against That Type—Other Songs Give Further Evidence of Change in Demand

Is there a reaction against the so-called flapper type of young girl?

Song writers, who are uncanny in their judgment of public sentiment, have seemed to sense it, and that the public has welcomed it is certainly proved in the success of "Sleepy Time Gal," a recent Feist publication.

This song was written and started in Detroit, and is actually the best seller in that city and is rapidly spreading. Toledo, Cincinnati, Indianapolis, Cleveland, Buffalo, and now Chicago all report a big demand for it.

The lyric construction of the song is a plea for the return of the simpler pleasures of life, and is best expressed in a line or two from the chorus, which reads:

—When all your dancing is through,
I'll find a cottage for you,
You'll learn to cook and sew,
What's more you'll love it, I know,
When you're a stay-at-home, play-at-home,
Eight o'clock, Sleepy Time Gal!

Right on top of that, Feist is about to publish what has been called the most powerful indictment against the fast, loose-living habits of the younger generation. It is a ballad called "Too

Many Parties—Too Many Pals." Accompanying it is a recitation that has held audiences spell-bound with its dramatic intensity.

Another song recently heard throughout New England, and believed to be published by a small publisher in Boston, treats of the same subject in a slightly different manner. This song is called "All That She Is Is An Old-fashioned Girl," and it, too, in a smaller way, has met with instant popular favor. From the evidence, it looks as if the song-writing psychologists have anticipated public opinion and are losing no time in taking advantage of it.

Ted Browne Music Co. Announces New Numbers

"Truly I Do," "Gypsy Dreams" and "I Could Fall in Love With Someone Like You" All Likely to Be Popular

CHICAGO, ILL., November 6.—The Ted Browne Music Co., 218 South Wabash avenue, publisher, announces three new numbers to the catalog. These are "Truly I Do," a ballad; "Gypsy Dreams," fox-trot; and "I Could Fall in Love With Someone Like You," fox-trot. The latter two numbers are being featured by the orchestras and show indications of becoming popular dance bits, while "Truly I Do" shows there is a large demand for a ballad of this type. The company announces that its new

fox-trot, "Angry," introduced several months ago, has shown a wonderful record, for over 20,000 orchestrations have been published since its introduction and its great popularity continues unabated.

Life Work of the Late Theodore Presser

Founded Presser Home for Retired Music Teachers and the Widely Known Presser Foundation—Great Figure in the Trade

The recent death of Theodore Presser marks the passing of a great figure in the music publishing field. He was teacher, editor, author and publisher and founder of several organizations. In 1914 he erected and endowed the Presser Home for Retired Music Teachers. He founded the Music Teachers' National Association in 1876 and was one of the founders and early honorary presidents of the Philadelphia Music Teachers' Association. The Presser Foundation was created by him in 1916. Mr. Presser built up a remarkable music business, all of which was founded on direct sales to music teachers. His company is now an institution, and the catalog and business, which undoubtedly will be handled by a board of trustees, will doubtless continue to be one of the most important music publishing businesses of the country.

"You Can't Go Wrong With These 'FEIST' Songs!"

"MIGHTY BLUE"

A Mighty Blue Fox Trot Song by
RAYMOND EGAN
1925

The American Song
that created a furore in Paris

"I MISS MY SWISS"

(My Swiss Miss Misses Me)
by L. WOLFE GILBERT and ABEL BAER
Introduced in
BALIEFF'S
"CHAUVÉ SOURIS"

A Fox Trot
Melody With A
Great Dance Rhythm

"Marguerite"

by OWEN MURPHY
AL SHERMAN
and EMBELME

"You Can't Go Wrong With Any 'FEIST' Song!"

FIVE RECORD RECORD BREAKERS



ABOVE SONGS FEATURED BY ORCHESTRA AND VAUDEVILLE ACTS FROM COAST TO COAST
IRVING BERLIN INC., 1607 BROADWAY, NEW YORK

Vogel Sixteen Years With Plaza Music Co.

Head of Sheet Music Department of Well-known New York Jobber Celebrates Sixteenth Anniversary With Company

Jerry Vogel, manager of the sheet music department of the Plaza Music Co., recently celebrated the sixteenth anniversary of his connection with that enterprising concern. Jerry has been with the Plaza Co. since its inception and



Plaza Sheet Music Department

it is his attention to the wants of sheet music dealers and the rendering of co-operation and service that have made this division of the Plaza Co. so active.

In commemorating the sixteenth anniversary Jerry had a photograph taken of a small portion of his department, a reproduction of which is shown here. It will give some idea of how efficiently he is handling the Fall business with the aid of his staff of young ladies.

Both New Berlin Numbers Are Popular

"Remember" and "Don't Wait Too Long" Both Are Achieving Substantial Successes

It is very seldom that Irving Berlin now writes two songs in a single season, with the exception, of course, at those periods when he writes a series of numbers for a production. This Fall, however, he has given his publishers, Irving Berlin, Inc., two numbers, "Remember" and "Don't Wait Too Long."

Both of these songs are having good success. "Remember" was introduced some weeks back and has been closely followed with "Don't Wait Too Long." Both are ballads in typical Berlin style, and both promptly have made themselves important as this season's offerings. "Don't Wait Too Long" has been put in "The Music Box Review," now on tour. It is understood that it is available for other publicity and exploitation and will not be solely confined to the show.

"Remember" will have the distinction of being sung by a great number of concert stars. Arrangements to use it in such programs have already been made. It will, of course, be frequently heard in vaudeville and as a waltz it should help to continue the revived popularity

of what, in recent years, has been termed an old-fashioned dance.

The Irving Berlin catalog has never been more active than at present. However, the band and orchestra, as well as the professional department have found time to exploit these two Berlin offerings and expect them to lead the Berlin catalog in sales before the holidays arrive.

New Booklet Published as Aid to Music Clubs

The National Bureau for the Advancement of Music has just published a new sixty-page booklet on "Junior Music Clubs and the Chautauquas" as an aid to the National Federation of Music Clubs in the extension of the junior club movement on the Chautauqua circuits.

The new booklet contains much information and many suggestions of direct value to those interested in junior music club activities, and not the least interesting material is that concerning the published music in books available for use in music club and Chautauqua work. A number of suggestions regarding programs are also included. The booklet was written by Addye Yeargain Hall, formerly chairman of the Junior Department of the National Federation of Music Clubs.

Clarence Williams Expands

For the third time in the past year the Clarence Williams Music Co., with offices at 1547 Broadway, New York City, has taken additional space. The enlarged quarters occupy almost an entire floor in the Gaiety Theatre Building. In addition the Williams Co. has added to its executive and writing staff. Among these new additions are "Bill" Bailey and Will E. Skidmore, both of whom are well-known writers and musicians. Mr. Bailey, who has been quite popular in vaudeville, will have direct charge of the band and orchestra departments of the Williams Co. and Mr. Skidmore, who was formerly head of the Skidmore Music Co., who will be remembered for his song, "Pray for the Lights to Go Out," has contributed two new numbers to the Williams catalog entitled, "There Has Been Blues" and "Hold'er Beacon."

Specht at Moulin Rouge

Paul Specht and His Orchestra, who play exclusively for Columbia records, returned to New York early this week, opening at the Moulin Rouge Cafe, Forty-seventh street and Broadway, New York City. Specht and His Orchestra have been touring the country successfully in recent months and their return for a stay in New York will be welcomed by their numerous admirers in the metropolis. Mr. Specht, who is an accomplished musician and violinist of more than exceptional ability, has gathered together a group of musicians who make a musical combination of importance.

Chappell-Harms Numbers Hit of "Nick Nacks of Now"

"If You Were the Only Girl," as Sung by Dillon and Parker, Brings Enthusiasm From Large Audiences at Keith-Albee Theatres

One of the most pretentious acts of the new vaudeville season now playing the Keith-Albee Circuit is "Nick Nacks of Now," an "intimate" revue produced by Jay Dillon and Betty Parker, who conceived and wrote the vehicle and appear in it as the stars.

"Nick Nacks of Now" is in reality a miniature revue for there are eight scenes and it enlists the services of seven people. There is singing and dancing, as well as several short sketches. But above all is the splendid singing of the two stars. Miss Parker is the possessor of a fine soprano voice, and Mr. Dillon, a tenor, very ably seconds her in the rendition of their songs.

The principal number in the act is "If You Were the Only Girl," a number from the catalog of Chappell-Harms, Inc. This song is a beautifully melodious tune and, as sung by Dillon and Parker, makes the big hit of their act. From the reception that the number gets it is evident that it will be one of the big hits of the season. Its delightful rhythm also presents every aspect of being a genuinely good dance number as well.

"Nick Nacks of Now" has been mounted very beautifully by Dillon and Parker. Several of the scenes are quite on a par with those of a Broadway revue, with metal cloth hangings and heavy scenery.

"School Days" Now Owned by Jack Mills, Inc.

Well-known Gus Edwards Hit to Be Bought Out in New Edition in Firm's Standard List

"School Days," the famous Gus Edwards song, has been acquired by the enterprising music publishing firm of Jack Mills, Inc., 148 West Forty-sixth street, New York City. This song, which became internationally famous when originally introduced by the composer, Gus Edwards, continues to be remembered and is occasionally heard in vaudeville. Following the assignment of the copyright by Gus Edwards to Jack Mills, Inc., the new publisher arranged for a new edition, with an attractive title page, and will make it one of the features of the Mills' standard collection.

Music Dealer Dies

CHICAGO, ILL., October 31.—James P. Durkin, of 508 Barton avenue, Evanston, Ill., whose body was recently found in an alley, after having been struck by an ash cart, operated a music publishing company, with offices in the Republic Building, this city.

Sam Fox Fall Activities Show Value of Specializing

Cleveland Publisher's Plans Show Careful Concentration on Numbers of Sure-Fire Popularity—Great Need of Specialization

In these days of specialization music publishers, too, have seen the need for concentration. No longer is it possible just to issue numbers and announce catalogs of a new variety. Now it is necessary to issue the work for a particular purpose and to arrange a catalog for specific needs, selecting the material on its merit as an addition to a particular series and then telling the trade, the teaching profession, the concert artists and the general music consumer of its availability and why, is the plan that brings present-day success.

The Sam Fox Publishing Co., Cleveland, O., has a wide variety of material. Its publications cover practically every phase of musical activity. It is, however, a house of specialization. Everything published by the company has been selected for a particular purpose, generally a need; it is not a mere addition to the catalog but an important acquisition. Every department of the Sam Fox Publishing Co. is devoted to specialization, each hammering away and concentrating upon some particular channel. Because it is a young organization filled with youth, vitality and pep, this type of business program has an appeal.

An example of concentration is the new "Sam Fox English Ballad Series." Recently the initial issues of this catalog were announced. Hardly had they been permitted to gain trade notice when one of the numbers from this series, namely, "My Song of Love" (For You) started on its way to wide popularity. Its movement has been rapid and, doubtless in coming weeks, it will be of national importance and an active seller in every music store. The other numbers in the new series are of an equally high standard and with that something that gives them popular appeal. They are "Unless I Know" and "To Sing Awhile" and if all future additions to this new "Sam Fox English Ballad Series" are of the same caliber, the success of the catalog is assured.

This is only one of the features of the Fall activities of the Fox organization. Its campaign on the fox-trot song "Footloose" in conjunction with the serial story of the same name appearing in 800 newspapers throughout the country, has put over this number in a big way. As a song and instrument selection it is appearing in current talking machine record catalogs and every player-roll organization has not only recorded it but made it a feature.

On the present tour of John Phillip Sousa and His Band a Sousa march known as "The Black Horse Troop," dedicated to a well-known Cleveland military organization, is featured. It is probably one of the best march compositions that has been heard in years and, coming from the pen of the March King, it has created a demand for itself.

