"Radio is Profitable with Brunswick Radiolas"

Brunswick Phonographs
Brunswick Radiolas
Brunswick Records

The Sign of Musical Prestige

Brunswick

PHONOGRAPHS • RECORDS • RADIOLAS
Renaissance Period

HIGHBOY PHONOGRAPHS
RADIOs and COMBINATIONS

illustrated on pages 100 and 101

are sold by these exclusive Sonora distributors

Baltimore Phonograph Dist. Co.
422 North Howard St., Baltimore, Md.

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475 Colyton St., Los Angeles, Cal.

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Gibson-Snow Co., Inc.
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Greater City Phonograph Co., Inc.
234 West 39th Street, New York, N.Y.

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Indianapolis, Ind.

The Kohler Distributing Co.
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Long Island Phonograph Co.
68 Thirty-fourth Street, Brooklyn, N.Y.

Moore-Bird & Company
1720 Wazee Street, Denver, Colo.

221 Columbus Avenue, Boston, Mass.

The Ohio Musical Sales Co.
1747 Chester Avenue, Cleveland, Ohio

Pennsylvania Phonograph Dist. Co.
1015 Chestnut Street, Philadelphia, Pa.

James K. Polk, Inc.
181 Whitehall Street, Atlanta, Ga.

C. D. Smith Drug Company
St. Joseph, Mo.

Southern Drug Company
Houston, Texas

Strevell-Paterson Hardware Co.
Salt Lake City, Utah

The Tay Sales Company
6 North Franklin Street, Chicago, Ill.

Yahr & Lange
Milwaukee, Wis.

SONORA PHONOGRAPH COMPANY, INC.
279 Broadway, New York
A. W. Rhinow Now With Federal Telegraph Co.


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

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

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

Demonstrate Panatrate at Brunswick Branches Soon

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

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

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

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

It is believed that the new reproducing instrument will provide merchandising opportunities heretofore undreamed of by the trade."

Geo. P. Hough Appointed Carryola Sales Manager

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

Donald T. Allen, vice-president of the Carryola Co. of America, Milwaukee, Wis., manufacturer of Carryola portables, announced this week the appointment of Geo. P. Hough as sales manager of the company with headquarters at the executive offices. Mr. Hough has already assumed his new duties and is proving a valuable assistant to Mr. Allen in co-operating with the company's clientele in the development of Carryola business.

Careful selection of dealers which will undoubtedly enable him to attain pleasing success in his new work. The Carryola Co. is making phenomenal progress in the marketing of Carryola portables and under Mr. Allen's direction sales have increased considerably over the past year. Mr. Hough's appointment as sales manager will enable Mr. Allen to carry out important executive plans which he has been working upon for some time past.


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

New Gennett Recording Star

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

Okulski Bros. Incorporated

The Okulski Bros. Piano Co., Passaic, N. J., was recently incorporated at Trenton, to deal in pianos and talking machines with a capital stock of $50,000. The incorporators are: Chester J., Alfred J., Benjamin J. and F. P. Okulski.
Early Start of Fall Sales Promotion Drives Is Vital—Improvements in Products Give Trade Strong Talking Points to Exploit

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

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

Advertising is, of course, the medium through which the trade reaches the public and for that reason this part of the sales drive should be planned with the greatest care. Of equal importance to planning is timeliness. Don't wait until your competitor has the edge on you by starting a business-getting campaign while you are merely thinking about it. Business is a race and the one who crosses the line first wins. Remember every sale made by the other fellow means one potential sale lost to you. And the fact that business has not been of "rush" character lately should not delay the start of the Fall drive now. Money must be spent to make money and it can be spent most effectively in advertising.

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

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

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

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

New York Album & Card Co., Inc.
23-25 Lispenard Street, New York
TO THE TRADE:

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

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

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

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

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

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

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

Cooperatively yours,

THE BRUNSWICK-BALKE-COLLENDER CO.

VICE-PRESIDENT.
Buel Distributing Company
Has Wide and Varied Line
Carrries Big Assortment of Talking Machines, Records and Parts, Radio Sets and Accessories—Extensive Advertising Campaign

Cleveland, O., September 10.—The Buel Distributing Co., of this city, which was recently appointed by Music Master Corp., of this city, as their sales agency in this territory was made known throughout the territory was made known throughout the territory.

In the musical field the following products will be handled: Adler-Royal, a-Mastercraft phonographs, and Curvola, as well as the famous Okeh and Odeon records, Little Tut records, Honest Quaker main springs and parts, Okeh and Trustone needles and Peerless albums, all well known products.

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

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

Charles V. Logwood Made
Chief Radio Engineer

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

Providence, R. I., September 8.—The Electrical Products Mfg. Co. of this city, manufacturer of Dymac Selecto Five receiving sets, Dymac phonographs, head sets and radio parts, has announced, effective September 15, the appointment of Charles V. Logwood, as chief engineer of the radio division of the company.

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

It is stated that the audio amplifier which is now known to every radio fan was discovered independently by Mr. Logwood and put into actual operation in the Spring of 1912, although Dr. de Forest had experienced as early as 1907. He then became associated with Dr. Lee de Forest and their joint invention of modulating circuits and their many successful oscillating and modulating circuits are recognized world over. Mr. Logwood has been chief assistant to Dr. de Forest from 1911 to 1921,

Mr. Logwood brings with him to the Electrical Products Mfg. Co. a wealth of experience and will doubtlessly develop many new ideas of his own in this field in the advancement of the products of the Electrical Products Mfg. Co.
THE Brunswick line is selling today — consistent, steady full-profit business — at a time when the phonograph industry as a whole is beset by price cuts, slumps and threatened loss of business. However, Brunswick products continue in strong public demand. The consistent friendly cooperation between Dealers and Manufacturer has much to do with the position of the Brunswick products in the trade today.

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

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

Again, and truly, Brunswick is making musical history!

THE BRUNSWICK-BALKE-COLLENDER CO.
Manufacturers—Established 1848
G E N E R A L O F F I C E S : C H I C A G O
Branches in all Principal Cities
New York Office: 799 Seventh Avenue
THE BRUNSWICK-BALKE-COLLENDER CO. OF CANADA, Ltd.
Main Office: 138 Bay St., Toronto
Branches: Montreal, Winnipeg, Calgary, Vancouver

The Sign of Musical Prestige

Brunswick
PHONOGRAPH RECORDS RADIOLAS
Traces 90 Per Cent Sales Gain to Service

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

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

How Service Adds 90 Per Cent to Sales

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

As the great bulk of the customers of the store are people in moderate circumstances, fully 90 per cent of the business done is on the instalment basis. When these accounts are paid up, a salesman from the store calls at the appointed time and accompanies the prospect to visit the store, the card is placed ten days ahead for another call to be made. This follow-up rarely fails to secure results. When a sale is made the card pertaining to the instrument is taken out by the sales manager and attached to the delivery receipt, which has been signed by the customer and turned over to the office force for filing with the duplicate card. It can be readily seen that this system provides for a double check-up of the stock and allows of no dishonesty or loss of merchandise.

The management of the record departments, under the direction of Jack Alicke, is on par with the rest of the sales methods. It is one of the most complete record departments in lower New York, with a stock of more than 100,000 records. The complete Victor Red Seal catalogue is carried and a large stock of Jewish, Russian, Italian, Greek and Armenian records. A mailing list of 7,000 is kept and the record supplements are sent out regularly. Many customers who purchased their instruments at the International during the twenty odd years of its existence and have since moved to other States continue to send prepaid orders and though not a feature of the store, a rather large record business is done by mail.

Opens Branch in El Dorado

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

Times have changed in the Record Business

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

AUODAK CO. 565 Fifth Avenue - NEW YORK, N. Y.
Stromberg-Carlson
again sets Radio's Standards of Sensitivity, Tone Purity, Selectivity and Beauty of Design

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

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

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

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

Stromberg-Carlson Telephone Mfg. Co., Rochester, N.Y.
The necessity of real merchandising effort

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

We hear a great deal of comment regarding the sellers’ market, but the dealers, their enthusiasm, even coupled with the merits of the new products themselves, will not move the goods unless some real merchandising effort is expended.

For the past year or two the radio enjoyed a sellers’ market, and we have witnessed the effects in the poor merchandising methods, or rather lack of them, that existed in the early days of radio, for there has been a change in market conditions and intensive merchandising is required.

For the past year or two the radio enjoyed a sellers’ market, and we have witnessed the effects in the poor merchandising methods, or rather lack of them, that existed in the early days of radio, for there has been a change in market conditions and intensive merchandising is required.

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

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

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

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

Conclusions From Recent Freight Decision

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

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

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

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

New Era in the Talking Machine Industry

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

Where are those who a few years ago were inclined to believe that the talking machine and its accompanying records had come...
close to reaching their final stage of development and that, while there would naturally be minor improvements here and there, the prospects for any radical changes were slim. It is true that to the radio can be credited in no small degree some of the improvements that are to be offered to the public this Fall, but there are many others that are due directly to the research and ingenuity of talking machine engineers.

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

Steady Improvement in Demand for Records

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

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

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

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

Mapping Out the Sales Campaign for Radio

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

Now with the coming of Fall there is nothing to interfere with the dealer who is really interested in radio, mapping out sales campaigns that will keep him in contact with all his prospects, including those who hesitated because of the coming of Summer, and those, perhaps in greater number, who have been waiting to see new things in radio before making a final decision. The coming Fall will see the average retailer, particularly if he has been in the trade for a season or two, better equipped than ever to handle his radio department intelligently and profitably. If he has watched the experiences of others and gained anything from his own experience he will have the service problem pretty nearly solved so far as the local situation is concerned. He will have his stock arranged both for display and demonstration in an efficient manner, and he will be able to offer to his clientele new receivers that will embody a sufficient number of important features to give them a genuine sales appeal.

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

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

Where Too Much Help May Be Harmful

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

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

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

RADIO CABINETS PHONOGRAPH

Quality Cabinets on a Quantity Basis

Your inquiries will receive prompt attention.

QUALITY—SERVICE—PRICE

JORDAN CABINET CORPORATION

Telephone SUNSET 4453

First Avenue and 56th Street

Brooklyn, N. Y.

For thirty years the name Jordan has stood for quality in cabinet work
Important Policy Program Announced by Columbia Phonograph Co. Benefits Trade

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

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

"In the present unsettled condition prevailing in the phonograph industry, we realize that to restore confidence and to assure to Columbia dealers a profitable business, the Columbia Co. can assist more than in any way, in the adoption of a policy which will protect the dealer's profits on his shelves. Every portable sale should include a Peerless Record Carrying Case.

"Our entire record manufacture has been renewed and improved to the end that we are now confident we are producing records superior in quality to any record manufactured today. The public has recognized the wonderful improvement in both recording and manufacturing methods employed by Columbia and our dealers have been generous in their expressions of appreciation of our new quality record product. Everyone who hears the New Process Columbia records is immediately struck with the quality of tone, volume and clarity and the wonderful smooth surface.

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

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

"Advertising Allowances. Until further notice Columbia will pay without limit 50 per cent of the net cost of all advertising inserted by Columbia dealers in newspapers in their vicinity, provided the copy exclusively features Columbia records at list prices bearing the new Columbia labels only. All the dealer need do is to place the advertising as above, then after he has paid the bill, send the receipted bill to our branch or jobber from whom he purchased his Columbia product with a copy of the advertisement. The dealer will at once receive the company's check or credit memorandum for 50 per cent of the bill. You may not deduct the amount from your account. No such deductions will be allowed under any circumstances. We are positive that you need only attract customers to your store, as sales will surely follow any hearing of new Columbia records. We are positive that you cannot help but be highly satisfactory. We sum up as follows:

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

New Store in Olean, N. Y.

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

Geo. Cracknell has been appointed manager of the Conn-Portland Co., of Portland, Ore.
A miniature reproduction of the new Everybody's Talking Machine repair catalog, the greatest of its kind ever issued in the talking machine industry. It is printed throughout in sepia ink, and illustrates and describes all the many talking machine parts and accessories that we sell.

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

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

**Honest Quaker**

Main Springs

Repair Materials

REPUTATION

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

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

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

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

(The World has been asked by dealers from time to time how to establish a foreign record department how to select the record stock, prevent overloading and last but not least how to reach the foreign people in the community who might be considered prospects. In the following article an attempt is made to outline in a general way how to set up a department and how several successful dealers are doing it concisely but fully the best forms of sales promotion.

Many talking machine dealers have been seriously thinking of starting a foreign record department but have hesitated for various reasons, among them being fear of stock or unsalable records through ignorance of the field, what foreign language records to handle and just how to go about creating a demand. The considerations involved in opening such a department, however, can be easily and simply solved in the following manner: Analyze your community with relation to the number of foreign-born residents of various nationalities residing therein.

Start the department by handling the records of the nationalities represented by the largest number of foreign-born residents. Secure the latest foreign language record list of the company whose products you handle. Then go to several of the leading members in the section of the city in which live the people you desire to reach, and ask them to go over your list and select those which are most popular with their countrymen.

Make your first order small in number of each record, in complete in scope of numbers which are popular. A department started along the lines outlined above has the advantage of keeping down the investment of the dealer, eliminating the danger of loss through dead stock and at the same time giving the dealer a stock which is complete enough to meet the potential demand.