The Sam Fox Catalog has two of the most important compositions of the season in "Indian Dawn" and "Nola." The latter continues to be increasingly popular. Another revival of the Fox Co. is the bringing out in song form of "Neapolitan Nights." Here is an exceptional number and one that in song form will go a long way. The words for the number are by Harry D. Kerr, written to the inspiration of the music by J. S. Zamecnik. Among the newer songs in the Fox Catalog is "Magic Love." Here again is specialization. The number is the musical theme and prologue of Pola Negri's photoplay success, "Flower of Night."

And, as usual, last but not least, or rather last but important, is "Magnolia Bloom." Already accepted by the teaching and singing profession, it will be heard from during this and coming seasons.

There is every indication of an active Fall with this house.



MAGIC LOVE

*The Musical Theme
And Prologue Of*
Pola Negri's
Great Photoplay Production
"Flower Of Night"

*A Charming
Song
Of
Popular Appeal*

Sam Fox Pub. Co.
CLEVELAND, OHIO

Announcing

MY SONG OF LOVE


FOR YOU

A Beautiful Ballad
In The New And
Distinctive

Sam Fox English Ballad Series

*This Song
Is Sure To
Attain Great
Popularity*

Sam Fox Pub. Co.
CLEVELAND, OHIO



Neapolitan Nights

*The Enchanting
Love Song*

That Is Becoming
One Of The
Outstanding
Musical Successes
Of The Season

Sam Fox Pub. Co.
CLEVELAND, OHIO



Magnolia Bloom

*A Romantic
Love Song*

A New
Sam Fox
"Better Class"
Song OF
Unusual Merit.

Sam Fox Pub. Co.
CLEVELAND, OHIO

**Where Is
"MY ROSE of
WAIKIKI"**

*An Exotic
Fox Trot Song*

by
Raymond B. Egan
and
Richard
Whiting

© 1925 LEO FEIST, Inc.

You Can't Go Wrong

**"She
Was
Just A
SAILOR'S
SWEETHEART"**

Joe Burke's
Comic Absurdity

He Left Her Broke In Harford

**"RED HOT
HENRY
BROWN"**

A Red Hot
Struttin'
Fox Trot
Song

FRED
ROSE

With Any FEIST Song

Irving Berlin, Inc., Announces the Publication of Its Dance Folio No. 10

Large Number of Firm's Latest Hits Contained in the New Volume, but Without the Words of the Songs—Strong Campaign Placed in Back of the New Dance Folio

Irving Berlin, Inc., has just announced its No. 10 Universal Dance Folio. This is a special release for the season of 1926. It contains thirty-one dance numbers arranged as fox-trots, waltzes and blues and includes some of the most popular hits of the past season, such as "Yearning," "When You and I Were Seventeen," "All Alone," "Sonya," "So That's the Kind of a Girl You Are" and "Waiting for the Moon."

This new folio was arranged for release so that it could be placed on sale on October 25. The publishers plan an extensive campaign for the purpose of stimulating its sales with the consumer as well as with the trade. There will be special display title pages, window hangers and similar publicity material to attract attention.

The Berlin catalog has never been in a more healthy shape than during the past few months. Among its publications were some of the heaviest sellers of the Summer and early Fall season and the presentation of these in instrumental folio form at this time should create a wide

sale and make for more activity in the retail music establishments.

Many of the numbers that appear in the folio are still active and for that reason the pianists purchasing the No. 10 Berlin folio make an exceptionally good buy. Inasmuch as no words accompany the dance publication there should be little or no effect in its release on the sales of the sheet music of these numbers. Probably the greater part of dance folios sold are to those who use them in photoplay houses and other places of public rendition. Naturally, the adept pianist buys it also for home use. The lovers, however, of such publications in song form will not, of course, find the instrumental selections in the folio complete enough for their purposes.

With the widespread publicity given this new publication by the Berlin organization through its sales department and by its various branch offices and sales representatives throughout the country and with the aid of the special advertising material, the demand should be most active for the next few months.

Successful in Europe

"I Miss My Swiss" (My Swiss Misses Me), Leo Feist, Inc., number, an American publication, originally introduced in "Chauve Souris" Paris edition and later made one of the outstanding numbers of the season in this country, has continued its outstanding position in the European market, through the fact of its being featured in the London engagement of the "Chauve Souris" production. Leo Feist, Inc., was the recent recipient of a radiogram from

Balfief, the producer of "Chauve Souris," which said: "All London audiences singing 'Katharina.' Repeated 'Miss My Swiss' three times."

The Columbia Phonograph Co., Inc., has just signed a contract with Monette Moore to record exclusively for its records. Her first two releases will be placed in the Race catalog and are entitled "Got It Fixed" and "Take It Easy." Both numbers are published by the Triangle Music Publishing Co., Inc., and they are enjoying wide popularity.

"Hotsy Totsy" Played by Unique Orchestra

Whiteman Played Violin, Wiedoeft Trumpet, Lyman the Traps and Ash the Piano—What More Could You Want?

An interesting story, which proves a lot of things about leaders of recording dance orchestras, but principally that they are good fellows, is being told at present in Chicago, as a result of an incident toward the close of the program at Keith's Palace, that city, last month. A surprise announcement was made that four world-famous dance orchestra leaders, all hailing from California, were in the theatre and had been asked to step up on the stage. As they were introduced they stepped out from the wings, Herb Wiedoeft, first, Abe Lyman, and then Paul Ash, all getting a thundering welcome. While everyone was looking for the fourth man, these three stepped over the footlights and grabbed Paul Whiteman, sitting in the second row, and forced him to the stage.

Somehow a violin was placed in Mr. Whiteman's hands, a trumpet in Mr. Wiedoeft's, drums were pushed on to Abe Lyman's corner, and Mr. Ash seated himself at the piano, and they were off, representing one of the most expensive four-piece dance combinations ever heard in America. The number was "Hotsy Totsy" and the applause following it lasted over five minutes. It was said that the happiest man in the house was Jack Mills, publisher of the song, who happened to be in the wings.

Open Boston Office

A new professional office has been opened by Sherman, Clay & Co., of San Francisco, Cal., in Boston, Mass., with Nat Madison at the helm.

**"When the One
You Love,
Loves You"**

*The New Waltz Ballad
So Successfully Sung by
Vanderbilts-Leading Artists*

Written by Paul Whiteman
Cliff Friend & Abel Beer

*The Waltz In The Air
Heard Everywhere!*

**"MIDNIGHT
WALTZ"**

Lyric by Gus Kahn
Music by Walter Donaldson

**"BECAUSE
OF YOU"**

*A Sentimental Ballad
With A Wonderful
Fox-Trot Rhythm!*

Lyric by Walter Hirsch
Music by Ted Fiori

You can't go wrong with any FEIST song

© 1925 LEO FEIST, Inc.

Catalog of Selected Edison Records Issued

"Edison Records of Music That Lives" Composed of Three Hundred Records That Have Stood the Test of Time

The advertising department of Thos. A. Edison, Inc., has recently issued a very handsomely bound catalog entitled, "Edison Records of Music That Lives." This catalog features the three hundred Edison records that have stood the test of time; in other words, the proved favorites of the buying public over an extended period of time. This catalog is submitted with the suggestion that it will form a valuable guide in building a record collection. The premise reads in part:

"During the past 150 years countless thousands of musical compositions have been written. Yet, not more than four or five of those issued each year have survived and are heard and loved to-day. We refer principally to music that is grasped and appreciated by the great mass of music lovers, not to the complex compositions that are understood only by the trained musician."

The records are classified as follows: "Heart songs, violin records, piano records, orchestra, band and instrumental quartets, Hawaiian and Marimba records, sacred songs, concert and operatic songs, popular songs and recitations and miscellaneous."

In addition to the usual catalog data, a very interesting and authoritative description is given for each record in which is traced the interesting history and romance about the composer, the particular selections, and the recording artist. It is a unique and valuable source of musical information, in addition to being an effective guide to the most enduringly favorite musical selections.

Drive on Browning-Drake Regenerator Receiver

The Browning-Drake Corp., Brighton, Mass., manufacturer of radio receiving sets, has recently launched an extensive sales and advertising campaign throughout the music industry for the promotion of the Browning-Drake Regenerator receiver. The receiver combines radio frequency and regeneration in a four-tube, five- and three-tube hook-up.

The sets are designed by Frederiek H. Drake

and G. H. Browning, both of whom are well known to the radio industry, having conducted extensive research work in the laboratories of Harvard University. The Browning-Drake receiver is the result of mathematical calculations by Messrs. Browning and Drake conducted for the purpose of determining just how much amplification might be expected from a tuned radio frequency transformer. The resultant hook-up, popularly known as the Browning-Drake circuit, is not new, as it depends for its efficiency on the tuned radio frequency transformer. The set consists essentially of one stage of tuned radio frequency amplification and a regenerative detector to which any type of audio amplification may be added.

The sets are designed in three, four and five-tube models, incased in mahogany finish cabinets calculated to harmonize with the furnishing of any home. The panel is furnished with two dials, one being for wave length and the other for resonance. The set is said to be extremely selective. The company plans to distribute through jobbers and at the present time distributors are being appointed in the various territories.

Stewart-Warner Big National Ad Campaign

Besides Periodicals, Sixty Large City Newspapers Are Being Used—Firm's Tubes Triumph in Test

The Stewart-Warner Speedometer Corp., manufacturer of Matched-Unit radio, announces that recent tests of eighty tubes of different makes, conducted by the Radio Broadcast Laboratory, at Garden City, N. Y., showed the Stewart-Warner tube had a higher percentage of mutual conductance than the average tube and gained a rating of 108 per cent.

Reports from dealers throughout the country indicate that the \$65 table model instrument is proving to be one of the most popular sets in the Stewart-Warner line and production is being speeded up to meet the demand which is growing steadily.

A comprehensive national advertising campaign is being conducted by the Stewart-Warner Corp. in magazines of general country-wide circulation, including the Saturday Evening Post, World's Work and the Review of Reviews, and the Sunday newspapers in sixty large cities will carry strong advertising copy from now until Christmas to build up a public demand for Matched-Unit Radio.

SPRINGS

VICTOR	
1 1/2" x .022x17" bent each end.....	No. 6543 \$.57
1 1/2" x .022x18" 6" marine ends.....	No. 3014 \$.57
1 1/2" x .022x17" bent arbor.....	No. 5352 \$.59
1 1/2" x .022x18" bent arbor.....	No. 5423 \$.48
1 1/2" x .022x17" bent arbor.....	No. 5427 \$.38
1 1/2" x .022x19" bent each end.....	No. 5542 \$.38
1 1/2" x .022x19" 6" marine ends.....	No. 2141 \$.35
1 1/2" x .022x19" 6" marine ends.....	No. 3829 \$.38
1 1/2" x .022x19" bent arbor.....	No. 5394 \$.39
1 1/2" x .022x19" bent at each end.....	No. 5544 \$.39
COLUMBIA	
1 1/2" x .022x19" spring arbor, new style, No. 2006	\$.61
1 1/2" x .022x19" Universal.....	No. 2051 \$.36
1 1/2" x .022x19" Universal.....	No. 2051 \$.36
1 1/2" x .022x19" bent arbor.....	No. 1210 \$.34
BRINLEY	
1 1/2" x .021" motor, Nos. 53 & 77.....	\$.52
1 3/16" x .022x19" also Pathé.....	\$.70
1 1/2" x .022x19" bent at each end.....	No. 1 \$.60
SAAL-BILVERSTONE	
1 1/2" x .022x19" rectangular hole.....	No. 144 \$.39
1 1/2" x .022x19" rectangular hole.....	No. 143 \$.45
1 1/2" x .022x19" rectangular hole.....	No. 148 \$.33

TALKING MACHINE SUPPLY CO., PARK RIDGE, N.J.
Complete catalogue on request

MacMillan to Show Zenith Used in Arctic at Chicago

CHICAGO, Ill., November 10.—The last-minute reservations that are being made for space at the Chicago Radio Show, which will be held here at the Coliseum from November 17 to 22, inclusive, indicate that one of the largest exhibitions of radio equipment ever shown will be on display.

The show, it is claimed, will bring at a minimum 200,000 people and included in this attendance there will no doubt be many music dealers, owing to the growing interest in radio by the dealer and the many features of the show that will particularly appeal to the music merchant.

In this connection Commander Donald B. MacMillan will have on display the Zenith Arctic expedition used in the recent MacMillan Arctic expedition, with a number of musical instruments that withstood a test of 40 degrees below zero while in use. There will be numerous other musical features at the show in addition to the large exhibition, including special broadcasting of talent from local stations and a large staff of well-known artists and musicians.

Give Demonstrations of New Orthophonic Victrola

From all parts of the country come reports from correspondents of preliminary concerts given under the auspices of Victor dealers in the exploitation of the Orthophonic Victrola, which was formally placed on the market on Monday, November 2. Advance showings of the instrument were made to invited audiences of musicians, educators, newspaper representatives and prominent citizens. Among the dealers who staged such demonstrations were included: Andrews Music House, Bangor, Me.; Hunt's Music Store, White Plains, N. Y.; G. W. P. Jones Music Co. and Ben Reynolds & Co., Washington, Pa.; Morris Music Shop, Portsmouth, Va.; Curran Music Co. and Paganini's Music Shop, Sharon, Pa.; Hanger Bros. Music Store, Lincoln, Ill.; Alden Music Co., Hibbing, Minn.; American Furniture Co., Cable Piano Co. and Williams-Guttenberger Music Co., of Macon, Ga.; Meyer Music House, Holland, Mich.; Bach Piano Co., Faribault, Minn.; Neal, Clark & Neal, Buffalo, N. Y.; Stewart Dry Goods Co., Louisville, Ky.; Music Lovers' Shoppe, Rochester, N. Y.; J. G. Heinder & Son, Holyoke, Mass.; Tri-State Music Co., El Paso, Texas; C. A. House Music Co., Fairmount, W. Va.; Riedling Music Co., Albuquerque, N. M.; Sanger Bros., Waco Texas; Schmolzer & Mueller, Omaha, Neb., and the Windsor Music Co., Tarentun, Pa.

The Luna Phonograph & Radio Corp., New York, was recently incorporated at Albany with a capital stock of \$20,000. The incorporators are M. Feingold, E. Scheer and H. Podell.

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.

WE BUY FOR CASH

Victor, Columbia, Okeh records and machines
Pay highest prices.

GUARANTEE SALES CO.

109 N. 10th St Philadelphia, Pa.

SPOT CASH

We will pay spot cash for any quantity of records, phonographs and accessories. Address

ARGUS PHONOGRAPH CO.

1055 Second Ave. New York City

POSITION WANTED—Am now open for an interview with a reliable house in the wholesale or retail piano, phonograph or radio line. For the last three years have been connected with European phonograph companies as manager in every department. Address S. C. Ob-susun, 220 Miriam St., New York N. Y.

POSITION WANTED—Radio phonograph salesman now employed, desires change. Long experience calling on metropolitan trade in both talking machine and radio fields. Wonderful connections. Address "Box 1536," care of The Talking Machine World, 383 Madison Ave., New York City.

LARGE SALES organization wishes to add to its present lines popular priced radios and phonographs. Direct factory connections only solicited. Address "Box 1537," care of The Talking Machine World, 383 Madison Ave., New York City.

WANTED PIANO SALESMEN—Men of energy and ambition, with some piano experience for retail selling. Best agencies, best advertising and best helps to increase sales, income and promotion. Confidential dealings. Write for information to "Box 1538," care of The Talking Machine World, 383 Madison Ave., New York City.

Announcing
the
**BROWNING-DRAKE
RECEIVER**



THE B-D JUNIOR

5 tubes with new type sockets; power tube may be used; mahogany finish cabinet. List price, without tubes and batteries, \$95.



IN the quest for a set that would give selectivity and distance, and still be economical and simple in design, Frederick H. Drake and Glenn H. Browning, both doing research work at Harvard University, set to work mathematically to see just how much could be developed by a tuned radio frequency transformer.

It was found that with the aid of a special primary to minimize capacity coupling, radio frequency amounting to over 90% of the maximum could be obtained. The transformer thus made gave more radio frequency amplification than any other set on the market.

The resultant receiver, known as the Browning-Drake Receiver, has been so successful in getting extreme distance with exacting selectivity and unusual volume that it is now presented to the public in three cabinet models. Each of these is built complete by the Browning-Drake Corporation at their Brighton plant.

The Browning-Drake Receiver is just the receiver to demonstrate to radio skeptics. Their skepticism will turn to wonder upon hearing Browning-Drake performance. For distance Browning-Drake has no equal, yet it is priced extremely low. The Browning-Drake Receiver during the Trans-Atlantic tests earlier in the year received several European stations. Owners of Browning-Drake Receivers have found it surprisingly easy to get the Pacific Coast.

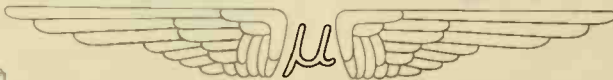
The Browning-Drake Receiver is so simple in construction that dealer servicing is reduced to a minimum. All Browning-Drake models are encased in beautifully finished mahogany cabinets.

Write or wire us immediately for dealer reservation and further information. We will arrange for a demonstration in your territory. Some territory open to distributors.

Address Dept. T.

BROWNING-DRAKE CORP.
353 WASHINGTON STREET
BRIGHTON, MASS.

BROWNING-DRAKE



THE B-D SENIOR

6 tubes with new type sockets; built-in loud-speaker; battery compartments. List price, without tubes or batteries, \$185.

THE B-D STANDARD

5 tubes with standard sockets; provides for power tube; mahogany cabinet with battery compartments at either end. List price, without tubes and batteries, \$130.





EUROPEAN HEADQUARTERS

2 GRESHAM BLDG., BASINGHALL ST., E.C. LONDON



Year-End Business in Great Britain Promises to Eclipse All Previous Sales

Reductions in Prices of Instruments Made by the Leading Companies and Other Favorable Factors Responsible for Growing Sales Volumes—Important Trade Activities of the Month

LONDON, ENGLAND, November 3.—The gramophone and record trade here is in the throes of a season which promises to eclipse, in the volume of business done, all previous records. Never before in the history of the gramophone have the signs and portents of a wonderful season's trading been so auspicious and favorable. Prosperous as have been the last two or three seasons, there is no question but that this prosperity will be easily excelled in the coming months. Reductions in prices of models have been more or less general, the leading companies setting a fine example in this respect, whilst the reording companies, apart from reductions in price, have excelled themselves in the adoption of improvements in methods of reproduction and in the issuing of a wealth of good music. In fact, there is no section of the public, musical or otherwise, that is not being abundantly cared for. Despite the popularity of broadcasting and, indeed, perhaps because of it, there is a continually increasing enthusiasm for the gramophone and its music.

Columbia Enters World Markets

The whole gramophone industry here is agog with the important news of the tremendous developments of the Columbia Graphophone Co., developments which place the Columbia company as controlling the largest combination of gramophone interests of the world. Incidentally, the news is of far greater significance in that it means a British domination of foreign gramophone markets, instead of a foreign domination of British gramophone interests. The news is referred to elsewhere in this issue of this publication.

His Master's Voice New Instrument

In the last year or two there have been a large number of improvements and new inventions in the construction of a gramophone that will give absolutely faithful reproduction of the best music. Only a year ago the Gramophone Co., Ltd. (His Master's Voice) placed on the market its pleated diaphragm models, which, in volume of tone, surpassed all its previous models. Now comes its latest and best production, which, it is not too much to say, gives an even greater volume and a finer quality of tone than any of its predecessors. Externally and in manipulation, the new gramophone is simi-

lar to the standard "His Master's Voice" instrument. The differences in design are in the tone chamber, taper arm and a new type of sound box. The taper arm has no sharp angles and a very narrow bore throughout its length. The sound box is of an extremely sensitive character, the stylus bar being end-pivoted and, judging from a thorough test which I have been enabled to give it, easily picks up all the finer nuances of the record grooves, transmitting them with a purity of reproduction hitherto unattainable.

Old Models Recalled

All the old models have been called back into stock, the accredited dealers of the company being supplied with a stock of the new models on an exchange basis of two for one. The volume of advertising in connection with the launching of the new model is on a tremendous scale. The national and provincial press are carrying well-displayed announcements sufficiently explanatory to induce the public to visit the local dealer for a demonstration and a magnificent sheet poster has been issued for the boardings.

1926 British Industries Fair

From announcements that have already been made by the Government, through the Department of Overseas Trade, it is resolved to make next year's fair the biggest and most effective sales campaign for British goods that has yet been launched. Special measures adopted for 1926 include the expenditure of approximately £25,000 on a scheme of world-wide publicity, in addition to advertising in the newspapers and trade journals of practically every country in the world.

All goods of the same class will be displayed, side by side, and with the object of making participation as cheap as possible to exhibitors, the charge for space has been reduced this year to 2s. 6d. per square foot.

As in previous years, the musical instrument exhibit will be held in the London section at the White City, Shepherds Bush, and the Federation of British Music Industries is to handle the organization. At a meeting of the trade committee of the Federation, held recently, a member of the pianoforte industry was appointed to the advisory committee of the fair, as

representing the music trades. Already, I am told, the number of music firms booking space is in excess of the number exhibiting at the last two fairs and of which number the gramophone industry is in the majority.

Gramophone Dealers' Meeting

The annual general meeting of the Gramophone Dealers' Association was held at the offices of the Federation of Music Industries on October 20. Ernest E. Squire presided over a large attendance of members. On a unanimous resolution, Mr. Squire was again elected to the office of president, Gerald Forty (Dale & Forty) and F. T. Stokes (Keith Prowse) being appointed as vice-presidents. An agenda was drawn up for the first of the joint meetings between this Association and the Gramophone Manufacturers' Association. Each Association is to be represented by six delegates, who will discuss the following subjects: Application of a provincial council to be supplied at trade terms. Discounts given by co-operative societies. (This has long been a source of grievance, as the discounts given by these societies to their members operate very unfairly against the ordinary music dealers.) Cut-outs. Unsalable and surplus records. (Despite long and continued negotiations between the two societies, a satisfactory exchange system has not been generally adopted.) Hire purchase. Supplies to cycle agents. Branch associations.

Scotland's Music Week

Under the auspices of the Scottish Music Merchants' Association, the music trade in Scotland held a week of campaign for music. A concentrated attack on the public was made. Newspaper advertising played a big part in the scheme, all the leading daily newspapers in the big towns carrying pages of co-operative music advertising and articles on music, written by leading musicians and specialists. Broadcasting and community singing also played prominent parts, and the trade as a whole dispensed itself in an orgy of special window dressing. The Gramophone Co. and the Columbia Graphophone Co. actively supported the movement, each offering valuable prizes for window displays of their own particular goods. The Scottish Music Merchants' Association offered special prizes for general music displays. The Columbia Co. issued a special Scottish double-sided record, which dealers had an opportunity of supplying to their customers at the nominal price of 6d., or, if they preferred, could give away, gratis, as an advertisement. On one side of the record an interesting talk on music

(Continued on page 195)

POINTS ABOUT SPRINGS No. 5

Do you know that a first-class mainspring is liable to break in your stockroom if kept there too long? Although every "VULCAN" is tested previously, this has happened in our own warehouse where proper care is taken of every spring. The breakage, in almost every instance, happens on the outside coils of the spring, where the strain is least. Several theories have been put forward to account for this, but we do not understand it, although we have given the matter careful thought and attention.