How Barbiere Builds Sales

D. Barbiere & Bro., of Waterbury, Conn., are one of the most successful firms catering to the foreign-born in that section of the State. A large foreign record business has been built up by giving after sales. For example, canvassing has been found most effective in selling records. D. Barbiere himself gets out among his customers and prospects and sells. In addition several men are employed in outside sales work. Holidays especially are tremendous sales bonanzas, as on these days the foreign-born people make merry. Wine and song are the order on these days and this enterprising dealer takes advantage of this to make vigorous drives for record and machine business several weeks in advance of each holiday. What the results are is indicated by the fact that during the past year approximately 300 talking machines and many thousands of records have been sold.

"Among the foreign-born people," says Mr. Barbiere, "one sale leads to another. For instance, recently I sold a talking machine to one Italian family and as a result of that sale I have sold four instruments in that one tenement. Most sales are closed at night, for the reason that at this time the entire family is at home. This is also a good time to get busy to sell records. Of the greatest importance is the type of salesman employed. The salesman, if possible, should be of the same nationality as the people he is to reach through the records. If this is not possible at least employ a man or woman who is sympathetic towards the foreign-born or who is prepared to study these people with a view to gaining their confidence and good will. Once a salesman or dealer gains the friendship of a foreign-born prospect he will be the only one in his line to do business with the individual. Also the news will spread and friends of the patron also will visit his store to buy. Another important point is the need for the dealer sending out supplements and advertising in the foreign language papers, if there are any in his community.

Record Stock Numbers 70,000

James E. O'Dea, one of the most successful talking machine dealers in the State of New Jersey, who operates stores in Paterson and Passaic, N. J., also has built up an extremely large foreign record business. Mr. O'Dea believes that a complete foreign language record stock is the only way to build up a really lucrative business among the foreign-born. His stock of foreign language record numbers close to 70,000 and representing forty-eight languages or dialects is handled. On a costumers after he receives the foreign record stock handled so that customers can select the catalog in which they are interested with a minimum of trouble. At the present time a complete record of the store's business consists of foreign language record sales. Manager Paris, of the Paterson store, in commenting on this angle of the business, states that courtesy and knowledge of the catalog have been responsible for this large business. He also pointed out that many dealers fail in their attempts to build up this branch of their business through ignorance of the dialects which comprise several of the leading foreign languages. For instance, a Neapolitan Italian record is known to every race and nationality in Europe. He also pointed out that many dealers fail in their attempts to build up this branch of their business through ignorance of the dialects which comprise several of the leading foreign languages. For instance, a Neapolitan Italian record is known to every race and nationality in Europe.

An Interesting Experiment

An exceedingly interesting sidelight on the foreign language record business is given by Dan DesFosdes, manager of the foreign record department of the Columbia Phonograph Co., Inc., following a trip to dealers in many parts of the country. He says: "During my recent trip over the country I met the most successful of playing a few instrumental records to dealers of as many as nine different nationalities. Each one of these dealers claimed that the records are of particular nationality. The answer is that the selections contained in these records are as well known to every race and nationality in Europe that all the dealers were right by claiming them to be of their country. "One of the leading phonograph dealers in Washington, D. C. who has been bearing these records, decided to put in a full line of foreign instrumental selections, which will be used exclusively on the "broadcast" (outside store). He also has built up an extremely large foreign record business. Mr. O'Dea, in commenting on this angle of the business, states that courtesy and knowledge of the catalog have been responsible for this large business. He also pointed out that many dealers fail in their attempts to build up this branch of their business through ignorance of the dialects which comprise several of the leading foreign languages. For instance, a Neapolitan Italian record is known to every race and nationality in Europe.

A. Levine With RCA Jobber

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

STARR PIANOS - STARR PHONOGRAPHOS - GEMMEN RECORDS

Represent the Highest Attainment in Musical Worth

The STARR PIANO COMPANY

Established 1872

Richmond, Indiana
Music Dealers are Flocking to this Highly Attractive Radio Line

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

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

Real Protection for You in the Kennedy Franchise

The Kennedy Dealer Protective Franchise offers every radio dealer a real working goal. It grants him exclusive sales privileges in his own community—protects him against encroachment, unfair competition, overlapping, dumping, “gyp” practices and other evils that have menaced the radio trade.

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

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

The Royalty of Radio

KENNEDY
Effect of Broadcasting on Radio Industry

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

By H. W. Brittain

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

There are those who, in the early days, were a bit pessimistic as to just how long broadcasting stations would operate or just how long they would continue to give programs sufficiently interesting to warrant the purchase of receiving instruments costing several hundred dollars in certain cases, for the purpose of hearing these programs. This feeling fortunately did not affect all intents and purposes disappeared, and there is a general belief that in fact, that broadcasting in one form or another is now a permanent institution, and that the future holds sufficient promise in that direction to insure public radio interest for an indefinite period to come.

Responsible for Improvements

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

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

Worthwhile Programs Have Counted

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

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

Have You A Genola in Your Toy Shop?

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

The Genola stands but 7½ inches high. Then to retail at $10.00, there is the Baby Cabinet, standing 17 inches high 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.
At last—a cabinet speaker that equals the tone and volume of the best horns!

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

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

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

Brandes
Experts in radio acoustics since 1908.
Window Hanger Reproduction of Radiogram
Received From MacMillan Arctic Expedition
and Transmitted to San Francisco by Telegraphic Process Featured by Dealers

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

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

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

Buel Dist. Co. Appointed
Adler-Royal Distributor

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

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

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

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

J. F. Fay Will Represent
Broadcaster in the East

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

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

Celebrity and Race Catalogs Issued by Columbia

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

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

Atwater Kent Broadsides Outlines Ad. Campaign

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

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

This tremendous advertising campaign is expected to reach millions of homes throughout the country. The Atwater Kent message is being told through national magazines, farm papers, trade papers, newspapers, billboards, broadcasting and dealers. After treating upon "how the story is being told," the reason "why the story is being told" is given to the dealer as "as you profit we profit." The detailed information under each heading visualizes the wide scope and penetration of this campaign. In twenty-eight general magazines the total circulation will be 16,000,000. Among these magazines are included a number of women's magazines with more than 2,000,000 circulation, thus showing that the lady of the house will undoubtedly have much to say throughout the future as to what radio set is going to be bought. Thirty-three farm papers are being used reaching more than 6,000,000 farm homes.

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

The company was among the first radio manufacturers to use billboards. Starting this month, 4,345 Atwater Kent billboards and posters are blanketting the country in 182 cities and towns. Distributors are booking the appropriation of the parent concern in this newspaper advertising, which is in the nature of a cooperative campaign in dominant space. The dealer is urged to add his own efforts in the local newspaper to tie up with this publicity.

THE TALKING MACHINE WORLD SEPTEMBER 15, 1925

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

NATIONAL PUBLISHING CO., 239 S. American St., PHILADELPHIA, PA.
We've Broadened Out!

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

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

These are the lines we distribute

**Musical**

**Phonographs**
- Adler Royal
- Mastercraft
- Carryola Portable

**Records**
- Okeh and Odeon
- Little Tot

**Main Springs and Parts**
- Honest Quaker

**Needles**
- Okeh
- Truetone
- Peerless

**Radio**

**Receivers**
- Adler Royal
- A C Dayton
- Sleeper
- Thermodyne

**Radio Tables**
- Adler Royal
- Mastercraft
- Sleeper
- Thermodyne

**Speakers**
- Dietograph

**Head Sets and Phono Units**
- Dry A and B
- Diatograph

**Chargers and Eliminators**
- Ray-O-Vac

**Batteries**
- Magtron

**Tubes**
- Radio Accessories

The BUEL DISTRIBUTING CO.

TOM R. BUEL, President and Treas.  
ED. B. LYONS, Vice-Pres. and Gen'l Sales Mgr.

Wholesalers of Musical and Radio Merchandise

1965 EAST 66th STREET  
Telephone Randolph 7041  
CLEVELAND, OHIO
The Talking Machine World, New York, September 15, 1925

Adler-Royal

A Most Valuable Dealer Connection

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

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

"Radio made a true ally of the phonograph"

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

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

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

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

BUEL DISTRIBUTING COMPANY
Wholesalers of Musical and Radio Merchandise
1965 E. 66th Street, Cleveland, Ohio

Distributors for

ADLER-ROYAL
Phonograph and Radio

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

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

Note their superior salability through beautiful design and exquisite workmanship.

Radio-Phonograph Console Elizabethan—Model 50
Height 35 1/2 in., Width 34 in.
Depth 21% in.

High quality Adler-Royal Phonograph Switchers from radio to phonograph—no adjustments required. In Walnut or Mahogany.

With Adler-Royal tweeter Neutrodynr radio set and unit . . . . $250
Less tubes and batteries.

Radio-Phonograph Console—Model 10
Height 34 1/2 in., Width 34 1/2 in., Depth 23 1/4 in.

High quality Adler-Royal Phonograph Switchers from radio to phonograph—no adjustments required. In Walnut or Mahogany.

With Adler-Royal tweeter Neutrodynr radio set and unit . . . . $250
Less tubes and batteries.

Pergolesi—Model 20
Phonograph designed to permit installation of any standard radio.

Guaranteed motor. Automatic Stop.

Radio-Phonograph Highboy Model F
Height 38 1/2 in., Width 28 in., Depth 21 1/4 in.

Highest quality Adler-Royal Phonograph combined with Hi-Fi without adapters. In Walnut with Hi-Fi tweeter Neutrodynr Radio. In Walnut with Pecado Maple and veneered Walnut highboys.

With Neutrodynr set and unit . . . . $450
Less tubes and batteries.

Radio Highboy—Model E
Height 31 1/2 in., Width 30 in., Depth 21 1/4 in.

With built-in speaker and simple battery space. Includes Neutrodynr radio set and unit.

In Walnut or Mahogany.

With Adler-Royal tweeter Neutrodynr radio set and unit . . . . $240
Less tubes and batteries.

Cabinet only (for installation of any standard radio set) . . . . $150

Neutrodynr Radio Set
Model 199
Pre-tube Neutrodynr set, dry cell operated.

In Mahogany or Walnut . . . . $140
Less tubes and batteries.

Radio-Phonograph Cabinet—Model 100

Height 34 1/2 in., Width 28 in., Depth 23 1/4 in.

High quality Adler-Royal Phonograph Switcher from radio to phonograph—no adjustments required. In Walnut or Mahogany.

With Adler-Royal tweeter Neutrodynr radio set and unit . . . . $250
Less tubes and batteries.

Adler-Royal Radio Speaker
Model 100

For superiority of receiving results with limitless performance adding no better choice can be made. Does away entirely with the unsightly box. Correct principles of sound reproduction as developed by years of phonograph manufacture are employed.

In Walnut or Mahogany . . . . $215

Console Speaker—Model 200

The most desirable furniture for any table type radio set.

In Mahogany or Walnut. With high quality cord and plug . . . . $50
After studying the portable market from every angle—testing the many different machines offered—carefully investigating the factory and organization behind each—we have reached the conclusion that beyond doubt the CARRYOLA MASTER offers our dealers the ultimate in portable value and the best merchandising proposition to be had.

We believe that the CARRYOLA MASTER cannot be equalled in—

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

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

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

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

BUEL DISTRIBUTING COMPANY
Wholesalers of Musical and Radio Merchandise
1965 EAST 66th STREET
CLEVELAND, OHIO
Northern Ohio Distributors for Carryola Products
And Now—The DICTOGRAND POWER-SIX

Another Dictograph Achievement


DICTOGRAND UPRIGHT LOUD SPEAKER
As Majestic and True as the Pipes of an Organ
Price $25

DICTOGRAND R-12 PORTABLE MODEL
Price, $24.90

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

FOR VICTOR ..................... $10.00
FOR COLUMBIA .................. $10.00
FOR EDISON ..................... $11.00
FOR BRUNSWICK ................ $11.30
FOR ALL OTHERS, with rubber tube adaptor ................. $10.00

Distributed by

BUEL DISTRIBUTING COMPANY
Wholesalers of Radio and Musical Merchandise

1965 EAST 66th STREET, CLEVELAND, OHIO
IT is with sincere pride that we devote a full page of this splendid display to one of the most popular lines in the phonograph industry.

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

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

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

Buel Distributing Co.
Wholesalers of Musical and Radio Merchandise
1965 East 66th Street, Cleveland, O.
Distributors of HONEST QUAKER Main Springs and Repair Material
Good Batteries

Make a Good Set Better

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

Stock the Full Line of French Ray-O-Vacs

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

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

Investigate the attractive proposition we have for music dealers.

The Buel Distributing Company

Wholesalers of Musical and Radio Merchandise

1965 East 66th Street
CLEVELAND, OHIO
Get an OKehe Dealer License

Licensed Okeh Dealers are making money.

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

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

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

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

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

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

Write to us today for our proposition.

The Buel Distributing Co.

Wholesalers of Musical and Radio Merchandise

1965 East 66th Street
CLEVELAND, OHIO

OKEh
Records of Quality
The New Sleeper Models

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

Sold only through Authorized Sleeper Dealers

- **SLEEPER SERENADER** $100
  - This greatest value the radio hungry has ever known—especially the latent sleeping set of the season. This handsome, finely appointed set is a superior loud speaker of exceptionally attractive appearance. The cabinet is of finest quality, the panel is of metal, with figured dark wood finish to harmonize. The Serenade uses the latest high efficiency 500D tubes in silver. Controls and tuning scales are attractively finished with silver. Its operation is free from interference and is an entirely silent set above. Important features: precision in tuning, panel again forward for easy control, and baffle with its own separate motor. The Serenade is assembled of the sturdiest, thoroughly tested components to those who demand in radio efficiency, and to those who are accustomed to the finest in radio equipment. Ideal for the winter months. Easily sold, easily serviced, on the showrooms, nationwide when properly featured. Price? The Serenade is the answer.

- **THE SLEEPER** $185
  - The postage is for the superlatively fine radio ensemble, your logical answer will be on the Super-Symphonic with Console Table. No amount of money can buy the combination of this particular of the superior radio equipment. Expect no answer desired for it; especially during the holiday season.

- **SLEEPER SCOUT** $75
  - The Scout is built with the utmost assurance that it will stay sold and completely satisfy those who demand much for little money. They will get just that in the Scotch. Powerful, selective and of excellent tone. Substantially built, rugged and dependable. Metal panel opens outward, affording access for tubes and transformer mounting. Panel is filled in silver. Loud speaker connects to binding post in the rear of set. Tuning scales and controls are removed in panel. Improved poor reduction permits fast tuning. A low-priced set, handsomely built of best materials. Guaranteed by Sleeper.

- **SLEEPER SERENADER** $135
  - This is the one to find quick favor with the largest number of Christmas buyers of radio. It employs the same general circuit used in the Scout and the Serenader. Speakers are four in number. The cabinet and trimmings are beautifully finished. There is a half-inch loud speaker in an exquisite cabinet of two-toned dark wood. The many novel decorations include lights over the tuning section, corner-balanced baffle panel that spaces controls and trimmings of the cabinet. Price of this cabinet alone if purchased separately will be $35.00. Price of the entire set, including cabinet and trimmings is $135.00. The Scout is the one to find quick favor with the largest number of Christmas buyers of radio. It employs the same general circuit used in the Scout and the Serenader. Speakers are four in number. The cabinet and trimmings are beautifully finished. There is a half-inch loud speaker in an exquisite cabinet of two-toned dark wood. The many novel decorations include lights over the tuning section, corner-balanced baffle panel that spaces controls and trimmings of the cabinet. Price of this cabinet alone if purchased separately will be $35.00. Price of the entire set, including cabinet and trimmings is $135.00.

- **THE SLEEPER** $150
  - Deluxe, November 1st, especially for the holiday trade. This set is built for quick favor with the largest number of Christmas buyers of radio. It employs the same general circuit used in the Scout and the Serenader. Speakers are four in number. The cabinet and trimmings are beautifully finished. There is a half-inch loud speaker in an exquisite cabinet of two-toned dark wood. The many novel decorations include lights over the tuning section, corner-balanced baffle panel that spaces controls and trimmings of the cabinet. Price of this cabinet alone if purchased separately will be $35.00. Price of the entire set, including cabinet and trimmings is $150.00.

- **SLEEPER SCOUT** $110
  - For graceful proportions of this combination appeal especially to women buyers. The cabinet has a compartment for "A" battery and one for charger, with switch for instantaneous change to charger. A convenient and better radio installation that will harmonize with the furnishings of almost any living-room or library. A rare and fast seller at the low price of $110.00.

Distributed by

**BUEL DISTRIBUTING COMPANY**

Wholesalers of Musical and Radio Merchandise

1965 EAST 66th STREET, CLEVELAND, OHIO
This is Thermodyne Year!

People are buying Thermodyne

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

Dealers are selling Thermodyne

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

Get your share of the Profits

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

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

BUEL DISTRIBUTING CO.
Wholesalers of Musical and Radio Merchandise
1965 EAST 66th STREET
CLEVELAND, OHIO
DEALERS!

"MASTERCRAFT"
PHONOGRAPHs—RADIO CABINETS—

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

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

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

MODEL 121—RADIO CABINET
Loud Speaker Horn Built in with Removable 9 1/2 x 28 1/2 Mounting Board.
Height, 46 in. Width, 35 in. Depth, 14 in.

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

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

The BUEL DISTRIBUTING COMPANY
Wholesalers of Musical and Radio Merchandise
EXCLUSIVE MASTERCRAFT WHOLESALERS FOR NORTHERN OHIO
1965 East 66th Street
CLEVELAND
There are many men and women who mean well, who actually intend to put the best into their work that is in them; but there are very few who are never satisfied with their efforts, but are continually on the alert for some plan or some method which will help them to become better sales people. Mrs. F. L. Reeder, who is manager of the phonograph and record department of the King Furniture Co., of San Antonio, Tex., is a person of this character.

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

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

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

Ideas From Trade Journals

"I think there is a great need for the people who sell phonographs and records to study their stock store. The trade journals are always full of articles on selling and merchandising which contain good points which can be applied to each individual business. Some of these can be used as they are given, while others give only the idea, the rest of which must be worked out to suit the individual store or department and the conditions obtaining locally.

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

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

Featuring Single Records

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

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

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

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

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

Effective Advertising

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

Too Low Terms Kill Prestige

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

"Our experience has shown that the people who want a machine are also people who have backbone enough to get the right payments. People who have to be drawn into a store on a dollar payment are not generally people who are big enough to keep up the installments during the long period of months which must necessarily follow."
Record System for the Credit Department

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

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

Such a credit department should be equipped with a card file in which to record the customers' credit standing and paying habits. The filing systems to be described in this article have been installed at hardly any cost by representative firms, and, with a few modifications, can be adopted by the average music store.

Suitable Record Systems

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

Another practice is to transcribe the facts from the account or lease onto a small filing card, size three inches by five inches (Fig. 1). Both are then filed separately. Throughout the collection process the employee in charge has only to refer to the card for any information relative to the account. On this card you simply jot down the name, business address and home address, occupation, whether married, real estate and other personal property and in whose name the real estate is recorded, etc.

In the margin on the right hand side of the card are filled in notations of the various credit reports on the credit customer's standing. Reports from the following agencies are recorded: The retail credit men's company, a co-operative credit bureau, credit information maintained by local merchants, Don's and Bradford's, the real estate and other personal property and in whose name the real estate is recorded, etc.

In the margin on the right hand side of the card are filled in notations of the various credit reports on the credit customer's standing. Reports from the following agencies are recorded: The retail credit men's company, a co-operative credit bureau, credit information maintained by local merchants, Don's and Bradford's, the real estate and other personal property and in whose name the real estate is recorded, etc.

In the lower right hand corner are stated the terms on which the instrument has been sold, together with the facts of the lease.

On the reverse side of this card are recorded the payments made and dates on which they are paid, as well as the collection methods employed to secure them. All letters sent to the customer during the collection process, and letters received from that customer, are filed separately, but dates of such letters are noted on the card, so the original letters can be referred to quickly.

Two-Card System

Another record system involves filing two cards to every account. On one card is kept a record of the lease, notations of hit credit standing from credit checking agencies as well as reports by the dealer's own investigator, a notation of how the customer pays, etc. Special space is reserved for remarks relative to the case. This card is filed as a sort of permanent record of the customer's business, and is a valuable asset to the selling department. To facilitate matters, this card may be of several colors, usually four colors are used: red, which makes the customer's average pay; yellow, that he pays very promptly; a red card would signify that he pays fairly promptly; an orange, that he pays over three months past due; a red card would signify that he pays promptly; and a yellow card, that he pays very slowly.

The second card is for a record of the customer's paying habits as well as a record of the collection methods used.

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

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

Keeping Tab on Letters

Every establishment has its own set of form collection letters. These vary from two to five in a series, sent at intervals of once or twice a month. After a collection letter is sent out, the fact is noted on the record card as described above. This makes it necessary to key the letters, making possible the notations on the record card by means of symbols. Thus under the heading, "Letters Written," is jotted down, "a," to indicate the letter was sent and in the particular case on a certain date. For that reason, the letters in a series of five form letters will be labeled consecutively a, b, c, d and e. Every dictated letter usually contains at the lower left-hand corner a symbol to indicate the person who dictated and the position to whom the letter was dictated. Thus, WAI/MT signifies that W. A. Jones dictated to Mary Thomas. In place of the initials M. T. you can substitute the initial "A," which would signify that the letter is the first of the series. But WAI/D would signify that the letter is the fourth in the series. Therefore, if you desire to indicate on the card that on September 1, 1924, the customer was sent the fourth letter of the series you simply jot down 9/1/24/D. In like manner you may have a set of letters used for special occasions in the collection process. These you can initial EXA, EKB, EXC, etc. These would signify: first letter in the extra series; second letter, third letter, etc.

A Revelation In Sound Reproduction

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

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

UNIQUE REPRODUCTION CO.
32 Union Square, N. Y.
It is Indexed!

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

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

Merchandise accurately described.

New tools for the repairman.

Many other features.

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

A copy for the asking

J.A. Fischer Company

730 Market Street

Philadelphia, U.S.A.
Four New Columbia Artists' Records Released to Trade

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

Ross Gorman and His Earl Carroll Orchestra, the Columbia Salon Orchestra, the Get Happy Band and Moran and Feldkamp, all new and exclusive Columbia record artists, make their initial bow to the record buying public with the current releases of Columbia records. The Ross Gorman Orchestra, although in existence but a comparatively short time, has become known to many thousands through its radio broadcasting and through being the star attraction in Earl Carroll's Vanities, one of the hits on Broadway. Ross Gorman is well known to dance and music lovers through his former connection with the Paul Whiteman orchestra, for which he played first saxophone. Every man in the Gorman aggregation is a star performer and each one is capable of carrying his own orchestra. Miff Mole, trombonist, formerly with the Original Memphis Five, is one of the featured artists. The first recording by this orchestra couples "Oh, Boy, What a Girl" and "You Forgot to Remember." After the close of the Vanities, the Gorman orchestra will stay on Broadway as the feature of a supper club which Earl Carroll contemplates opening.

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

Fred Hall, Columbia dealer of Warren, O., who is an aeroplane pilot, recently helped restore the hearing of a boy who had been deaf for two years by a 5,000 foot drop in a plane.

C. H. Sambalino Gives Views on Advertising

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

Utica, N.Y., September 5--"I am a firm believer in persistent, systematized and spacious advertising in local newspapers," declared Charles H. Sambalino, who recently became president of Buckingham & Moak, Victor dealers of this city, on the occasion of the celebration of the completion of a century in business.

"During one week this Summer I used newspaper space in the local papers to the extent of one full page of six columns on Tuesday, Wednesday, Thursday and Sunday, in an extensive drive on talking machines. During this drive I experienced one difficulty. I could not secure a sufficient quantity of high-priced machines to meet the demand. Within the week in this store more than 200 machines—all high-priced—were sold on short terms, the sale on no one day being less than thirty instruments." Before associating himself with Buckingham & Moak Mr. Sambalino was manager of the talking machine department of Bamberger's department store in Newark, N. J. He has been connected with the talking machine trade for many years and he has a wide knowledge of merchandising. His present connection is with one of the oldest music houses in the country. As has been mentioned Buckingham & Moak have this year passed the century mark as local retailers, enjoying substantial growth during this long period and at present ranking as one of the leading concerns devoted to the sale of musical instruments in the State.

The Radio Grand Corp., New York, was recently incorporated at Albany with a capital stock of $10,000. The incorporators are B. J. Greenbaum, M. W. Weintrub and L. W. Graham.
RCA herewith announces its selective dealer policy, to become effective January 3, 1926. This policy has been most carefully developed with a twofold purpose in view—to benefit dealers by offering an individual franchise and to protect the public in their purchases of RCA merchandise.

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

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

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

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

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

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

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

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

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

Radiola 30
New RCA eight-tube Super-Heterodyne complete and self-contained in console cabinet, embodying new RCA special Cone Loudspeaker. Provides complete operation from 110 volt 60 cycle A. C. lighting circuit, requiring no batteries. Extraordinary volume and perfection of tone.

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

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

Radiola Super-VIII
The standard RCA six-tube Super-Heterodyne in upright cabinet with self-enclosed loop and famous RCA Doublette Loudspeaker. List price, including 5 Radiotrons UV-199, 1 Radiotron UX-120 and Adapter UR-556 $340.00

Radiola 28
"Jefferson desk" type new RCA uni-control, eight-tube Super-Heterodyne with attached loop. As dry battery operated receiver, gives volume in excess of that obtainable from storage battery operated receivers. Space inside cabinet for all dry batteries.

If used with Radiola Loudspeaker Model 104, Radiola 28 operates completely from the A.C. lighting circuit, eliminating all batteries. Tuning mechanism consists of new RCA uni-control system employing "straight line" frequency condensers giving equal spacing of all stations on tuning scale.

List price, including 7 Radiotrons UX-199, 1 Radiotron UV-877 and 1 Radiotron UX-120 $260.00

Radiola 26
The universally popular portable six-tube Super-Heterodyne provided with extra battery cabinet for home use. Adapted to either loop or antenna operation. Has built-in loudspeaker, self-contained loop and space for all necessary batteries.