USE VULCAN MAINSPRINGS

"BEST IN THE LONG RUN"



Sold by all the leading Factors

Send for Lists
J. STEAD & CO., Ltd.
SHEFFIELD
ENGLAND

FROM OUR EUROPEAN HEADQUARTERS—(Continued from page 194)

was given, the composition of which, I understand, was left in the capable hands of H. C. Ridout, the well-known publicity manager of the Columbia Co., while on the other side was a Scottish selection played by the first-class band. From all accounts, the "week" was an extraordinary success, and suggestions are already being thrown out this side of the border that an all-English "week" should be organized.

Death of William Littlejohn

The talking machine trade is mourning the death of yet another well-known personality, William Littlejohn, who, for the last ten or eleven years, had occupied the position of advertising manager to the House of Edison Bell (J. E. Hough, Ltd.). Before joining Messrs. J. E. Hough, Ltd., he had contributed to several of the gramophone journals and in this way got into close touch with the gramophone industry. His passing is greatly mourned by the Edison Bell staff, with whom he was a general favorite, and by a large number of friends in gramophone and other circles.

New "Repeater" Device

A new and important advance in gramophone refinement is signaled by the introduction, on certain models of the Columbia Grafonolas, of a device which will automatically repeat the playing of a record and stop the motor at the conclusion. It is being equipped on all the new season's Grafonolas in cabinet and console models of £35 and upward and is already causing interested comment and proving an important selling factor. Hidden away in a small space below the motor plate is a compact piece of ingenious mechanism, which, in its operation, is almost uncanny. Two small buttons project from the surface of the plate, marked "2" and "3," respectively. On No. 2 button being pressed, the record plays as usual and, as the last notes finish, the tone arm lifts itself from the surface, floats in mid-air back to the edge of the record, lowers itself gently to the playing grooves and plays the record through again. At the end, the tone arm again rises and returns to the beginning of the record, but this time it comes to rest and the motor stops. No. 3 button produces the same operation, but the record is played three times in succession.

Brief Paragraphs of Interest

The Federation of British Music Industries has definitely fixed on January 27, 1926, as the date of the next annual dinner. The meeting place will be the Savoy Hotel, as last year. At

the same time comes the announcement of the 1926 Convention, which is to be held at the popular seaside resort, Folkestone, with headquarters at the Metropole Hotel. The opening date will be Whit Tuesday, May 25.

The Federation of British Music Industries last month elected its new president for 1925-26, Paul M. Booth, of Booth & Brooks, being

unanimously voted to this important position.

The first of the monthly supplements of Discophone records was issued on November 1, and includes a number of recordings of Lieut.-Col. Mackenzie-Rogan's Military Band, the Mackenzie-Rogan Symphony Orchestra, some vocal records by entirely new artists and a number of popular dance numbers.

Salt Lake City Trade Views New Instruments**Dealers Getting Behind Latest Models With Vigorous Sales Promotion Campaigns—Make Victor Record in City—Month's News**

SALT LAKE CITY, UTAH, November 4.—The Orthophonic Victrola, just placed on the market by the Victor Talking Machine Co., is occupying the center of the stage in this and other of the more important cities of the State right now, including Ogden and Provo. The local distributor, John Elliot Clark Co., South Main street, announced special free demonstrations at its fine retail store, as did its dealers, while a prominent downtown cafeteria also gave an Orthophonic Victrola concert for the benefit of its patrons. On Monday, November 2, the day the new instrument was placed on the market, the crowds wanting to hear it at the local Victor retail agencies were so great that everyone could not be accommodated. Mr. Clark, head of the firm distributing the machine here, told your correspondent that so far he was delighted with the interest which announcements concerning it had created. He predicted an immediate and lasting success for it.

Mr. Clark gave a special Orthophonic Victrola concert on October 30, in the private concert hall of the Consolidated Music Co.'s store on Main street, the audience consisting largely of newspaper and advertising men. Everyone present expressed delight with the new instrument and predicted for it a prosperous career. Mr. Clark explained at some length the technical improvements that had been made on the original instrument and also discussed the history of talking machines.

The Brunswick Co. is starting a campaign for its new Panatrope. At this writing no date has been set regarding its appearance on the local market. Nor have any demonstrations been announced.

Victor recording officials, headed by Manager King, of the New York City laboratories of the company, were in Salt Lake City recently for the purpose of taking records of the Mormon Tabernacle Choir in its natural setting. It was stated to be by way of experiment, and the experiment proved satisfactory. The records, it is stated, will be on the market at an early date. They have already been heard by officials of the Mormon Church who were delighted with them. The selections are for the greater part outside of purely religious themes. The organ at the Tabernacle ranks as one of the world's largest instruments, and the choir had 250 voices. Prof. Lund, its leader, conducted. Many selections had to be taken before they were considered satisfactory by Mr. King, the choir working overtime.

Elmer P. Madsen and G. McConnell, Brunswick dealers at Manti and Cedar City, Utah, respectively, were local visitors during the past week. Both reported an excellent outlook for business.

The Daynes-Beebe Music Co. had an excellent Halloween window. A witch was riding on a broomstick and there were cats and owls with electric light bulbs for eyes on each side, real corn, pumpkins, etc.

Orthophonic Victrola Is Presented at Dartmouth**R. C. Hopkins, of Victor Co., in Course of Series of Lectures at Amos Tuck School, Finds Student Body Much Interested**

The interest of educators in the new Orthophonic Victrola was strongly evidenced recently when R. C. Hopkins, of the traveling staff of the Victor Talking Machine Co., in the course of a series of lectures delivered before the Amos Tuck School of Business Administration at Dartmouth College, demonstrated the new instrument and found the student body so interested that he was compelled to give what actually consisted of a three-hour concert. Mr. Hopkins' lectures at Dartmouth had to do primarily with the manner in which the Victor Co. handled its business problems in the matter of production, advertising and distribution.

As a result of direct requests made to the Victor factory at Camden, demonstrations of the Orthophonic Victrola have been given before the exclusive Exchange Club of Philadelphia, and the High School and Junior High School students of Camden, as well as before other organizations.

Lydia Geary Joins Sales Staff of Texas Dealer

SAN ANTONIO, TEX., November 3.—Miss Lydia Geary, formerly of New Orleans and Dallas, has joined the ranks of A. F. Beyer, of San Antonio, Tex., Brunswick and Edison dealer, and has been given charge of the record department. Miss Geary comes to Beyer's with a long record of successful achievement. She first began her work with records with Maison-Blanche, of New Orleans, later going to Bush-Gerts, of Dallas, Miss Geary is recognized as one of the best informed record saleswomen in the Southwest.

Sales of Music Master Corp. for October were the largest in the history of the company, exceeding \$800,000.

English Publications That Are of Extreme Interest To You!**The "Music Trades Review"**

Published on the 15th of each month, is the accepted authority on all Music and Allied trade matters. It is the

OLDEST MUSIC TRADE PAPER IN THE WORLD.

Subscription 12/6 per annum, post free, prepaid.
Advertisement rates and/or specimen copy on request

THE

"Music Trades Diary, Year Book and Directory"

Published on or about December 27th.

DIARY—Three days to the page, a week at the opening, with a stiff blotter marker.
YEAR BOOK—Contains articles of reference on all matters pertaining to the trade.
DIRECTORY—Gives the names and addresses of all firms that are members of the music trades associations, also a representative list of overseas manufacturers and traders.

Price, cloth bound copy, 3/-, or paper covered, 2/6, post free.

Advertisement rates on request.

G. D. ERNEST & CO., Ltd.

Bessemer House, Duke Street, Adelphi,

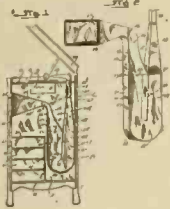
LONDON, W. C. 2

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., November 7.—Sound Modulator. Ethel M. Pace, Vicksburg, Miss., assignor of one-half to Edward O'Neill, Jr., New Orleans, La. Patent No. 1,542,906.

This invention relates to an improved type of tone modulator and amplifier for use in connection with phonographs, whereby needles and annoying sounds, such as needle scratches, harsh metallic sounds, etc., may be eliminated, so that the reproduced sound emanating from the modulator may be full, clear and even.

A further object of this arrangement is the provision whereby the reproduced sound escapes through a tortuous path; sound waves being guided within the same and modulated so that scratches and other undesirable noises



are eliminated therein, so that a clear and distinct sound is delivered to listeners.

A further object of this invention is that it may be utilized in connection with phonograph cabinets and so disposed therein in compact manner that the cabinet may be utilized for the storing of records and the like.

Figure 1 is a transverse cross sectional view taken through a cabinet type of phonograph, showing the improved modulator as mounted therein in section. Fig. 2 is a perspective view of the improved tone modulator.

Sound Tube for Talking Machines. Wm. W. Moyer, Collingswood, N. J., assignor to the Victor Talking Machine Co., Camden, N. J. Patent No. 1,544,589.

This invention relates to certain improvements in talking machines, and more particularly to sound-tubes or sound conduits, comprising the tone arm proper, the gooseneck or other tube to which the sound box may be attached, and the connection between the tone arm and the gooseneck by means of which a continuous passage for sound waves is provided between the sound box and any suitable amplifier with which the tone arm may be in communication, and the sound box is free to



oscillate vertically in its travel across the face of the record, and the sound box may be swung upwardly away from the record.

The objects of the invention are to provide a sound conduit or sound conveying tube in which there is a substantially continuous tapering passage from the sound box to the amplifier, with which the larger end of the tone arm is in communication; in which there are few parts which are readily and easily assembled; in which the gooseneck is free to rotate smooth-

ly in the end of the tone arm proper without frictional resistance to such motion but without any looseness between the gooseneck and the tone arm; wherein any wear in the bearings between the gooseneck and the tone arm may be readily taken up; in which any rattle or vibration between the gooseneck and the tone arm is absolutely eliminated; and in which the assembled tone arm and gooseneck present an attractive appearance.

In the drawings forming a part of this specification and in which the same reference characters are employed in the various views to designate the same parts, Fig. 1 is a side elevational view of the improved sound conveying tube with the relative positions of the sound box, turntable spindle and the motor board indicated in dot and dash lines.

Fig. 2 is a plan view, partly in section, of the end of the tone arm, the gooseneck, and the connection therebetween, with the position of the sound box indicated in dot and dash lines.

Stylus for Lateral-cut Phonograph Records. Ernest M. Grilley, Waterbury, and Franklin G. Neuberth, Ansonia, Conn. Patent No. 1,554,574.

The invention relates to a stylus for playing lateral-cut phonographic records. It has for its object to provide a construction for styli of this type which will allow of the use of a stylus not abraded to any appreciable degree by the material composing the record. A stylus of this character will, therefore, be permanent, or substantially permanent, that is to say, of such a nature as to allow of the playing of a great number of records before the point becomes so worn as to be no longer suitable for play-



ing purposes. A further object of the invention consists in providing a stylus having a hard, highly polished working surface whereby the same will furnish the record indentations rather than cut same, as is the case with the present type of steel and similar needles generally employed, thereby preventing wearing of the record. A still further object of the invention consists in the feature of so shaping the operating point as to give maximum strength and to reduce lateral vibration, also in maintaining the shape of the working surface to insure proper contact in traveling through the grooves of the record, thereby greatly reducing record noises and scratching and rendering possible the reproduction of difficult high notes, which may not be attempted by the use of steel and other known needles now generally employed for playing lateral-cut records and rapidly worn by the record material.