List price, including 6 Radiotrons UV-199 $225.00

Radiola 25
New RCA six-tube, uni-control Super-Heterodyne, table type with attached loop. Dry battery operated with space in cabinet for all necessary batteries. If used in conjunction with Radiola Loudspeaker Model 104, Radiola 25 operates from 110 volt 60 cycle A. C. lighting circuit, requiring no batteries. Tuning mechanism consists of new RCA uni-control system employing "straight line" frequency condensers giving equal spacing of all stations on tuning scale.

List price, including five Radiotrons UX-199, 1 Radiotron UV-877 and 1 Radiotron UX-120 $165.00

RCA
AN RCA PRODUCT
Announces

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

Radiola Super-Heterodyne (semi-portable)
The popular seller of the RCA Super-Heterodyne group. Standard six-tube Super-Heterodyne which will gain new popularity when fitted with new amplify.

Radiola 20
A new pacemaker for radio receivers of the five-tube type. New RCA uni-control, tuned radio frequency receiver of balanced type with variable regeneration. An antenna set which, when dry battery operated, gives volume considerably in excess of that obtainable from storage battery operated receivers in this class. Ease of manipulation, sensitivity, selectivity and quality of reproduction are outstanding features. Operates with relatively short aerial.

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

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

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

Established leaders at new low prices
(Trade Protected)

List price, less accessories...
$116.00

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

List price, less accessories...
$102.50

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

List price, less accessories...
$15.00

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

List price, less Radiotrons...
$18.00

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

RCA
AN RCA PRODUCT
New Developments in Loudspeakers

Radiola Loudspeaker Model 104

The outstanding loudspeaker development in the radio art, built on an entirely new principle. Reproduces orchestra, band, pipe organ and other musical instruments with volume equal to the original at the broadcasting studio, with acoustical fidelity hitherto unattained. Gives amazingly accurate voice reproduction. Volume of reproduction can be varied from minimum to maximum without impairment of quality. Operates directly from a 110 volt 60 cycle A.C. circuit, and when used with Radiola 25 or Radiola 28, supplies plate, grid, and filament voltages for operation of complete radio set as well as loudspeaker, thus replacing all batteries. May be connected to first audio stage of any radio receiver, but its capabilities are particularly realized with RCA Radiolas.

List price, including all Radiotrons and Rectrons $245.00

Radiola Loudspeaker Model 102

A new RCA, A.C. operated Cone Loudspeaker equipped with rectifier-amplifier unit for operation from 60 cycle, 110 volt A.C. lighting circuit. Has same tone quality as Model 104 and provides volume far in excess of existing types of loudspeakers. Recommended for connection to first audio stage of broadcast receivers and particularly for use in conjunction with RCA Radiolas. Operated by new super-power amplifier tube, Radiotron UX-210 and new RCA Rectron UX-216-B.

List price, including Radiotrons and Rectron $140.00

Radiola Loudspeaker Model 100

New RCA special Cone built on the new principle, achieving new clarity of tone and a far wider tone range than existing types. Designed for direct connection to output circuit of broadcast receivers. Particularly recommended for Radiolas 20, 25 and 28, dry battery operated.

List price $35.00

Radiola Loudspeaker Model UZ-1325

The RCA standard of the horn type, universally commented upon as providing clearest reproduction of horn type loudspeakers. Equipped with an adjustable diaphragm. Requires no external batteries for additional amplification.

List price $18.00

A.C. Rectifier-amplifier

RCA Uni-Rectron Model AP-935

Rectifier-power amplifier unit—same as that supplied with Model 102 Loudspeaker. May be used for operation of any type of loudspeaker from 60 cycle, 110 volt A.C. lighting circuit. Amplification obtained from new RCA super-power amplifying tube, Radiotron UX-210.

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

"B" Battery Eliminators

RCA Duo-Rectron Model AP-937

America's first "B" battery eliminator designed to supply plate voltage to any type of radio broadcast receiver using any type of tube up to ten Radiotrons 201-A. Supplies plate voltages at 22½, 45, 90 and 135 volts with maximum current output at 50 milliamperes. Through use of RCA glow lamp, Radiotron UX-874, this model provides uniform voltage at all current outputs from minimum to maximum. Operates detector as well as amplifier tubes from 110 volt, 60 cycle A.C. source. A.C. hum completely eliminated.

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

Radiola LOUD SPEAKERS REG. U.S. PAT. OFF.
Three new power amplifying tubes
for increase of volume
and quality of reproduction

* * *

Radiotron UX-120

New RCA dry battery power amplifier tube which, when connected to last audio stage of a dry battery operated receiver, provides volume double that obtainable from UV-201-A tubes.
List $2.50

Radiotron UX-112

New RCA storage battery power amplifier tube for improvement of quality and volume in storage battery operated receivers.
List $6.50

Radiotron UX-210

New RCA super-power amplifying tube designed for use in A.C. operated power amplifiers. The most powerful audio frequency amplifying tube on the market. List $9.00

* * *

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

Radiotron WD-11 $2.50
Radiotron WD-12 $2.50
Radiotron WX-12 $2.50
Radiotron UV-199 $2.50
Radiotron 'UX-199 $2.50
Radiotron UV-200 $2.50
Radiotron 'UX-200 $2.50
Radiotron UV-201-A $2.50
Radiotron 'UX-201-A $2.50

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

Rectron UX-213

New RCA full-wave rectifier using input voltages up to 220 per plate. Provides current output of 65 milliamperes.
List $7.00

Rectron UX-216-B

New RCA half-wave rectifying tube for use in "B" battery eliminators and similar devices. Operates at plate voltages up to 550, with current output of 65 milliamperes.
List $7.50
Profit Winning Sales Wrinkles

New Live Dealer Moved Stock of 30,000 Foreign Language Records in a Month—Store-Door Play-
ing Increases Record Sales—Timely Tie-Ups Move Merchandise—Store Auditorium Draws
Potential Customers and Interests Them in Talking Machines and Records

There have appeared in the columns of The Talking-Machine World many articles and
stories arguing talking machine dealers to pay
particular attention to the building up of their
foreign record business, and examples and illus-
trations have been given showing how some
dealers found a consistent all year round busi-
ness running into large figures from this class
of trade. It has been shown that to the foreign-
born the talking machine is still the chief form
of home entertainment and it is an accepted fac-
that the majority of the people born and raised
in foreign countries are almost without excep-
tion natural music lovers. An interesting exam-
ple of how one dealer who has one of if not the
largest clientele of foreign-born customers in
New York City cashed in on the sale of single-
faced Victor records, proves the contention that
the catering to the foreign trade not only for the
recordings of the music of their native lands,
but also for the sale of the better types of music is one of the most profitable angles
of the talking machine business. W. H. Tyler,
manager of the talking machine department of
the New York Band Instrument Co., upon the
announcement of the reduction in price of the
single faced records, immediately sensed the ap-
tainment that this sale would have for his custom-
ners, placed orders with various Victor jobbers
for tens of thousands of selected records from
the single-faced catalog. In all, he received
approximately 40,000 records in addition to those which he had in stock. Through adver-
sising in the foreign language newspapers and
through store and window displays, calling
attention to the unprecedented bargaining, this
store sold upwards of 30,000 of these records
within the first month of the sale and the buy-
ing is still active. On several days, principally
satursdays, these record sales have outpaced
the $1,000 mark. When it is taken into con-
ideration that these records were nearly all
purchased from the dealers at the reduced rate
it can be seen that the lowering of price which
many dealers considered would represent a loss
to them has turned out for the New York Band
Instrument Co. to be an opportunity of adding
considerably to its volume of sales. An exam-
ple of enterprise worth recording!

There are a great number of talking machine
dealers, primarily those situated in business sec-
tions and in sections where a large percentage
of foreign-born reside, who have found the con-
tinuous playing of records at the door of the
store an invaluable aid in the stimulation of
record sales and in drawing people into the
store. While this practice has existed practi-
cally since the first days of the talking machine
trade, there has been a tendency of late to de-
part from the playing of current releases and
instead to pick some number from the foreign
record catalog, some selection with a universal
appeal and to play this number for days and
weeks at a time. That this practice is getting successful proof of one of its objects,
namely, the stimulation of record sales, cannot
be doubted. There appeared recently in The
World an article regarding the New York Band
Instrument Co., which told how this estab-
ishment had sold some 15,000 of a selec-
tion from the Russian Victor catalog over a
period of three or four months and this pheno-
menal total was attributable directly to the
store-door playing of the record. At the pres-
ent time, or rather during the past month, five
officials of foreign record dealers have been playing a number from the Oehke Italian record catalog at the doors of their stores and Norman Smith,
manager of the Distributing Division of the
successor to the Oehke Instrument Co., states that each of these dealers is selling in the neighborhood of 200 of the selection each week. It is still within the
memory of all how "Ciclito Lindo," which
was in the foreign language catalog for a num-
ber of years, was discovered to be a particularly
pleasing dance tune, was re-issued in modern
reproduction. One of the most effective and unusual tie-ups
with a local current event to stimulate the sale of a single record was recently put into effect by
the Consolidated Movies of Logan, Utah. The record in question was "Just a Little Drink" and
the manner of securing publicity and stimulating sales was worked by the Cons-
solidated establishment of Logan, where the local firm was placing on the market a new
brand of ginger ale and the music store made arrangements with the firm to co-operate in the
mutual advantage of both. A completely
equipped bar was placed in the store window
with the bottling company’s line of soft drinks
and in the places of notice on the face of the
glass of the store a record player was located,
in the case of a dealer situated near a railroad sta-
tion, the dealer has been greatly stimulated-
ly to follow this practice. Some dealers in fact go to the extent of having a number of machines
which is being played wrapped in envelopes
for instant sale. This method, while estimable
in the ease of a dealer situated near a railroad sta-
tion, where a customer in entering the store
will not take full advantage of this sales help. They sell records—yes, but they fail to follow
up advantage of the sale, by selling a record and
informing the customer of the many hidden gems in the rec-
ord catalog and sell not only a record but sev-
eral. The moral: follow up each advantage
to the limit. Why be satisfied with a small profit
when a few words might mean a much larger
sale, or, It’s hard enough to get a customer into
the store, why let him get away?

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the store, why let him get away?

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

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

Have You Heard It?

If not read offer below!

Every radio fan will be surprised and delighted
with this loud-speaker. It produces the high
and low notes without distortion with true and clear
reproduction. It also has plenty of volume. Ac-
knowledge no superior at this price. Exquisitely
finned in crystal black with glazed ma-
ogany bill and antique silver mounts.

Retail for $25.00

The Remo Trumpet

CONCERT TYPE

The Remo Trumpet

Concert Type

Remo Trumpet

Liner price, $1.00

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., MIDDLETOWN, CONN.
"And his business is still growing"

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

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

Eveready Radio Batteries have practically unlimited sales possibilities.

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

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

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

Ask your jobber.

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

EVEREADY Radio Batteries
they last longer
Leading Distributors in Various Parts of Country Secure Adler-Royal Franchises

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

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

Among the new Adler-Royal distributors is the C. A. Erismans Co., of Boston. This is one of the best-known houses in the New England talking machine trade, having been a distributor of talking machine products in that territory for many years. Arthur Erismans, head of this concern, is making plans in his usual aggressive manner in the interest of the new line.

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

Mr. Edison Man:—

"KANT," say "KENT"

The KENT No. 1
With "S" Sound Box for playing lateral cut records on the Edison Disc Photophone has outsold all competition.

Signman Lehrman Returns to General Phonograph Corp.

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

Edison Phonograph Chosen

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

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

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

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

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

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

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"How can they do it?"
is the invariable question that greets a first showing of a TRINITY SIX

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

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

ONLY ONE SALES PROFIT
Sold from Factory to Dealer

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

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

Learn How Future Receivers Will Be Built
See TRINITY SIX at the Radio Exhibition at Grand Central Palace, New York, September 12th to 19th, or ask us for details.

BEACON RADIO MFG. CO., Inc.
(Broadcast Receiver Division)
323 Berry Street
Brooklyn, N. Y.
Radio Stability Depends on Sound Credit

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

By John J. Reilly

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

Need for Sound Credits

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

Credit, fundamentally, is a cycle. The manufacturer's activities are quite logically determined by the activities of his outlets, and if these outlets be principally and basically credit sound, then the result can be but wholesome; for if the retailer grants haphazard credit, with the resultant tie-up in his receivables, the consequence check in progress retards right back, from him to and through the jobber, to the manufacturer and so to the base of supply.

Unhappily, in the more or less stressed development of radio, the soundness and seriousness of staple credit granting have often been overlooked. The results of loose credits are staring from the pages of many an account receivable, clouding to a great extent the splendor or ultimate triumph in the industry, and philosophically, humanizing development and satisfying and furthering its further expansion and sound economic growth. And if continued in much longer, this practice will have such a far-reaching effect on radio development that for years to come the entire industry will be struggling to free itself from the handicap.

Danger of the "Gyp"

As every manufacturer and every jobber knows, there are many, have been, in radio, individuals who have absolutely no right to be in it from any business standpoint. Business ethics, pride of achievement, building for a future, confidence, and working for the good of the industry have not been, are not, and probably never will be, considered in their activities. Such individuals care not whether the slip sinks or floats, so long as they achieve their frankly selfish and mercenary purposes while the craft still stays upright.