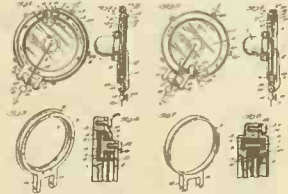
Sound Transmitter for Phonographs. Gregg K. Mills, Chicago, Ill. Patent No. 1,554,455.

This invention relates to phonograph transmitters and has for its general object the elimination of vibrant connection between the body of the transmitter sound box that is supported upon the tone arm and a mounting that is in supporting relation to the diaphragm, and is preferably also the mounting for the stylus carrier, whereby not only vibrations imparted to the stylus bar or other stylus carrier, but vibrations imparted to the diaphragm also, are prevented from finding their way to the body of the transmitter box and the tone arm upon which the transmitter box body may be directly mounted.

In the preferred embodiment of the invention the diaphragm, the stylus bar and a mounting

for these elements are embraced in a unitary structure detachably applicable to the box body with sound insulation between this mounting and the box body for the purpose stated. This construction, however, is within the scope of the invention to employ the insulated mounting in supporting relation to the diaphragm, particularly where this mounting also supports the stylus carrier, whether such mounting forms an element of a unitary structure with the diaphragm and stylus carrier or not.

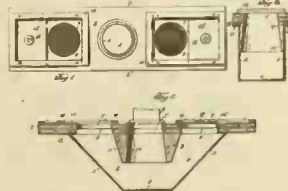
The invention is explained more fully by reference to the accompanying drawings illustrating preferred embodiments thereof and in which Fig. 1 is a front view, with parts broken away, of a transmitter made in accordance with the



preferred embodiment of the invention; Fig. 2 is a sectional view on line 2-2 of Fig. 1; Fig. 3 is a perspective view of the preferred mounting for the diaphragm; Fig. 4 is an enlarged sectional view of a part of the structure as it is illustrated in Fig. 2; Fig. 5 is a front view, with parts broken away, of another form of the invention; Fig. 6 is a sectional view on line 6-6 of Fig. 5; Fig. 7 is a perspective view of the mounting of Figs. 5 and 6 that is in supporting relation to the diaphragm and which supports the stylus carrier; and Fig. 8 as an enlarged sectional view of a part of the modified structure as it appears in Fig. 5.

Sound Amplifier. John C. Klaczynski, Chicago, Ill. Patent No. 1,555,859.

This invention relates to new and useful improvements in sound amplifiers for phonographs or other musical instruments and has



for its principal object the construction of the amplifier in such a manner as to give off a clear, distinct and full tone.

A further object resides in the provision of means for regulating the sound to any desired pitch, said regulating being accomplished by having a plurality of sound outlet openings adapted to be opened or closed, at will, by dampers or valves.

In the drawings Fig. 1 is a top plan; Fig. 2 is a longitudinal vertical section, and Fig. 3 is a transverse vertical section.

Jazz Grand Opera

Tito Schipa, tenor of the Chicago Opera Company, announces that he has made plans to produce the first grand opera with jazz. He has employed Ted Florito, well-known popular composer and orchestra conductor, to write the score.

Herald-B

LOUD SPEAKER

HERALD ELECTRIC CO., Inc. \$12
29 East End Avenue New York

Advance RECORD BULLETINS for December, 1925

Victor Talking Machine Co.

LIST FOR OCTOBER 30

- 19759 In Heavenly Love Abideth (Alex. Ewing)
19760 Sweet Christmas morn (Flora McGill Keefe)
19770 The Cavalier (Flora McGill Keefe)
19771 Little Rosewood Casket (Vernon Dalhart)
19772 The Gilt From the Cottonfield (Frank Crumit)
19773 The Parlor Is a Pleasant Place to Be (Frank Crumit)
19774 Love Night (Vernon Dalhart)
19775 Wreck of the Edgerhog (Vernon Dalhart)
19776 Death of Floyd Collins (Vernon Dalhart)
19783 Faint-Soldiers' Chorus (Victor Male Quartet)
19784 Land of Hope and Glory (Victor Male Quartet)
19789 Ceelia—with Piano (Jack Smith)
19790 I'm Kneer Dera in Daisies—with Piano (Jack Smith)

INSTRUMENTAL RECORDS

- 45508 Hunting Guns (Mendelssohn)
Master Shura Cherkassky 10
Tambourin (Rameau-Godowsky)
Master Shura Cherkassky 10
35759 Sympatone—Symphonic March (Creator)
Tripoli—Symphonic March (D'Amia)
Creator's Hand 12
19755 Prairie Blues (Ellia)
Seger Ellis 10
19771 Sentimental Blues (Ellia)
Seger Ellis 10
19771 La Cigarronera (The Golden)
Rudy Wiedorf 10
19776 Vally—Waltz
Rudy Wiedorf 10
19776 Odessa—Polka-Mazurka
Kirilloff's Russian Balalaika Orchestra 10
19785 Pearl of Hawaii
Frank Ferrer-John K. Paaluli 10
19788 Love Dream of Lulu Lu
Frank Ferrer-John K. Paaluli 10

DANCE RECORDS

- 19785 I-Ido-Do-Fox-trot
Paul Whiteman and His Orchestra 10
19782 Red Hot Heat
Paul Whiteman and His Orchestra 10
19786 Anarchy-Fox-trot
Busse's Buzzards 10
19786 Anarchy-Fox-trot
Busse's Buzzards 10

RED SEAL RECORDS

- 1116 Homie (Salmon-Del Rio)
Marguerite D'Alvarez 10
Do Not Go, My Love (Haggman)
Marguerite D'Alvarez 10
1115 Aloha Ole (Parvrell to Tito) (Queen Liliuokalani-Kreidler)
Eritz Kreidler
From the Land of the Skyblue Water (Edman-Kreidler)
Eritz Kreidler
6531 Samson et Delilah—Mon coeur s'ouvre a ta voix (My Heart at the First Voice) (Saint Saens)
Margarete Mitzenerauer
Prophete—Ab, mon fils (Ah! My Son!) (Meyerbeer)
Margarete Mitzenerauer
6544 Variations in C Minor—Part 1 (Beethoven)
Piano Solo
Sergei Reuchmanoff
Variations in C Minor—Part 2 (Beethoven)
Piano Solo
Sergei Reuchmanoff
6453 Dream of Love (Liederhaus) (Lili Schipka)
in Italian
Lili Schipka
Ave Maria (Hall, Marsy) (Lili Schipka)
Tito Schipka
6513 Marche Slave—Part 1 (Tchailowsky)
Slovak Philadelpia Orchestra
Marche Slave—Part 2
Slovak Philadelpia Orchestra

FEATURE RECORD

- 35757 Gems From "The Student Prince in Heidelberg" (Donnell-Romberg)
Victor Light Opera Co.
Gems From "The Love Song" (Smith-Kunkel-Offenback)
Victor Light Opera Co.
LIST FOR NOVEMBER 6
19793 Keep Your Skins Down, Mary Ann
Allen Stanley and Billy Murray
If I Had a Girl Like You
Allen Stanley and Billy Murray
19790 Days of Hearts and Flowers—Fox-trot
Paul Whiteman and His Orchestra
19784 Freshie—Fox-trot
Waring's Pennsylvanians
Midly Blue—Fox-trot
Waring's Pennsylvanians
19791 Brown Eyes, Why Are You Blue?—Fox-trot
Goodrich Silvertown Cord Orchestra

- A Kiss in the Moonlight—Fox-trot (From Earl Carroll's "Vanities")
Goodrich Silvertown Cord Orchestra 10
FEATURE RECORD
1084 Sentia (The Sembrini) (Draczo E. De Curtillo)—in Italian
Benjamin Gigli
Sito Penzance a Maria (De Curtis)—in Italian
E. G. and Ernesto De Curtis—Benjamin Gigli
LIST FOR NOVEMBER 6
19800 I Care for Her and She Cares for Me
Jack Smith
Feelin' Kind o' Blue
Jack Smith
19799 Oh, How I Miss You Tonight
Victor Salon Orchestra
By the Light of the Stars
Victor Salon Orchestra
19797 Metelnoy No—Fox-trot
Howard Lavin's Ben Franklin Dance Orchestra
Don't Wake Me Up, Let Me Dream—Fox-trot
Howard Lavin's Ben Franklin Dance Orchestra
19798 Caroline Sings—Waltz
Victor Salon Orchestra
I Wonder Where We've Met Before—Fox-trot
Goodrich Silvertown Cord Orchestra
19301 What Do We Care If It's One O'Clock—Waltz
International Novelty Orchestra
Let Us Waltz as We Say Goodbye—Waltz
International Novelty Orchestra
FEATURE RECORD
19758 The Good-worm idyl (Lipink)
Victor Salon Orchestra
Nola (Arndt)—Victor Salon Orchestra 10
LIST FOR NOVEMBER 20
19804 Brown Eyes, Why Are You Blue?
Franklyn Bair
Nobody But Fanny—Fox-trot (The Bay)
Johnny Hamp's Kentucky Serenaders
When the Dear Old Summer Goes—Fox-trot
Johnny Hamp's Kentucky Serenaders
19808 Bam Bam Bannny Shore—Fox-trot
Rogey W. Kain and His Hotel Bld. Orch.
Look Who Here—Fox-trot
Rogey W. Kain and His Hotel Bld. Orch.
19809 Show Me the Way to Home—Fox-trot
International Novelty Orch.
Feelin' Kind o' Blue—Waltz
Glen Oswald's Serenaders
19742 Were You There?—Negro Spiritual
Paul Robeson
Steal Away—Negro Spiritual
Paul Robeson 10

- Maule Leaf Rag—Fox-trot
The Halfway House Dance Orch. (Dir. Albert Bruster)
468-D The Co-Ed—Fox-trot, with Incidental Singing by Story Leininger
Art Kahn and His Orch.
Bask Home in Illinois—Waltz, with Incidental Singing by Story Leininger
Art Kahn and His Orch.
377-D Normandy—Fox-trot, with Accordion and His 14 Virginians
Why Aren't You Sittin' More Consistent—Fox-trot, with Incidental Singing by Lou Allen and Fred Brog
Acc. Brigade and His 14 Virginians
466-D Kammen-Ostraw—Fox-trot
W. C. Fida and His Orch.
Arabia Romance—Fox-trot
W. C. Fida and His Orch.
473-D Sugar Plum (From "Gay Paree Revue")—Fox-trot
Market and Lili Orch.
Nobly But Fanny (From "Big Boy")—Fox-trot
Market and Lili Orch.
469-D Sunset on the St. Lawrence—Waltz
Jacques Jacobs and His Hotel Shelton Orch.
I Want Another Change With You—Waltz
Incurable Bachelor and His Hotel Shelton Orch.
108 M The Day When My Dreams Come True (Hateman-Adler)—Mezzo-Soprano Solo
Barbara Maurer
The Old Refrain (Kreiser)—Mezzo-Soprano Solo
Barbara Maurer
463-D Killarney—Tenor Solo
Tom Burke
Kahlehen Masourne—Tenor Solo
Tom Burke
457-D Oh, Roy! What a Girl—Comedian
Eddie Cantor
Pardon Me While I Laugh—Tenor and Baritone Duo
Billy Jones-Ernest Hart
458-D Are You Sorry?
The Whispering Pianist (Art Gillham)
Loving List You
The Whispering Pianist (Art Gillham)
472-D Loud Squeak Papa (You'd Better Echo to Me)
White and Ely Ebony Four
Pickaninny Blues
Herb Eby
473-D After the Opera—Comedian
White and Ely Ebony Four
My Yiddish Monime—Vocal
Willie Howard
474-D What Do We Care If It's One O'Clock—Vocal Duo
Ford Glenn
Since You Called Me Sweetheart—Vocal Duo
Ford Glenn
471-D Lullaby Time—Part I—Vocal Duo
Ford Glenn
Lullaby Time—Part II—Vocal Duo
Ford Glenn
470-D Old Uncle Bill—Comedian
Art Bernack
Aren't You Loose Eyes—Vocal
Ford Glenn
465-D Mark! The Herald Angel Sing
Columbe
Mixed Quartet
O Little Town of Bethlehem
Mixed Quartet
INSTRUMENTAL RECORDS
462-D Adette Riddles (Oh, Come, Art! Faithful!)—Viola-Phone
George Hamilton Green
Silent Night, Hallowed Night—Viola-Phone, George Hamilton Green
SOUTHERN MUSIC
15045-D The Preacher and the Bear—Vocal
Riley Puckett
Long-Tongued Women—Vocal
Riley Puckett
15042-D Sydney Allen—Tenor Solo
Vernon Dalhart
Frank Dupree—Tenor Solo
Vernon Dalhart
15044-D Sinking of the Submarine S-S-I—Tenor Solo
Al Caver
Little Brille—Tenor Solo
Al Caver
The Girl I Left in Sunny Tennessee—Anthem by North Carolina Ramblers
Charlie Poole
I'm the Man That Rode the Mule—Round the World—Anthem by the North Carolina Ramblers
Charlie Poole

Columbia Phono. Co., Inc.

- SPECIAL
50016-D Sword of Ferrara (Bullard)—850 Male Voices, Associated Glee Clubs of America
Hunting Song (From "Robin Hood") De Koven—850 Male Voices, Associated Glee Clubs of America
DANCE MUSIC
478-D The Camel Waltz
Levic and His Band
Bam, Bam, Bannny Shore—Fox-trot, Ted Lewis and His Band
459-D Somebody's Crazy About You (From Earl Carroll's "Vanities")—Fox-trot
Ross Gorman and His Earl Carroll Orch.
A Kiss in the Moonlight (From Earl Carroll's "Vanities")—Fox-trot
Ross Gorman and His Earl Carroll Orch.
460-D Hugs, I Go Where You Go—Fox-trot, with Incidental Singing by Arthur Fields
Ross Gorman and His Earl Carroll Orch.
Want a Little Lovin'—Fox-trot, with Incidental Singing by Harry and Char Warren, Ross Gorman and His Earl Carroll Orch.
464-D Dreamin' of Tomorrow—Fox-trot, Leo Reisman and His Orch.
At Dawning—Fox-trot, Leo Reisman and His Orch.
469-D Freshie—Fox-trot, with Incidental Singing by the Orchestra
Earl Gresh and His Gangplank Orch.
Help—Fox-trot, with Incidental Singing by the Orchestra
Earl Gresh and His Gangplank Orch.
461-D I'm Kneer Deep in Daisies—Fox-trot, with Incidental Singing by Lewis James
Paul Seccat and His Orch.
Lonesome Me—Fox-trot, with Incidental Singing by Ernest Hare
Paul Seccat and His Orch.
474-D Let Me Call You Sweetheart—Fox-trot, The Halfway House Dance Orch. (Dir. Albert Bruster)

- 468-D The Co-Ed—Fox-trot, with Incidental Singing by Story Leininger
Art Kahn and His Orch.
Bask Home in Illinois—Waltz, with Incidental Singing by Story Leininger
Art Kahn and His Orch.
377-D Normandy—Fox-trot, with Accordion and His 14 Virginians
Why Aren't You Sittin' More Consistent—Fox-trot, with Incidental Singing by Lou Allen and Fred Brog
Acc. Brigade and His 14 Virginians
466-D Kammen-Ostraw—Fox-trot
W. C. Fida and His Orch.
Arabia Romance—Fox-trot
W. C. Fida and His Orch.
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Market and Lili Orch.
Nobly But Fanny (From "Big Boy")—Fox-trot
Market and Lili Orch.
469-D Sunset on the St. Lawrence—Waltz
Jacques Jacobs and His Hotel Shelton Orch.
I Want Another Change With You—Waltz
Incurable Bachelor and His Hotel Shelton Orch.
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463-D Killarney—Tenor Solo
Tom Burke
Kahlehen Masourne—Tenor Solo
Tom Burke
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Eddie Cantor
Pardon Me While I Laugh—Tenor and Baritone Duo
Billy Jones-Ernest Hart
458-D Are You Sorry?
The Whispering Pianist (Art Gillham)
Loving List You
The Whispering Pianist (Art Gillham)
472-D Loud Squeak Papa (You'd Better Echo to Me)
White and Ely Ebony Four
Pickaninny Blues
Herb Eby
473-D After the Opera—Comedian
White and Ely Ebony Four
My Yiddish Monime—Vocal
Willie Howard
474-D What Do We Care If It's One O'Clock—Vocal Duo
Ford Glenn
Since You Called Me Sweetheart—Vocal Duo
Ford Glenn
471-D Lullaby Time—Part I—Vocal Duo
Ford Glenn
Lullaby Time—Part II—Vocal Duo
Ford Glenn
470-D Old Uncle Bill—Comedian
Art Bernack
Aren't You Loose Eyes—Vocal
Ford Glenn
465-D Mark! The Herald Angel Sing
Columbe
Mixed Quartet
O Little Town of Bethlehem
Mixed Quartet
INSTRUMENTAL RECORDS
462-D Adette Riddles (Oh, Come, Art! Faithful!)—Viola-Phone
George Hamilton Green
Silent Night, Hallowed Night—Viola-Phone, George Hamilton Green
SOUTHERN MUSIC
15045-D The Preacher and the Bear—Vocal
Riley Puckett
Long-Tongued Women—Vocal
Riley Puckett
15042-D Sydney Allen—Tenor Solo
Vernon Dalhart
Frank Dupree—Tenor Solo
Vernon Dalhart
15044-D Sinking of the Submarine S-S-I—Tenor Solo
Al Caver
Little Brille—Tenor Solo
Al Caver
The Girl I Left in Sunny Tennessee—Anthem by North Carolina Ramblers
Charlie Poole
I'm the Man That Rode the Mule—Round the World—Anthem by the North Carolina Ramblers
Charlie Poole

Brunswick Records

- 2962 Normandy (Robinson-Little-Brit)—Fox-trot, with Dancing, with Vocal Chorus by Charles Kaley, Abe Lyman's California Orch.
Want a Little Lovin' (Davis-Warren)—Fox-trot, for Dancing, with Vocal Chorus by Charles Kaley
2970 The Girl I Left in Sunny Tennessee—Anthem, for Dancing
Isaham Jones' Orch.
Sweet Man (Turk-Pinkard)—Charleston Fox-trot, for Dancing
Isaham Jones' Orch.
(Continued on page 198)

Advertisement for 'You Can't Go Wrong' and 'Kinky Kids Parade' featuring Benny Davis and Joe Burkes New Hit, 'You Gotta Know How', and 'I'm Tired of Everything But You' by Gus Kahn and Walter Donaldson. Includes 'I Want You All for Me' by Chester Conhn and Mark Fisher.

ADVANCE RECORD BULLETINS FOR DECEMBER—(Continued from page 197)

You Can't Go Wrong With These FEIST Songs!

I'M SITTING ON TOP OF THE WORLD (Just Rolling Along) FOX TROT A Great Song by Great Writers! Lyric by LEWIS and YOUNG Music by RAY HENDERSON

FIVE FOOT TWO-EYES OF BLUE, HAS ANYBODY SEEN MY GIRL? NOVELTY FOX TROT Lyric by LEWIS and YOUNG Music by RAY HENDERSON

TEACH ME TO SMILE! Don Bestor's Best FOX TROT Lyric by CLOYD GRISWOLD Music by DON BESTOR

I'M SO DISAPPOINTED IN YOU! A Melodious Waltz Song Lyric by GUS KAHN Music by WALTER DONALDSON

"SLEEPY TIME GAL" A Wide Awake FOX TROT Lyric by J.R. ALDEN and RAY EGAN Music by ANGE LORENZO and DICK WHITING

When I DREAM OF THE LAST WALTZ WITH YOU GUS KAHN's and TED FIORITO'S Latest Waltz Hit!

You Can't Go Wrong With Any FEIST Song!

- 2944 Bam, Bam, Bamy Shore (Dion Henderson)—Paul Ash and His Orch. Look Who's Here (Klages-Walmer)—Fox-trot, for Dancing
- 2965 The Farmer Took Another Look Away! (Ray) (Leslie O'Flynn-Vincent)—Fox-trot, for Dancing; with Vocal Chorus, Carl Fenno's Orch. The King Isn't King Any More (Leslie Monson)—Fox-trot, for Dancing; with Vocal Chorus, Carl Fenno's Orch.
- 2967 What Could Be Sweeter Than You (Brown)—Fox-trot, for Dancing, Bennie Krueger's Orch. The Dance From Down Young—The Siles Orchestra—Fox-trot, for Dancing, Bennie Krueger's Orch.
- 2968 What Do We Care If It's One O'Clock (Good with Ash-Say)—Waltz, for Dancing, with Vocal Chorus, Regent Club Orch. When I Dream of the Last Waltz With You (Kahn-Fiorito)—Waltz, for Dancing, with Vocal Chorus, Regent Club Orch.
- 2969 When I Dream of the Last Waltz With You (Kahn-Fiorito)—Waltz Solo, with Orchestral Comp., Frank Munz and Orchestral Comp. Lullaby Lane (Wood De Casa)—Tennor Solo, with Orchestral Comp., Frank Munz
- 2976 Sugar Plum (From "Cory Coré") (De Sylva-Meyer)—Fox-trot, for Dancing, Herb Wiedorf's Cinderella Roof Orch. (Preston-Meyer)—Fox-trot, for Dancing, Herb Wiedorf's Cinderella Roof Orch. (Gree-Goodman-Rubens-Cook)—Fox-trot, for Dancing, Herb Wiedorf's Cinderella Roof Orch.
- 2961 If You Haven't Got Me (Bryan Meyer)—Voice and Guitar, with Orchestral Comp., Nick Lucas
- 2972 Gypsy Love Song (From "Fortune Teller") (Branstetter)—Popular Concert, Brunswick Hour Orch.—Dr. W. Haenschel and Vocal Chorus, from "Only Girl" (Ullmann-Herber)—Popular Concert, Brunswick Hour Orch.—Dr. W. Haenschel and Vocal Chorus, from "Only Girl"
- 2973 The World Is Waiting for the Sunrise (Larkhart-Sext)—Tennor Solo, with Orchestral Comp., Bertone Dances Let the Rest of the World Go By (Bill Brennan)—Tennor Solo, with Orchestral Comp., Bertone Dances
- 2974 Pardon Me (Von Tilzer-Terker-Heaney)—Tennor Solo, with Orchestral Comp., and Baritone Duets, with Orchestral Comp., and Banjo Accomp. by Phil Ohman and Harry Tesser. Billy Jones and Ernest Hare
- 2975 Gypsy Love Song (Wilson-Brennan)—Tennor and Baritone Duets, with Piano and Banjo Accomp. by Phil Ohman and Harry Tesser. Billy Jones and Ernest Hare
- 2770 Lincoln's Gettysburg Address—Recitation, Billy Jones and Ernest Hare
- 2959 Don't Leave Me This Way (Franklin)—Tennor Solo and Male Chorus, Frank Munz and Male Chorus
- 2960 Naazeth (Christmas Song) (Gounod)—Tennor Solo and Male Chorus, Frank Munz and Male Chorus
- 2960 Holy Night (Caristig de Noel) (Adam)—Violin, Organ and Harp, Frederic Franklin Trio
- 2961 Silent Night (Gruber)—Violin, Organ and Harp, Frederic Franklin Trio
- 2962 Remember (Berlioz)—Fox-trot, for Dancing, Isben Jones Orch. Oh, Boy! What a Girl (Green-Whip-Besinger)—Fox-trot, for Dancing, Isben Jones Orch.
- 2975 Lonehearted Girl in Town (Hills-Mellhus-Dubny)—Tennor Solo, with Orchestral Comp., Morton Downey
- 2976 Cross My Heart, My Sweet, I Love You (Piano with Orchestral Comp.)—Tennor Solo, with Orchestral Comp., Morton Downey