The part that credit granting has played in such activity is apparent. The "gyp" is unquestionably a radical offset of such procedure. With his cash buying power, and assurance of prompt remittance, he has warned his insidious way into the radio structure, plundered to, quite frankly, by many distributing outlets as unthriftily as himself. His philosophy of business, if he ever had one, was, and still is, non-operative and uplifting development, but individual, selfish and personal temporary advancement and fleeting financial gain. The reaction from such activity has been tremendous, quality and price maintenance have been violated and the whole radio industry has suffered. Having no stability themselves they cared not for the stability of the industry, their envious, radical methods sapping and undermining the very foundation of the growing radio structure with the result that confidence, on which every radio operation, while it has not been shattered terminally, has unquestionably been depleted and surrounded with an atmosphere of doubt and uncertainty that has reached right down to the ultimate listener, leaving in its wake in the industry, and if con

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

THE GAROD FRANCHISE is a Business Insurance Policy for the Dealer

In unmistakable terms it guarantees:—

1. Territorial Protection.
2. Liberal Discounts.
4. Security against unfair competition through any act of GAROD Corporation, GAROD Distributors or GAROD Dealers.
5. An unusual type of service and guarantee of customer satisfaction made available through Authorized GAROD Distributors.
6. Support for the GAROD Dealer's sales effort by a continuous advertising campaign which includes local newspapers, radio, and consumer sales literature.

E. M. Wilson & Son

Tel. Market 3050 Exclusive N. J. Distributors

Newark, N. J.
Absolute freedom from all self-made noises makes Jewett performance a revelation. Due to the Jewett Clarifier (Patent applied for) there is no B-Battery current in the telephone circuit.

PROCEEDING, step by step, along the path of deliberate and consistent progress, the Jewett Radio & Phonograph Company now offers a Receiver reflecting, in its every detail, that originality and close approach to perfection which you have so thoroughly enjoyed in the Jewett Superspeaker.

JEWETT RADIO & PHONOGRAPH COMPANY
5600 Telegraph Road
Pontiac, Michigan

Deliveries are being made to pre-arranged schedule. Distribution is through wholesalers and retailers who are under direct contract, with full territorial protection.

New Distributor of Day-Fan Products in New York

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

The Noyes Electrical Supply Corp., 31 Park Place, New York, has been appointed exclusive metropolitan New York distributor for Day-Fan products, according to an announcement recently made by Charles Lawson, vice-president of the Dayton Fan & Motor Co., of Dayton, O., manufacturer of Day-Fan radio receiving sets. The territory consists of New York City, Brooklyn, Long Island, Staten Island, the Bronx, and as far north of New York City as Kingston and Connecticut.

In commenting on the appointment of the Noyes Electrical Supply Corp. as a distributor for the company, Mr. Lawson said, "We realize the advantage of exclusive distribution in our various territories and the appointment of an exclusive metropolitan distributor is the result of this recognition. The company is well known in the electrical field and radio industry and is well equipped to handle our products with complete satisfaction to all concerned. Our franchise plan includes a division of the territory in so far as dealers are concerned, by our distributor so that each dealer is so situated as to be able to serve himself and the local trade to the best advantage. Plans are at present under way for the addition of several of the Dayton Fan & Motor Co. stores in New York City, Brooklyn, Long Island, and as far north of New York City as Kingston and Connecticut.

Radio Stability Depends on Soundness of Credit

(Continued from page 32)

should never be attempted at the expense of sound credit. As an industry with the splendid possibilities of radio should be founded on a credit structure of unquestioned stability. The day of the shattering radio merchant is gone. The day when the buying public will buy anything labeled "radio" is also gone. Money, now, will be spent judiciously and perpetually for quality. And radio is rapidly and surely and happily winning the general favor of the great womanly buying power of the nation.

In the realm of fine furniture, where radio is now seeking a foothold, the purchasing power of the nation's mothers, wives and daughters has been, is, and always will be felt.

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

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

Credit Controls Progress

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

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

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

COLUMBIA PHONOGRAPH COMPANY
1819 Broadway
New York
A Triumph
In Better Interpretation

No. 50013-D
ADESTE FIDELES
John Peel

12 in. $1.25

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

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

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

COLUMBIA PHONOGRAPH COMPANY
1819 Broadway
New York

COLUMBIA
For the Occasional Record-Buyer

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

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

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

And Columbia Records are wonderful records for this very purpose!

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

COLUMBIA PHONOGRAPH COMPANY
1819 Broadway
New York
The Talking Machine World, New York, September 15, 1925

COLUMBIA

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

ATLANTA, GA., 56 WHITEHALL STREET
NEW ORLEANS, LA., 40 CANAL STREET
BOSTON, MASS., 160 WASHINGTON STREET
CHICAGO, ILL., 450-46 W. WABASH AVENUE
CLEVELAND, OHIO, 105 E. EIGHTEENTH STREET
CINCINNATI, OHIO, ROOM 13, 222 W. FOURTH STREET
DALLAS, TEXAS, 200 NORTHERN LAMAR STREET
KANSAS CITY, MO., 216 W. WYANDOTTE STREET
LOUISIANA, MO., 466 N. LOS ANGELES STREET
NEW YORK, N.Y., 211 W. TWENTIETH STREET
PHILADELPHIA, PA., 40 W. SIXTH STREET
PITTSBURGH, PA., 471 DUQUESNE WAY
SAN FRANCISCO, CAL., 44 BRYANT STREET
BUFFALO, N. Y., 260 MAIN STREET
DETROIT, MICH., 40 S. FORT STREET
MINNEAPOLIS, MINN., 11 N. THIRD STREET
SEATTLE, WASH., 151 WESTERN AVENUE

COLUMBIA WHOLESALERS, Inc., 205 W. CAMDEN STREET, BALTIMORE, MD.
TAMPA HARDWARE CO., TAMPA, FLA.
COLUMBIA STORES CO., 1000 CLAY STREET, DENVER, COLO.
W. W. KIMBALL CO., 221 S. W. TEMPLE, SALT LAKE CITY, UTAH
COLUMBIA PHONOGRAPH CO., LTD., TORONTO
COLUMBIA PHONOGRAPH COMPANY, 1618 Broadway, NEW YORK.
The Columbia Celebrity Series of records was formally announced to Columbia dealers recently by W. H. Finelli, general sales manager of the Columbia Phonograph Co., Inc. For many years, Columbia Symphony Series records have enjoyed tremendous popularity and the recent addition of the Master Works Series of Fine Arts recordings has made this library of vast importance to music lovers everywhere. The Columbia Celebrity Series records will comprise recordings by famous artists that are assured of permanent popularity with the music-loving public, and, of course, the complete library of Master Works Series is included in this new Series. Mr. Finelli's announcement to Columbia dealers read as follows:

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

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

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

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

McCormack's New Home

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

Radio Battery Chargers

A better Charger Backed by a powerful sales policy

More charger sales and profits for YOU

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

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

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

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

Get in touch with Your Distributor AT ONCE to insure early delivery.
Though smaller in size, the Farrand Speaker Junior embodies all the features of design and construction which distinguish its famous big brother—its only rival in quality and performance.

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

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

NOW to Insure Early Delivery!
Halloween Is a Time of Parties of all Kinds—It Is Also the Time When Dealers Can Cash in on Sales Promotion Campaigns

By Wm. Bliss Stoddard

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

Frederick & Nelson's Striking Windows

Frederick & Nelson, Seattle, Wash., had companion windows along this line, suggesting music for both juvenile and adult parties. Both had simulated stone walls for a background, and were floored with black mats on which witches and black cats were outlined in orange. In the children's window there was a big corn shock with lighted jack-o'-lanterns at the base. A number of children, in crepe paper costumes of black, orange, yellow and green, were dancing around it, and in one corner was a phonograph in operation. On top of it was the paper-mache figure of a witch which spun rapidly around the record revolved. On the wall of the adult window was a big yellow moon, with a black cat set rakishly on one side of his head. A table at one side was covered with a black cloth and on it was a miniature gnarled tree, with a black cat perched upon it. A long narrow table held a number of records set in vases, and these were being examined by a young woman in carnival costume of black and orange, while at the other end draped in long streamers of black cloth and on it was a cabinet figure. A table on one side was covered with oval Oriental rugs, each bore in his hand two balloons of green and orange, while on the black records were printed witch symbols, and around it were gathered three children. The wall was of yellow, with broad strips of orange, while on the black records were printed the names of most of the selections being modern dance numbers, or fragments from the operas.

How Sherman, Clay & Co. Put It Over

Sherman, Clay & Co., Portland, Ore., put out an idea that brought them much profit. They ran an ad showing a children's party with one of them dressed as a witch, while in the foreground stood a Victrola, the ad being captioned: "A VICTROLA FOR HALLOWEEN. Why not make a haunting party for the little folks. Let the Juvenile Party—Has music & refreshments, a magic & a mystery. A TRICK & A TREAT RIGHT MUSIC.

Come in, pick out one for this jolly Halloween party. Ask us, if you wish, for the price of this package. We will arrange for the sale of many juvenile records. All of the children were dressed in carnival costumes. A card down front suggested: "Let the Juvenile Phonograph Furnish Music for the Children's Halloween Party."

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

Stewart-Warner Folder

An attractive four-page folder for dealer distribution was recently prepared by the Stewart-Warner Speedometer Corp. to describe the Stewart-Warner line of radio products. Captioned "Stewart-Warner—the first complete radio ensemble," the folder contains a description of the line and beautiful illustrations of Stewart-Warner Models 305 and 305S, and scenes depicting the radio receiver in the home, serving its purpose of entertainment and instruction. Space is provided on the back cover for the dealer's imprint.
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.

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

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

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

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

APEX Quality Radio Apparatus

Apex Super Five Price $95—list
without accessories

Apex De Luxe Price $135—list

Apex Console Entertainer Price $27.50—list

Apex Entertainer Price $22.50—list

Apex Baby Grand Console Price $225—list

Apex Utility Radio Table Price $75—list

Prices West of Rockies slightly higher. Canadian prices approximately 40% higher.
New Jewett Broadcasting Station Opened
With a Brilliant and Lengthy Program

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

The inaugural program which formally put the new 5,000 watt radio broadcasting station, WJR, of the Jewett Radio and Phonograph Co., in a position to carry on the是一部分:

Edward H. Jewett

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

Edward H. Jewett, president of the Jewett Radio & Phonograph Co., made the dedication address, setting forth the aims and ideals which were responsible for the WJR station.

He said in part:

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

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Color

Bright Red
Bright Blue
Bright Green
Maroon
Dark Blue
Dark Green
Tan or Black
Leatherette Case

These bright colors bring unequaled sales of

New
Swanson

PORTABLE

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

ORDER FROM ONE OF THE
FOLLOWING DISTRIBUTORS

or direct from us—

ATLANTA
James K. Polk, Inc., 181 Whitehall St.

CHICAGO
Lyon & Healy Bank, Wabash Ave. and Jackson Blvd.

CINCINNATI
Columbia Distributors, Inc., 224 W. 4th St.

CLEVELAND
Record Sales Co., 1560 E. 69th St.

DETROIT

KANSAS CITY
Artophone Corp., 501 Grand Ave.

MINNEAPOLIS
Consolidated Talking Machine Co., 1221 Nicollet Ave.

NEW ORLEANS
Jonas Hart Piano House, 225 Carondelet St.

NEW YORK CITY
General Phonograph Corp., 35 W. 16th St.

PORTLAND, ORE.
L. D. Meador, 567 Ankeny St.

PUTNAM, CONN.
Frank R. Whitman Photograph Supply Co.

RICHMOND, VA
Richmond Hardware Co., 101 S. 14th St.

SAN FRANCISCO
L. D. Forster Co., 620 Ninth Ave.

ST. LOUIS
Columbia Distributors, Inc., 427 Pine St.

Pick your color
and order a sample

List $25
in far west
$27.50

Consolidated Talking Machine Co.
227-29 West Washington St.
Chicago.
Selling the Phonograph as an Art Product

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

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

How the Brunswick Salon Does It

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

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

Reaching the Right People

An important avenue of sales for the Brunswick Salon is through interior decorators. The house has sold several decorating firms on the quality of the Brunswick, with the result that these art models are being recommended for installation in exclusive homes. In New York there is what is known as the Park Avenue Association. The members of this Association number about 8,500 of the wealthiest people who reside on Park Avenue, all of whom receive the literature of this house. They are placed where it can not fail to be seen. When a guest leaves and before another guest secures the room the card of invitation to visit the Salon is placed where it can not fail to be seen. These invitations have already proved their worth, several sales being traced directly to them. One sale consisted of an expensive art model to a lady from Denver.

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

Bensberg Opens Branch

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

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

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

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

THE TEAGLE COMPANY, 1125 OREGON AVENUE, CLEVELAND, OHIO

Dulce-Tone Radio Talking Machine Speaker

The new "Double Volume" Universal Model Dulce-Tone Utilizes the full tone and volume of each and every individual make of talking machine.
You and Your Customers Have Been Waiting for This

A perfected current supply unit at a reasonable price. About the size of the old storage battery alone, yet takes care of the entire “A” and “B” current supply for from one to eight 5-volt, ¼ ampere tubes. Also separate terminals for No. 199 type tubes.