- debers" (Dorothy Donnelly-Sigmund Romberg)..... New York Light Opera Company
 - 8043 Boheme—Selection No. 1 (G. Puccini)..... American Concert Orchestra
 - Boheme—Selection No. 2 (G. Puccini)..... American Concert Orchestra
 - 8081 Pomp and Circumstances March (E. Elgar)..... Frederick Kinsley on the Midmer-Losh Pipe Organ
 - War March of the Priests—Albali (Mendelssohn)..... Frederick Kinsley on the Midmer-Losh Pipe Organ
- PLASIES
- 5162 When the Dear Old Summer Goes (Waltz-Pig stoned)—Fox-trot, with Vocal Chorus by Arthur Hill, Mike Specialie and His Hotel Carlton Terrace Orch. Kinky Kids Parade (Kahn-Donaldson)—Fox-trot, Mike Specialie and His Hotel Carlton Terrace Orch.
 - 5164 Oh, Boy! What a Girl (Green-Whip-Besinger)—Fox-trot, with Vocal Chorus by Arthur Hill, Mike Specialie and His Hotel Carlton Terrace Orch. Alone at Last (Kahn-Fiorito)—Fox-trot, Mike Specialie and His Hotel Carlton Terrace Orch.
 - 5163 The Promenade Walk (From "Arts and Medets") (Gree-Goodman-Rubens-Cook)—Fox-trot, with Vocal Chorus by Pollo's Clover Gardens Orch. All It's Moonlight (Banister)—Tennor Solo, with Orchestral Comp., Tennessee Happy Days
 - 5165 If I Had a Girl Like You (Rose-Dixon-Henderson)—Tennor Solo, with Vocal Chorus by Nat. Marvin and His Orch. So That's the Kind of a Girl You Are (Rose Duhan-Burke)—Fox-trot, Nat. Marvin and His Orch.
 - 5162 Sweet Man (Turk-Pinkard)—Maritime and His Orch.
 - 5163 Bremen Eyes, Why Are You Blue? (Bryan Meyer)—Fox-trot, with Vocal Chorus by Nat. Marvin and His Orch.
 - 51625 Remember (Berlin)—Waltz, with Vocal Chorus by Norman (Robinson-Little-Bird)—Fox-trot, Ernie Abrams and His Knickerbocker Grill Orch.

Okch Records

- DANCE RECORDS
- 4047 Navy Girl (Kiskirine)—Fox-trot, U. S. Naval Academy Band
 - Naval Academy March (Schubert)—Fox-trot, U. S. Naval Academy Band
 - 4048 Stomp Off, Let's Get (Schubert)—Fox-trot, V. Lopez and His Hotel Pennsylvania Orch.
 - The Meanest Kind of a Boy (Benson)—Fox-trot, V. Lopez and His Hotel Pennsylvania Orch.
 - 40482 Melancholy Blues (Hibbler)—Fox-trot, Fred "Sugar" Hall and His Sugar Babies
 - Charleston Baby (From "The Girl in the Red, White and Blue") (Grove)—Fox-trot, Fred "Sugar" Hall and His Sugar Babies
 - 40483 My Hawaiian Evening (Hill)—Fox-trot, Fred "Sugar" Hall and His Sugar Babies
 - 40484 Golden Memories (Of Hawaii) (Hill)—Fox-trot, Fred "Sugar" Hall and His Sugar Babies
 - 40484 Mighty Blue (Whiting)—Fox-trot, Fred "Sugar" Hall and His Sugar Babies
 - Spring Time Is Love Time (Brad)—Fox-trot, Jimmie Fay's St. Anthony's Band
- INSTRUMENTAL RECORDS
- 3180 Tannhauser—Overture Part I (Wagner), Odeon Symph. Orch. Dr. Ferdinand Conz.
 - Tannhauser—Overture Part II (Wagner), Odeon Symph. Orch. Dr. Ferdinand Conz.
 - 6506 The Song of Cecilia (Merrick)—West Indian Instrumental, with Chorus by Lyle Lorico
 - Aud Side Run, and Side Run (Merrick)—West Indian Instrumental, with Chorus by Lyle Lorico
 - 4516 Arkansas Traveler—Talking and Fiddling, J. D. Weaver
 - How Drivers—Talking and Fiddling, J. D. Weaver
- VOCAL RECORDS
- 40485 He'll Never Forget to Keep Me (Recorded in Atlanta)—Contralto-Baritone Duet, with Orchestral Comp. by Mrs. R. M. Forster.
 - Whoever Menzeth Me (McConarty)—Contralto-Baritone Duet, with Orchestral Comp. by Mrs. R. M. Forster.
 - 40486 Wild Bill Jones—Guitar Accomp. by Henry Whittier
 - 5163 I Was Born About Ten Thousand Years Ago (Henry Whittier)
 - 40487 The Sailor Boy (Henry Whittier)—Tennor Solo, with Guitar, Harmonica and Violin
 - 40488 When I Whole World Turns You Down (Go Back to Your Mother and Home) (DeWitt-Devitt)—Guitar, Harmonica and Violin Accomp. by Henry Whittier
 - 8245 Santa Claus Blues—Fox-trot, with Chorus by Eric Taylor and His Orchestra
 - Coal Cart Blues—Fox-trot, with Chorus by Eric Taylor
 - 8243 Suitcase Blues—Tennor Solo, with Orchestral Instrumental Trio
 - 8244 My Sister's Gonna Be a Lawyer (Cecilia)—Waltz, with Piano Accomp. by Heral Thomas
 - 8244 He Don't Mean No Harm—Contralto-Baritone Duet, with Piano Accomp. by Clarence Williams
 - Good Woman's Blues—Contralto-Baritone Duet, with Piano Accomp. by Clarence Williams

Edison Disc Records

- ALWAYS RELEASED
- SPECIAL
- 51605 Dear, Oh, Dear (Carlos U. McAfee)—Singing, Harmonica, Guitar and Piano, Vernon Dalhart & Co.
 - The Sneeze Song (If You'll) Kerker-Cheney (Walter Lockard, Henry Harnett, Eddie New and Phil Pence)—Singing, Harmonica, Fiddle and Guitar, Vernon Dalhart & Co.
 - 51610 I Won't I Was a Single Girl (Acme)—Singing, Harmonica and Guitar, Vernon Dalhart & Co.
 - After the Ball (Charles K. Harby)—Singing, Violin and Guitar, Vernon Dalhart & Co.
 - 51620 The Wreck of the Shenandoah (Altagae Andrews)—Singing, Violin and Guitar, Vernon Dalhart & Co.
 - The Wreck of the 1256 (Carlos U. McAfee)—Singing, Jew's-harp, Harmonica, Fiddle and Guitar, Vernon Dalhart & Co.
 - 51611 Casey Jones (Ed. Lawrence)—Singing, Harmonica and Guitar, Vernon Dalhart & Co.
 - Got the Railroad Blues (But I Haven't Got the Railroad Fare) (Gene Austin Irving Hill), Gene Austin
 - 80850 Londoners Air—Old Irish Melody, Herbert Somers's Salon Orchestra
 - West of the Great Divide (George Whiting Ernest R. Ball), Herbert Somers's Salon Orchestra
 - 51618 How's Your Folks and My Folks? (Down in North Carolina) (Ed. Lawrence), Billy Jones and Ernest Hare (the Happiness Boys)
 - The Old Gray Hair (Frank Paulin), Billy Jones and Ernest Hare (the Happiness Boys)
 - 80852 Because (Edward Teselmeacher-Guy d'Ardenne), Ernest Davis
 - Friend Mine (Fred E. Weatherly-Wilford-Sanderford), Ernest Davis
 - 51625 Pardon Me, He'll Be Ho, Ho, Ho, He'll Be Ho, Ho, Ho (Gules Von Tilzer-Arthur Terker-Billy Hearn), Ernest Davis
 - 51626 Billy Jones and Ernest Hare (the Happiness Boys) Old Uncle Bill (A. Bernard), Vernon Dalhart & Co.
 - 51604 The New Gaiety (A. A. Durandea)—Banjo, Penna-Peg (W. T. Francis)—Banjo, Fred Van Epps
 - 51623 Remember (Irving Berlin), Walter Scaulson
 - 51624 Sometime (Gus Kahn-Ted Fiorito), Walter Scaulson
 - 51626 Jesse James—Singing, Violin and Guitar, Vernon Dalhart & Co.
 - The S.M.P. That Never Returns (Vernon Dalhart & Co. Works)—Singing, Violin and Guitar, Vernon Dalhart & Co.
 - 80853 Students' March Song and Drinking Song From "The Student Prince in Heidelberg" (Dorothy Donnelly-Sigmund Romberg), New York Light Opera Co.
 - Serenade From "The Student Prince in Heidelberg" (Dorothy Donnelly-Sigmund Romberg), New York Light Opera Co.

Gennett Records

- DANCE RECORDS
- 3150 Siberia—Fox-trot, Original Indiana Five (Take 'Em to the Door) That's All There is; There Ain't No More Blues—Original Indiana Five
 - 3153 Pretty Pump—Fox-trot, Original Indiana Five
 - Feelin' Kind of Blue—Fox-trot, Original Indiana Five
 - 3154 Who Loved You Best?—Fox-trot, The Happy Collegians
 - Freddie—Fox-trot, Billy's Lucky Seven
 - 3155 Let Us Walk as We Go—Guitar and His Orch. Vocal Chorus by Frankie Bay
 - 3156 Ticky—Jones and His Orch.
 - Dream Pal—Fox-trot, Billy's Lucky Seven
 - 3140 The Baby Looks Like Me—Fox-trot, with Vocal Chorus by Billy's Lucky Seven
 - Dreamin' of Tomorrow—Fox-trot, The Travis Carlton Orch.