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

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

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

Retail Price $47.50 Without Tubes

GRIGSBY - GRUNOW - HINDS - CO.
4558 Armitage Avenue, CHICAGO
Washington Radio Show to Take Place This Month

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

WASHINGTON, D. C., September 8—The second annual Washington Radio Show, which is to be held at Convention Hall during the week of September 28 to October 4, under the auspices of the Empire Radio Phone, Tone Arms and Reproducers, will occupy 2,800 square feet of floor space.

Applications for space for exhibits have poured in with such rapidity that the exposition is certain to be a huge success. The board of directors of the local association, consisting of Abe Dresser, Fred Huber, Frank Chase, R. N. Cragg and N. N. Walbeck, whose photograph appears herewith, are promoting the show and all details are being arranged under their direction.

Export Department Launched by Crosley Radio Corp.

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

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

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

Chaplin Record Display

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

Emphasizes Stability of Columbia Phonograph Prices

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

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

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

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

New York Firm Bankrupt

The schedule filed by the Jaffe-Gilbert Co., New York, distributor of radio merchandise, recently placed in bankruptcy, listed liabilities of $30,925 and assets of $5,413, the main items being stock, $241, and outstanding accounts $1,427.
The **Utah** line

Made in Salt Lake City

**SPEAKS FOR ITSELF**

MADE OF HARD RUBBER

A GUARANTEED LINE OF LOUD SPEAKERS

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

**We are manufacturers not assemblers**

---

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

**Utah Radio Products Co.**

1427 So. Michigan Ave.

Chicago Illinois
The **UTAH** line

**Trade Mark Registered**
Made in Salt Lake City

**SPEAKS FOR ITSELF**
Made of Hard Rubber

---

**Utah Supreme**

Finished in a soft antique mahogany, designed to please both eye and ear. Measures 10 1/2 x 8 x 7 1/2. Weight 8 pounds. Packed 1 in a carton, 12 in a crate.

**Price $25.00**

---

**Utah Standard**

Horn is finished in a rich semi-dull black Morocco leather finish. 14-inch bell; weight 11 1/2 pounds. Packed 1 to a carton.

**Price $25.00**

---

**Utah Superflex**

The Super-Flex has a tone chamber equal to that of the usual horn type. Stands but 8 1/2 inches high by 6 wide. Finished in a harmonious brown. Weight 3 lbs. Packed 1 in a carton, 12 in a crate.

**Price $14.00**

---

**Utah Phonospeaker**

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

**Price with Stand $10.00**

**Price without Stand $9.50**

---

**UTAH RADIO PRODUCTS CO.**

1427 So. Michigan Ave.

CHICAGO ILLINOIS
Knowledge Is the Basis of Radio Selling

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

By Thos. J. Parsons

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

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

A Case in Point

As a case in point, there is a substantial percentage of radio buyers who, for one reason or another, prefer sets that may be operated on dry batteries to those that require storage batteries despite the advantages that under many conditions can be ascribed to the latter. Perhaps the careless handling of the storage battery has spoiled a rag or table cover or perhaps an inferior charger has caused trouble and perhaps the careless handling of the storage batteries despite the advantages that under many conditions can be ascribed to the latter. Perhaps the careless handling of the storage battery has spoiled a rag or table cover or perhaps an inferior charger has caused trouble and perhaps the careless handling of the storage batteries despite the advantages that under many conditions can be ascribed to the latter. Perhaps the careless handling of the storage battery has spoiled a rag or table cover or perhaps an inferior charger has caused trouble and perhaps the careless handling of the storage batteries despite the advantages that under many conditions can be ascribed to the latter.

The use of copper dry battery tubes is not only important from the matter of economy in batteries and proper results, but can also be put to advantage in persuading prospective buyers to buy a set which he feels is a little beyond his means when equipped with the usual storage battery, charger, etc. When the proper understanding of the construction of the set and how it operates, not only to satisfy the customer with a smattering of radio knowledge, but to get the best results.

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As a case in point, there is a substantial percentage of radio buyers who, for one reason or another, prefer sets that may be operated on dry batteries to those that require storage batteries despite the advantages that under many conditions can be ascribed to the latter. Perhaps the careless handling of the storage battery has spoiled a rag or table cover or perhaps an inferior charger has caused trouble and perhaps the careless handling of the storage batteries despite the advantages that under many conditions can be ascribed to the latter. Perhaps the careless handling of the storage battery has spoiled a rag or table cover or perhaps an inferior charger has caused trouble and perhaps the careless handling of the storage batteries despite the advantages that under many conditions can be ascribed to the latter. Perhaps the careless handling of the storage battery has spoiled a rag or table cover or perhaps an inferior charger has caused trouble and perhaps the careless handling of the storage batteries despite the advantages that under many conditions can be ascribed to the latter. Perhaps the careless handling of the storage battery has spoiled a rag or table cover or perhaps an inferior charger has caused trouble and perhaps the careless handling of the storage batteries despite the advantages that under many conditions can be ascribed to the latter. Perhaps the careless handling of the storage battery has spoiled a rag or table cover or perhaps an inferior charger has caused trouble and perhaps the careless handling of the storage batteries despite the advantages that under many conditions can be ascribed to the latter. Perhaps the careless handling of the storage battery has spoiled a rag or table cover or perhaps an inferior charger has caused trouble and perhaps the careless handling of the storage batteries despite the advantages that under many conditions can be ascribed to the latter. Perhaps the careless handling of the storage battery has spoiled a rag or table cover or perhaps an inferior charger has caused trouble and perhaps the careless handling of the storage batteries despite the advantages that under many conditions can be ascribed to the latter.

The use of copper dry battery tubes is not only important from the matter of economy in batteries and proper results, but can also be put to advantage in persuading prospective buyers to buy a set which he feels is a little beyond his means when equipped with the usual storage battery, charger, etc. When the proper understanding of the construction of the set and how it operates, not only to satisfy the customer with a smattering of radio knowledge, but to get the best results.

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A to Z in RADIO

WHERE TO BUY RADIO

Adler Royal and Zenith

RECEIVERS
- Zenith
- Sleeper
- Adler Royal

SPEAKERS
- Etho Vux
- Silver Voice
- Ampion
- P-K box type
- Adler Royal box type
- Holtzer Cabot

BATTERIES
- Eveready
- Philco

TUBES
- Radiotron

Look us up under Pearsall Service or—

Ask any Pearsall dealer, he'll tell you

"Desire to serve, plus ability."

10 East 39th St. New York City

SILAS E. PEARSALL COMPANY
Wholesale Distributors Exclusively
Startling! Revolutionary! These

$1000 Grand Prize
Pedigreed Puppies and Larger Crosley Radios as Monthly Awards.
Who will send Crosley the best verified report of reception with a one tube radio each month from January and March, 1st, of next year?
Who will send the best report each month?
$1000 prize for the best report for the entire period. A real live pedigreed puppy each month as first monthly prize and larger Crosley radio sets as other prizes.
Contest open to all, except Crosley employees, no matter where you live or how you own or use radio set on home built. Reports of reception must be verified.
Full details of the contest and entry forms are packed with each Crosley Puppy, or dated f r a f i c t i o n to The Crosley Corporation, Cincinnati, Ohio.

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

A Genuine Armstrong Regenerative double circuit receiver

Radio, with all its romance, knows no more magic name than Crosley.
From the time that Powel Crosley, Jr., first enabled millions to build their own sets by offering parts at a fraction of existing prices—down to the present day, radio progress and Crosley achievements have gone hand in hand. Now Crosley announces not only vital improvements in radio performance—but in the Crosley "PUP" offers this finer performance at the lowest price in radio history.

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

The employment of the double circuit not only reduces radiation to a minimum, but radically improves selectivity. It can be tuned through local stations more readily. Under average conditions, its radius, with head phones, is 1500 miles or more.
You can use the "PUP" to check the performance of your larger set; to entertain the youngsters whose curious fingers cannot resist the lure of dials and switches; to install in the maid's room, or even in your office—for the air is full each day. You can take it on canoe trips, picnics, outings, and on your business journeys—for it's only half the size of a shoe box.
Engineered and built to the strictest standards of Crosley quality, this genuine long distance set can be offered at the phenomenal price of $9.75 only because of its simplicity and Crosley's tremendous manufacturing facilities.

Add 10% to All Prices West of Rocky Mountains
Crosley manufacturers receiving sets which are licensed under Armstrong U.S. Patent No. 1,125,949 and priced from $9.75 to $60.00 without accessories.

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

THE CROSLEY RADIO CORPORATION
CINCINNATI
new developments of Powel Crosley, Jr.

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

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

De Luxe Combination

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

Other CROSLEY RADIOS for Every Pocketbook

In the Crosley one tube set, one tube does the work of three, making possible the enjoyment of real long distance reception with dry batteries. Model 50, without accessories, $14.50. Model 50 Portable, without accessories, $16.00. More than 150,000 Crosley two tube 51's have been made and SOLD in less than two years. Local and nearby stations on loud speaker always and distance up to 1500 miles under average conditions. Model 51, without accessories, $18.50. Model 51 Portable, without accessories, $23.50. The Crosley three tube sets embody the Armstrong regenerative circuit and two stages of audio frequency amplification. Distant stations come in on the Musicone with exceptional clearness and volume. Model 52, without accessories, $27.50. Model 52 Portable, without accessories, $32.50.

Better Performance—Bigger Values!

The new low priced models shown below represent radical improvements in selectivity, performance, appearance and value. More selective control and improved receptivity have been achieved by the use of the new worm type tickler, the new Crosley vernier plate condenser and the double circuit. Radiation is thus reduced to a minimum. Both are genuine Armstrong regenerative circuits, the 51 with one stage of audio frequency amplification; the 52 with two. Both are true long range receivers—easy to tune, easy to enjoy, and easy to pay for.

New 2 Tube 51
Special De Luxe
Beautifully finished mahogany cabinet, new style Controls—engraved metal dials, with built-in emergency dry cell batteries. Priced without accessories.

New 3 Tube 52
Special De Luxe
Exquisitely finished mahogany cabinet of latest design. Popular slip-in back, five-tube cabinet and all necessary dry cell batteries. Priced without accessories.

Crosley Musicones Rapidly Replacing Other Types of Loud Speakers

The Crosley Musicone reproduces the full tonal range of the human voice and music without distortion, over tones, or chattering. It requires no adjustments nor additional batteries. Listen to the Crosley Musicone once—and you will never be satisfied with the best loud speaker you have ever heard. Covered by basic patents. Price $17.50.

The Musicone De Luxe

The Musicone has been artistically combined with a clock case of beautiful mahogany with a grilled screen. Price of Musicone De Luxe $27.50.

See the Crosley line at your dealers or write for full descriptive catalog.
Northwest Trade Tour Brings Million-Dollar Business

Aftermath of Unique Association Experiment Interesting and Reliable—Important Data on Radio Business, Past and Future, Secured

The tour, sponsored by the Northwest Radio Trade Association, a complete account of which appeared in the last issue of The World, was a marked success, the aftermath of the tour being as interesting as the event was valuable as an experiment. The tour, which was held for the purpose of educating the retail trade to better methods of merchandising and for the display of the latest radio products of leading manufacturers, was far more successful than was anticipated, and this from every standpoint. Conferences and displays were held in Duluth, Minn.; Grand Forks and Fargo, N. D.; Aberdeen and Sioux Falls, S. D. One result of the experiment was the addition of more than 100 new members to the Association, with prospects of many more becoming members in the Fall.

Another surprising result of the tour, which was originally intended for building good will and educational purposes, was the placing of business by the dealers for radio products aggregating over a million dollars in value. J. O. Maland, official statistician of the Association, who was present at each meeting, collected much valuable data. At the end of the tour he made public the following interesting figures:

Radio sales this year will be 200 per cent of last year's sales, or 190 per cent increase. This means that almost three times the amount of radio will be sold in the Northwest this year over last year. This tremendous increase is accounted for by the immensely increased interest of the public in radio, its acceptance of the fact that radio is here to stay and is not only a fad, and the big increase in the prosperity of the Northwest in the last two years. The dates of the beginning of the radio business in the various states visited was very interesting. For instance, in North Dakota the following percents were obtained:

- Business starting August 1—20 per cent
- Business starting September 1—30 per cent
- Business starting October 1—37 per cent
- Business starting November 1—13 per cent
- While in South Dakota it was as follows:
  - Business beginning August 1—43 per cent
  - Business beginning September 1—53 per cent
  - Business beginning October 1—12 per cent
  - Mr. Maland states that the reason for the season beginning earlier in South Dakota is that the Southern States threshes its grain crop and markets its live stock earlier than the Northern States. The average for the entire tour was as follows:
    - Business beginning August 1—25 per cent
    - Business beginning September 1—44 per cent
    - Business beginning October 1—30 per cent.

In fact so successful was the event that the Association is planning to hold a similar tour of the Northwest the first week of August, 1925. The next event, however, will be on a much larger scale. Instead of chartering only one private car an entire special train will be secured for the exhibitors and those making the tour. This trip, it is planned, will consume ten days, and at each point an auditorium will be engaged to hold the meetings.

Victor Co. Adds to Forces

The working forces of the Victor Co., Camden, N. J., have been augmented by about 1,500 during the past month or so. The total number now employed is more than 4,500. At the time of this writing additional men are being taken on at the rate of about 100 per day, and by the end of this month it is expected that the Victor working forces will once again be about normal or about 8,000.

American Mice Works

R. J. Mueller Is Manager of Columbia Cleveland Branch

Succeeds S. S. Larrmon, Who Resigned to Enter Another Line of Business

W. C. Fubrik, general sales manager of the Columbia Phonograph Co., Inc., New York City, announced last week that S. S. Larrmon, manager of the Cleveland branch of the company, had resigned to accept a position in another line of business. Mr. Larrmon, who had been with the company for a number of years, had done considerable constructive work of high order, and he takes with him the esteem and regard of his associates and the officials of the company.

He is succeeded by R. J. Mueller, who has been assistant manager of the Cleveland branch for some time. Mr. Mueller's experience in the phonograph business, together with his knowledge of dealer requirements, will enable him to capably handle his new work.

Marie Morrissey Believes in Making America Musical

Marie Morrissey, the famous contralto, whose Brunswick recordings are so widely popular, was recently the subject of a very interesting interview prepared by Clay Smith, in which Miss Morrissey paid tribute to the importance of the phonograph as a factor in the advancement of good music. She moreover discussed at length the future of American music and believes that we should have a national conservatory located either in Chicago or New York to insure America taking its proper place in the musical world. Marie Morrissey, by the way, in private life is the wife of Roy J. Keith, who is well and favorably known in the talking machine industry.

Varney Electrical Supply Co. Covers Big Territory

Indianapolis, Ind., September 7—The Varney Electrical Supply Co., Radio Corp. of America distributor in this territory, is one of the best-known distributing houses in this territory. Established in 1902 this concern has branched out and now covers a territory comprising two-thirds of the State of Indiana, a portion of western and southern Ohio, a section of eastern and southern Illinois, all of Kentucky, a large part of Tennessee and also Indiana, Illinois, and Alabama. All in all, about three hundred dealers are served by this enterprise distributor of radios.

Albert Spalding to Europe

Albert Spalding, the famous American violinist and Edith artist, sailed for Europe on the Hesmeric September 21 for a concert tour of Europe extending until next December. He will play in Berlin with noted orchestras, in Paris, and return to his home, the Hamorgan and other prominent centers, returning to America around the end of the year. As usual he will be accompanied by Andre Beneist, his accompanist of many years.

MICA DIAPHRAGMS

Absolutely Guaranteed Perfect

We get the best India Mica directly.

We supply the largest Phonograph Manufacturers.

Ask for our quotations and samples before placing your order.

American Mice Works
47 West St. New York

DIAPHRAGMS
Fourteen Weeks Till Christmas

Now is the time for Dealers to go after the profits that will come from selling Okeh Records this Fall and Christmas Season.

Okeh Records still maintain supremacy in recording the kind of entertainment record buyers want.

Okeh Records enter another season with a still greater following of record buyers who know and demand the truetone quality of Okeh Records.

Dealers who get an Okeh Dealer License and get after the record sales now, will make money this season.

Write for our Licensed Okeh Dealer Proposition.

A Merry Christmas for the Okeh Dealer

GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, President

25 West 45th Street

New York City
No-Dial Radio Receiver
Is Unique in Construction
Ohio Stamping & Engineering Co. Receives Many Tributes From Trade and Users Regarding the Merit of Its New Product

DAYTON, O., September 7—The Ohio Stamping & Engineering Co. recently announced the introduction of the No-Dial radio receiver, a new set which is remarkably unique in construction and possesses great simplicity of design and operation. The instrument has neither dial nor knob, yet it fulfills all requirements of sensitivity, selectivity, volume and tone quality.

The No-Dial receiver, having no need for a panel, is circular in shape and is quite compact. It is timed by simply rotating the cover of the receiver, a feature which should prove of help to novices in radio because of the extreme simplicity with which they can bring in stations. This method of tuning is made possible by adjusting the variable condensers from one shaft. This necessitates the careful matching and testing of all parts in the assembling of a set and consequently the ultimate purchaser of a No-Dial set receives an instrument of the highest quality.

Another feature of the No-Dial receiver is that a portion of the rotating cover is utilized as a station register on which the call letters of stations may be recorded at the exact point where they will always be received. This feature will add greatly to the ease of keeping track of stations and will do away with the keeping of a log book which is so easily misplaced and lost. The No-Dial, in tests, has received stations from Coast to Coast with loud clarity and fine tonal quality.

No-Dial sets are made in two models, a five-tube set, having transformer coupled audio frequency and resistance coupling, covering the entire present band of wave-lengths, and a four-tube set, having transformer coupled audio amplification. They are finished in mahogany brown crystalline, matching the most beautiful loud speakers and harmonizing with distinctive furniture in any home. The crystalline finish is easily cleaned and is not readily scratched or marred.

Helps Dealers to Tie-Up
With School Season Opening

The Radio Corp. of America has distributed to its dealers unusual window display material featuring tie-ups with educational interests, now uppermost in the public mind with the opening of the school season. A special poster illustrates school days as related to Radiolas and, in addition, some clever slogans regarding the addition of the word "Radiola" to the three R's are also featured.

E. C. Rockwood Resigns

H. C. Cox, president of the Columbia Photographic Co., Inc., New York City, announced recently that E. C. Rockwood, who has been general credit manager of that organization for some time past, had resigned. His many friends in the talking machine field will share in the regret expressed by his business associates at his withdrawal from the field.

Future work of the general credit department will be handled through the treasurer's office under the direction of F. J. Ames, who has also been connected with the Columbia Photographic Co. for many years.

Dealers Meet in Portland

PORTLAND, Ore., September 3—Gus Mayer, special representative of the Victor Co., Camden, N. J., was a recent visitor to this city, and while here arranged a meeting of Victor dealers and their employees in the Hotel Portland. Constructive talks on salesmanship featured the event.

Bristol Advertising Has Something NEW
TO HELP THE DEALER SELL

WHEN a dealer carries the Bristol Line of Loud Speakers he may be sure of this, he will be backed by a thorough advertising campaign with many unique features. The Bristol Company makes a keen interest in its dealers' successes and its advertising provides a concentrated service that will promote sales.

NATIONAL MAGAZINES

The Saturday Evening Post and Literary Digest have been selected as the key magazines to carry the Bristol story of "True Tonal Quality" to millions of people.

TRADE AND RADIO PUBLICATIONS

The Bristol message is also carried regularly in the Trade Papers and Radio Publications. It will reach over 900,000 Radio Firms, all of whom are interested in anything which improves Radio.

International Radio Show
To Be Along New Lines

Exposition to Be Held in New York in 1926 Will Be Devoted to Interests of General Public Rather Than a Display of Sets

A new type of radio industry exposition, the International Radio Exposition, will be held in New York early next year under the management of Calvin Harris, publicity director of the Second World's Fair and the Fourth Annual Chicago Radio Show. The dates will be January 25 to 30, 1926, but the location has not yet been selected. The exposition will not be a trade show in its usual sense but will be devoted to the interests of the general public.

There will be but twelve manufacturers' exhibits, the principal attractions to be a series of demonstrations enlisting the services of famous people and the use of new and startling inventions. Four-fifths of the floor space will be turned into a properly arranged amphitheatre where different programs will be staged each afternoon and evening.

While the booth space is to be limited, practically every set and set apparatus will be demonstrated during the daily experiments by experts employed by the exposition directors. All these sets and parts will be purchased outright by the Program Committee from retail dealers and the manufacturers will not be asked to give or loan apparatus.

Following the New York show, the exposition will probably be taken on a tour of this country. It is likely that this will be followed by a European tour. Mr. Harris is well known as a trade show promoter and will probably score big with his 1926 offering.

W. O. Kochler is the new radio buyer for the Prange Department Store, of Sheboygan, Wis. He is a widely known and capable merchant.
Dealers, did you know—

THAT the farmers of the country have set down in writing their preference for Atwater Kent Radio?

The Meredith Publications and the Capper Publications recently asked the farmers: "What make of radio set do you expect to buy?" In the answers Atwater Kent was FIRST.

If you have prospects in rural districts, there's a tip for you.

Dealers have been telling us what they most like about Atwater Kent.

"This sums it up," one of them said: "We send the sets to our customers' homes without opening the boxes. We know they're all right. 'Inspected' means inspected when Atwater Kent says it."

Other dealers gave similar testimony. Although we advise all of them to open the boxes and make sure there has been no accident in transportation, it is gratifying to know that they regard it as unnecessary.

The word "Inspected" on the pink tag attached to the bottom of every Atwater Kent set is a certificate of character. It means that every set has been subjected to no less than 140 gauge and physical inspections and nineteen electrical tests. All along the line of manufacture the smallest defect is a death warrant.

Even after the "final" inspection we are constantly picking Receivers from the finished array and testing them again.
Visitors at the factory sometimes think we’re too fussy. That we regard as a compliment. Every dealer knows that “fussiness” at the plant relieves the customer from fussing in the home, and makes Atwater Kent Radio easy to sell.

“It is not our fault that we sell most of that make,” a dealer told us. “The people take them away. Atwater Kent Radio has a good name, fastened to the people’s mind with the glue of quality.”

We believe in being fussy and shall continue to be.

Write for illustrated booklet telling the complete story of Atwater Kent Radio.

Every Thursday Night—the potential audience of the Atwater Kent Radio Artists, who broadcast from ten stations every Thursday evening from 9 to 10 (Eastern Standard Time) is estimated at more than 10,000,000. These are the stations:

- WEAH . . . New York
- WERH . . . Providence
- WERK . . . Buffalo
- WERI . . . Boston
- WERJ . . . Philadelphia
- WERK . . . Continental
- WERL . . . Minneapolis-St. Paul

Prices slightly higher from the Rockies West, and in Canada.
Isn't this Radio Perfection?

An example of what you may see in the store window. A beautiful, modern, functional design, making it a perfect match for your home. The cabinet is constructed of the finest materials, ensuring durability and longevity. The finish is rich and elegant, adding class to any room. The cabinet is designed to blend seamlessly with your existing furniture and decor. It features a sleek, contemporary style that is both sophisticated and inviting. The cabinet is available in a variety of sizes and finishes to suit your specific needs and preferences. Whether you are looking to upgrade your living room, dining room, or home office, this cabinet is the perfect addition to your space. It is a testament to the craftsmanship and attention to detail that goes into every Pooley product. So, why wait? Upgrade your home today with the Pooley line of cabinets and phonographs.
models are now nationally advertised

succession in the same publications. The very best possible thing you can do is to tell your prospects that you have the Pooley models we are telling them about. We can supply mats or electros of newspaper advertisements you can use—at once.

Have you estimated your potential sales—and protected yourself on deliveries? If not, get in touch with your Pooley distributor promptly. It may soon be too late.

In case you don't know the Pooley distributor in your territory, write us direct.

THE POOLEY COMPANY
1604 Indiana Avenue Philadelphia, U.S.A.

The first of a series of unusual radio advertisements to appear monthly in Vogue, Vanity Fair, and House & Garden beginning September issues. Pooley cabinets in special settings designed by notable interior decorators, to appeal to the wealthy high-class market.
It is not enough to have a good thing to sell. More than that even is it to have a way of selling it. One must know what to say to the buying public; and also how to say it. The first talking machine makers had to persuade the public that their discs and reproducers could give satisfactory music, and they hit upon the sublimely simple but extremely convincing idea of going to the very best names in the musical world and offering them advantageous terms if they would only consent to have their voices, their violin or their piano playing recorded. Since opera stars, under the accepted system of giving opera, have always obtained an immense and undue amount of praise and puffery, and consequently have always been known by name to thousands who have never heard, and probably never will hear, them sing in the flesh, their voices furnished the obvious foundation. A library of records was, therefore, formed from the singing of these men and women, and with the formation of that library the prosperity of the talking machine business may be said to have begun.

Caruso

Compton McKenzie the other day, in London, said that it was Caruso who made the popularity of the gramophone, as the phonograph or talking machine is called overseas. He said, in effect, that because Caruso lent himself willingly to the new idea of recording and reproducing the singing of an artist, because he was willing to take the necessary amount of trouble to learn the technique of the recording artist (no mean technique either), because he put himself into the operation as a matter of business as well as of art, and not at all as a matter of concession, his recordings were marvelously successful, even considering the crudeness of the recorder’s apparatus in those days. It was the success of these recordings which built up the wide and deep foundation of the talking machine business.

Allowing for some slight exaggeration, these statements are substantially correct. However, indeed, we distribute the praise among the artists who contributed to the general result, and the fact remains that the talking machine had to be sold to the people, and the method of selling through the use of great, or at least greatly advertised, musical names, carried the business through that critical period during which technical methods of recording were being slowly perfected and afforded it the material support needed to build it up into independent strength.