- 3142 Some Other Bird Whistled a Tune—Fox-trot, Bob Deikman and His Orch.
- Spanish Melody—Fox-trot.
- 3147 What Do We Care If It's O'Clock for Two, or Three, or Four—Waltz, with Vocal Chorus by James Teale. —Trovie Carlton Orch.
- What Could Be Sweeter Than You?—Fox-trot, with Vocal Chorus by James Teale.
- 3148 On the Bam, Bam, Bammy Shore—Red Sanders and His Orch.
- I'm Goin' Out If Lizzie Comes In—Fox-trot, Red Sanders and His Orch.
- 3149 Hot Air—Fox-trot, Richard Hittler's Blue Knights
- Slump Off, Let's Go—Fox-trot, with Vocal Chorus by Richard Hittler's Blue Knights
- 3151 Meet Me Tonight in Dreamland—VIBRAPHONE SOLO
- In the Good Old Summertime—George Hamilton Green, Vibraphone
- POPULAR VOCAL RECORDS
- 3160 Normandy—Orch. Accomp., Tremaine Bros.
- I Want You to Want Me—Tenor, with Orch. Accomp., by Instrumental Trio, —Jack Kaufman
- 3139 Hugo, I Go Where You Go—Tenor, with Accomp. by Instrumental Trio, —Jack Kaufman
- Oh, Lovey, Be Mine—Tenor, with Accomp. by Instrumental Trio, —Jack Kaufman
- 3141 The Baby Looks Like Me—Vocal Solo, —Happy Lawson and His Blue Ike
- It's All the Same—Vocal Solo, —Happy Lawson and His Blue Ike
- HISTORIC VOCAL RECORDS
- 3158 The Wreck of the Shenandoah—Tenor, with Guitar and Violin Accomp., —Vernon Dalhart
- The Wreck of "182"—Tenor, with Guitar, Violin and Cornet Accomp., —Vernon Dalhart
- VOCAL DUETTYLES
- 3159 (She Was Just) a Sailor's Sweetheart—Tenor, with Accomp. by Melbourne Trio, —Arthur Fields
- Why Aren't You a Sailor's Sweetheart—Tenor, with Accomp. by Melbourne Trio, —Arthur Fields
- 3138 Old Uncle Tom—Vocal Solo, —Al. Bernard
- They're Always in the Way—Guitar Accomp., —Al. Bernard
- OLD-TIME VOCAL RECORD
- 3143 Jesse James—Tenor, with Violin and Guitar Accomp., —Vernon Dalhart
- Just Tell Them That You Saw Me—Tenor, with Violin and Guitar Accomp., —Vernon Dalhart
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- 5744 Humoresque (Canary Bird Solo), from "The Golden Bird", Lorraine Egan, Violin Accomp.; Norman Brown, Piano Accomp.
- The Birds and the Brook (Canary Bird Solo), from "The Golden Bird", Lorraine Egan, Violin Accomp.; Norman Brown, Piano Accomp.
- MOUNTAIN STYLE
- 3152 Dixie (Way Down South in Dixie)—Mountain Style; Dock Roberts, Fiddle; Edgar Boaz, Guitar.
- Martha Campbell—Mountain Style; Dock Roberts, Fiddle; Edgar Boaz, Guitar.
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- 3144 Home Alone Blues—Race Record, with Piano Accomp., by Instrumental Trio, —Jones Sud Budlin's Blues—Race Record, with Piano Accomp. by Roy Banks, —Alberta Jones
- FORNIG (Spanish)
- S-1145 Ella—Danzon, with Vocal Chorus, —Los Toreros Musicos
- Deja Me (Piano Solo), —Los Toreros Musicos
- S-3146 Su Mama Tuvo La Cula (Cancion Mexicana)—Tenor, con Acompañamiento de Orquesta, —Jose Alvarez
- Ella (Bolero Vaqueiro)—Tenor, con Acompañamiento de Orquesta, —Jose Alvarez

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- 15130 Mother Me, Tennessee (De Sylva-Chariz)—Fox-trot, for Dancing, Ben Bernie and His Hotel Roosevelt Orch.
- 15131 Prone as a Wagon (From "Artists and Models") (Grey-Gordon-Rubens-Coots)—Fox-trot, for Dancing, Ben Bernie and His Hotel Roosevelt Orch.
- 15129 You Told Me to Go (Sefeltwick-Juan Caber)—Fox-trot, for Dancing, Ben Selvin and His Orch.
- 15133 Bam, Bam, Bammy Shore (Leslie-Monroe)—The Kine Isn't Kins' Any More (Leslie-Monroe)
- 15142 Sleepy Tim Gal (Alden-Egan-Lorenzo-Whiting)—Tenor Solo, with Guitar, —Norman Clark
- 15132 Sweet Man (Turk-Pinkard)—Comedette, with Orch. Accomp., —Peggy English
- 15134 Forgiveness (Rogers)—Waltz, for Dancing, —Alonso Orch.
- 15135 Let Me Call You Sweetheart (Whitton-Freedman)—Waltz, for Dancing, —Alonso Orch.
- 15136 Oh, Boy! What a Girl—Banjo Solo, with Piano Accomp. by Bill Wirtz, —Harry Reser
- 15137 Lullaby Lane (Wood-De Gault)—Miami Marimba Band
- 15138 Dream Pal (Basket)—Fox-trot, for Dancing, —Turedo Orch.
- 15128 When You're With Me (Seymour-Forest-Rich)—Mae Quartet, with Orch. Accomp., —Monarch Quartet
- 15140 On a Slow Train Through Arkansas (Bernard)—Comedian, with Piano and Banjo Accom., —Al. Bernard

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- 3588 Remember—Waltz, —Newport Society Orch.
- 3589 Show Me the Way to Go Home—Fox-trot, Nathan Glantz and His Orch.
- 3590 Mieneberg Jigs—Fox-trot, —Perry's Hot Dogs
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- 3592 Paddin' Madelin' Home—Fox-trot, —Newport Society Orch.
- 3593 Sentimental Me (From "Garrick's Gaities")—Fox-trot, —Eddie Peabody and His Band
- 3594 Sweet Man—Fox-trot, —Missouri Jazz Band
- 3595 She Was Just a Sailor's Sweetheart—Fox-trot, —Missouri Jazz Band
- 3611 Hello, Sandy—Fox-trot, Eddie Peabody and His Band
- 3596 Brown Eyes, Why Are You Blue—Banjo Solo, with Vocal, —Eddie Peabody
- 0150 Sextette From "Lucretia"—Banjo Solo, Eddie Peabody
- 3597 Sneezy—Mile Duet with Piano Accom., —Hare-Jones
- 3598 Brown Eyes, Why Are You Blue?—Bartone Solo, with Orch. Accomp., —Arthur Fields
- 3599 I Wondered Where My Baby Is Tonight—Tenn. Solo, with Orch. Accomp., —Billy Jones
- 3600 Somebody—Tenor Solo, with Orch. Accomp., —Franklyn Baur

Domino Records

- DANCE RECORDS
- 3585 I Wonder Where My Baby Is Tonight—Fox-trot, —Sam Lanin's Dance Orch.
- Tweedle-Dee, Tweedle-Do—Fox-trot, —Perry's Hot Dogs

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 I'm Kneec Deep In Daisies (Auld Head Over Heels In
 Love)—Fox-trot... McNeil Hegenritz
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 Spring Song (Mendelssohn)—Song Without Words... McNeil Hegenritz
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 Largo (Handel)... McNeil Hegenritz
 Oh! That We Two Were Mating (E. Neill)... McNeil Hegenritz
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 Delibes)—Waltz Intermezzo... McNeil Hegenritz
 Valse Lente (From "Du Ballet 'Nails'")... McNeil Hegenritz
 Venetian Love Song (From "A Day in Venice")... McNeil Hegenritz
 Venitienne (From "Four's Barcarolle") (B. Godard)... McNeil Hegenritz

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 Ach To Jaro (Jiri Cerveny)... Jiran
 Cikanka—Polka
ITALIAN
 Inno a Gesù Bambino—Christmas Song—Andrea Palmieri
MEXICAN AND SPANISH
 "Adoracion de mi alma" (My Soul's Adoration)—Vals...
 Lento... Francisco Rivas
 Fucos del Corazon—Vals... Clelio en Cervantes
POLISH
 Mazur z. Taselek... P. Maszynski
FOREIGN ROLLS—MUSIC ONLY
ITALIAN
 La Bambola (The Doll)—Polka... S. Cuseno
 Occhi Neri (Black Eyes)... S. Cuseno
POLISH
 Szelma—Polka... Z. Nowacki

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Issues Interesting Booklet on History of Communication

Booklet Planned for Large Distribution Among Retail Merchandisers of Radio Products

The Schilling Press, Inc. of New York City, has just issued a new booklet entitled "The History of Communication," which is planned as a dealer booklet and covers the history of communication from pre-historic, ancient, medieval and modern history. The booklet is attractively planned in two colors, illustrated with thumb-nail sketches on each page and its cover is of deckle-edge paper. Five stages of communication are shown, illustrating "The Savage with Tom-Toms," "The Indian with Smoke Blankets," "The Greek Army Commander Aeneas Method," "The Semaphore Method," and the modern method of radio communication through the use of the microphone.

The booklet is planned for a large distribution and can be used either by manufacturers, packed with sets, or supplied to authorized dealers with their names imprinted and the manufacturer's advertisement on the back cover, or a log record. Through a carefully planned marketing program, the printers are able to distribute these booklets in small quantities at a price that is unusually attractive, giving small dealers or manufacturers the opportunity of sharing in real publicity at a minimum cost.

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Indianapolis, 75—Cleveland, 78—Milwaukee, 84—Cincinnati, 100—Pittsburgh, 104-106—Minneapolis and St. Paul, 108—Kansas City, 110—Toledo, 112—Richmond, 114—Buffalo, 120—St. Louis, 124—Baltimore, 126—Detroit, 128—Canada, 130—Chicago, 133-135—Philadelphia, 157-161—Portland, 164—Akron-Canton, 164—San Francisco, 168—Boston, 169-171—Los Angeles, 178—News From the World's European Office, 194—Salt Lake City, 195.

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In a recent suit filed in the Supreme Court of New York, Gaillard Smith, a stockholder, asks for the appointment of a receiver for the Liberty Radio Chain Stores, Inc., operators of chain stores in New York, Washington, D. C. and Providence, R. I. The Liberty Co. also operates a subsidiary known as the Sherman Radio Corp.

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The Cheney line embraces a wide range of upright, console and wall cabinet De Luxe models and radio combination models, both equipped with or adapted for radio installation. The CARLYLE is illustrated above.

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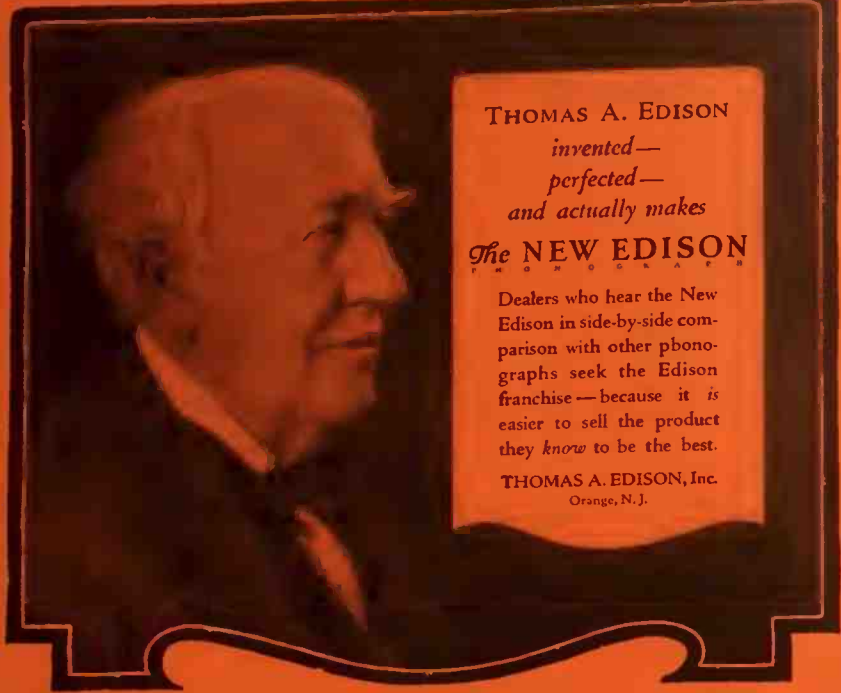
The Buckingham, made in both Mahogany and Walnut. Length, 39 1/2 in.; depth, 19 1/2 in.; height, 42 in. Equipped with two resonators. Plays all records. With electric or spring motor.

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