Now while this precisely was going on, the taste of the public was being educated by a parallel process. So that in due course it became necessary to fill an aroused demand for instrumental music. Little by little, and with almost excessive caution, violin solos, then piano solos, then small ensembles, were brought in, and in time tentative attempts were made to record whole orchestras. The musical persons and organizations chosen to exhibit their prowess upon the disc were eminent and they played artistically eminent music; so that by degrees the taste of the public became educated to a point where satisfaction began to depend upon more than mere snippets of complete works, upon more than detached airs from operas, in fact upon the music itself as an expression of artistic thought, and not upon it as a mere vehicle for exhibiting the technical virtuosity of a singer or player.

Are Dealers Awake?

New and improved FRESHMAN MASTERPIECE
5 Tube Tuned Radio Frequency Receivers

The 1925-26 Line of

Sold direct to selected dealers—one dealer only in towns of less than 25,000 people and local dealers in larger cities.

Write to either Chas. Freshman Co., Inc., Radio Receivers and Parts

1214-1216 W. 34th St., Chicago, Ill.

or

At either larger New York office—Waldorf or Peerless

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

240-242-244 W 34th St., New York, N. Y.

Fax Office — 277 S. La Salle St.

Phil Ravis Finds Normal Record Demand on Trip

Phil Ravis, president of the Peerless Album Co., 635 Broadway, New York City, manufacturer of the Peerless Album record carrying cases and other accessories, recently returned from a trip through Mid-West territory. Mr. Ravis upon his return stated that he found the record business everywhere to be quite normal. The activity in record sales was so pronounced that it came as a surprise to many retailers. He said that everywhere he heard predictions that Fall record sales would be far above those of last season.

The Peerless Album Co., which is also a distributor for Pictorial records, through the New Record Corp., has found a most active demand for its new children’s album of unbreakable records. These are multi-colored lithographed records with transparent playing surface. The album includes such numbers as “Mother Goose,” “Animal Series” and “Child Life of Christ.”
The simple (but sound) idea of displaying their Carryola products enabled the Orth Company to increase sales 87 per cent in one week, 50 per cent after 30 days, and the sale of two color film photos to customers who came to buy portable sets returned the company to pay rolls in 45 days. True to the spirit of a working good display stunt.

Last year this same company sold more than 500 Carryolas. At the rate they are going this year they will soon make 500 a week. A good deal of it was business on terms no credit asked. The secret is very simple. The Orth Company capitalized the possibilities of the Carryola and developed a good display stunt.

What This Dealer Did You Can Do!

There's no magic about it. A good location, yes! But probably no better than yours. A better value for the price—absolutely! The Carryola Master has no equals. But probably no better display ability or sales experience than you, yourself, can bring into play.

Perhaps you are one of those dealers who have always looked at a portable as an outfit proposition—nothing more. It's that—and a lot more. It is—if handled right—a splendid selling item. There's a big demand for good portables. There's a big demand for Carryola Masters. You can do as well as the Orth Company if you care to do what they did. It's a question of proper stocks—colorful, dominant display—and, inside, a little knowledge of the many, real selling points to the Carryola Master.

The Carryola Master is the only portable with the well-known Add-A-Tone reproducer, which gives a tone of exceedingly fine quality, rich and clear. Volume will compare favorably with any cabinet machine. It is equipped with an exceptionally quiet motor—absolutely noiseless when records are being played. Finished in beautiful Dupont Fabrikoid cover with nickel-plated fittings. Plays records of any size or make. Good materials—good assembly—good inspection.

The Carryola Master has been so remarkably successful because it contains more actual value for the money in every respect. Better materials; better performance; fine appearance; reasonable price.

If you want to know more about the Carryola Master, write us for details. Put yourself in line to profit through this remarkable little machine. No obligation. Write now.
Radio Specialties Dominate

No Dealer Should Be Without a Full Representation of the BRACH Line—
They Are Always Ready Sellers

BRACH AERIAL OUTFITS

—complete equipment for antenna in one sale—
cutting out all trouble of selecting parts—satisfying the customer—saving dealers’ time—
increased profits.

BRACH SHOCK-PROOF RADIO PLUG

This plug gives perfect electrical contact, has insulation that withstands high voltages required by loud speakers, has no metal parts to rust, is in every particular a distinct and worthy addition to the BRACH line. Licensed under Patent No. 1,448,106.

Trade Supplied by Jobbers Everywhere

Manufactured by L. S. BRACH MFG. CO., Newark, N. J.


One of the newest products of the R. E. Thompson Mfg. Co. is a unique radio receiver known as “The Minuet.” It is designed purposely to serve the requirements of those who desire broadcasting entertainment with the least possible exertion and in the simplest manner. The appearance of “The Minuet” is most striking. It is housed in a round or circular cabinet with battery compartment, a five-tube receiver unit, and contains a tone type speaker. The cabinet stands 18½ inches in diameter, 21½ inches high and 10½ inches deep. Around the perimeter or circumference of the cone is a large scale which indicates the tuning positions operated by a knob or handle which, when moved, moves all the circuits of the receiver simultaneously. The set is completely self-contained, dry batteries, tone type speaker, all in one unit with a single tuning control. The Thompson Co. also has available a carrying case for this model, which makes this instrument an ideal portable receiver.

Baltimore Atwater Kent Dealers Inspect New Line

MAGNETO & MACHINE CO., Local Distributor. Has Gathering of Dealer Organization

BALTIMORE, Md., September 8—Over one hundred Atwater Kent dealers attended the recent dealer’s meeting of the Magneto & Machine Co., Atwater Kent distributors here. The complete line of Atwater Kent receiving sets and radio speakers was on display, and dealers were unanimous in the opinion that 1925 will be the greatest sales year that radio has ever enjoyed.

Among the speakers was D. B. Bauer, of the Atwater Kent Mfg. Co., who outlined the Atwater Kent sales plans and policies. He was followed by L. A. Charbonnier, service manager of the Atwater Kent Mfg. Co. Mr. Charbonnier told of the various servicing methods that could be used by the dealer and reviewed the Atwater Kent service policy for 1925.

H. G. Canda, of Bayonne, N. Y., New York City, advertising agency, explained the advertising schedule for the year and showed what a tremendous selling force is being put behind the Atwater Kent line.

Daniel M. Broad, credit manager of the International Photograph Co., New York, recently returned from a most enjoyable vacation spent at Liberty, N. Y. Mr. Broad spent part of the Summer in the Rockaways.
One Profit
—or Many?

Very time you sell a phonograph, you are sure of one profit, at least; the one which the sale itself brings you. But what about the many profits that you expect from your new customer in the form of records, needle and other sales? Are you sure of them?

The answer rests alone with the motor enclosed in the phonograph.

If the motor is dependable—carefully constructed for perfect performance—the sale of that phonograph means future profits. If it is soon to develop noises, become erratic, and finally, always be in need of costly repairs, that motor breeds bad business.

It will make a dissatisfied customer; cause continual customer complaint; create a bad impression of you and your establishment. It will kill your customer's interest in the machine. That means a total loss of the record, needle and sundry sales which would ordinarily be yours.

If you would get all of the profits, be sure, first of all, that the motors in your phonographs are sturdy built to give steadfast, easy and noiseless operation made possible only by superior design, expert construction, and the use of highest quality materials.

You can obtain a motor embodying all of these vitally important qualities, if you will insist, as thousands of other dealers are insisting, that the phonographs you sell be equipped with

HEINEMAN QUALITY MOTORS
A Product of the
General Phonograph Corporation

25 West 45th Street
New York, N. Y.
How a Live Covington, Ky., Dealer Cut Radio Service by Intelligent Selling

Better Methods of Merchandising Resulted in Drop of Service to Seven Calls in Four Months and Placing the Department on Profitable Basis—An Article by Walter T. Williams

"Soon after I had added radio to my stock of goods, I was confronted by the problem of service," explained Edward P. Cooper, who has had unusual success in the merchandising of talking machines in his store in Covington, Ky. "Like others," continued Mr. Cooper, "I had made service a selling point, guaranteeing it for all of the troubles of my radio customers; but a little honing showed me that my radio business was not large enough to permit that.

Eliminating Service at Time of Sale

"After pondering the matter several days an idea came to me. "Why not take steps to make as much service unnecessary?" I asked myself. Then, in order to find out why there were so many requests for service I tabulated them in a manner that would show the causes. A study of the table showed that practically all of the troubles of my radio customers were of a nature that made it possible to forestall them in the store, at the time of the sale of the goods. In other words, I planned to remove the service problem, rather than to seek a solution.

Only Seven Service Calls in Four Months

"I thereupon bought all necessary radio testing apparatus, including a tube tester. After that, all of the tubes, batteries and so forth were tested before they left the store. This removed our problem completely, and practically removed the necessity of night work. In the four months that followed we only had seven service calls, which is less than an average of one call each two weeks."

Mr. Cooper carries all kinds of radio, but he features the Atwater Kent. He stimulates his business by means of constantly newspaper advertisements and direct-mail literature. Being on a busy street, he pays particular attention to his show window displays.

Uncrowded Displays Best

"Experience has taught me that with the radio a crowded show window does not produce the best results," he said. "For this reason I only place in view one or two pieces of apparatus, without any 'screenery' to distract the attention of people who stop. This makes it easy to change the display daily, so that the passer-by does not see a thing that attracts him one day he will see it some other time."

Buyers Are More Discriminating

Mr. Cooper is of the opinion that the day has passed when people will buy radio merchandise at "any old place where it is offered." Buyers are beginning to discriminate, he said, and go to a seller who has a thorough knowledge of radio and who is a reputable business man. As with the other goods in the store, outside canvassing is not done, other than to follow up inquiries that have been received.

We stress the idea of absence of necessity of service, rather than to parade the fact that we give service night and day," stated Mr. Cooper. "As a matter of fact, too much talk about service is unwise, because it amounts to telling the prospective customer that you know he is going to have trouble, and therefore you have made preparations to take care of it when it comes. Our experience has proved to us that radio trouble has been taken too much as a matter of course and a necessary evil. We know that it is not a necessary evil, because we have reduced our trouble calls almost to zero. I am firm in the belief that it is better to take care of the purchaser in advance by forestalling trouble than it is to leave the customer in a position where he will have trouble, and take care of him afterward."

Resas, Inc., Is Now in Larger Gotham Quarters

Resas, Inc., New York, manufacturer of the Resas Tour-o-Dyne radio receiving sets, recently announced through T. F. Polby, president of the company, that it has moved to new and larger quarters at 556 West Fifty-second street, New York.

"The move was made necessary on account of the greatly increased business which we have been enjoying during the past year and due to the fact that our production plans for the present season could not be carried out in the space which we previously occupied," said Mr. Polby.

"With the greatly increased floor space and improved factory facilities which we now possess we will be enabled to more adequately meet the demands for Resas receivers. The requirement of the trade for the coming season will be met by prompt deliveries and from all indications the season should be a most satisfactory one."

Neiser Bros. Open New Store

Neiser Bros., Inc., Wilkes-Barre, Pa., recently opened its new and larger store at 47-49 South Main street with appropriate ceremonies. On the evening of opening a musical program was given with Guy Hall's Orchestra as featured artists. A complete stock of talking machines, pianos and other musical instruments are carried.

The Carpow Radio Panel Corp., New York, recently changed its name to the Carpow Composition Corp.
A Selling Policy Made By

Only One Stewart-Warner Dealer In Each Locality

You get ALL the profit, because there are no other dealers handling Stewart-Warner Radio in your locality. No possibility of a drug store around the corner selling the same line, or some other store across the street "stepping in" on a share of your profits. You are absolutely protected.

You will receive full benefit from the extensive national advertising program soon to appear. It will make a "beaten path" to your door—help build your success. Are you going to pass up this opportunity to get in on the ground floor?
Radio Dealers Themselves
It Guarantees Profit - Protection - Permanence

Radio dealers are responsible for our new plan of selling radio. Our plan was actually made by the dealers themselves, according to their own statements of what they required to achieve success - to obtain their full share of protection and profits - to build a permanent, prosperous radio business.

Stewart-Warner Matched-Unit Radio is a wonderful line - complete in every detail - that carries plenty of prestige for the dealer. Stewart-Warner Merchandise is always like this.

But, what is equally as important, we have a "dealer-made" plan to merchandise our radio - a plan that could not be made to suit your needs better, had you made it yourself.

"Gyp dealers" are barred. There will be no "bargains" in Stewart-Warner Radio.

"Counterfeit" dealers simply do not exist. No individuals can buy Stewart-Warner Radio at dealers' prices.

Our method of distribution makes it possible for us to offer you everything you have hoped for.

We have no jobbers. We have our own central distribution stations - 96 all over the world - 62 in the United States and Canada. They are direct factory branches under the Stewart-Warner name. When we say, "do," they do - when we say "don't," they don't. No other radio manufacturer has such absolute control of his distributors.

There is already a great demand for Stewart-Warner Matched-Unit Radio. How much greater will this demand be when we have broadcasted to the world the superiorities of our wonderful units?

The demand which our advertising will create can only be satisfied at one place - in your store. Purchasers of Stewart-Warner Radio will come to you to buy.

Prestige, Profit, Protection and Permanence in the radio business is yours, through our "dealer-made" plan of radio merchandising.

Fill in the coupon below, and we will have our representative call and explain its advantages to you.

STEWART-WARNER SPEEDOMETER CORPORATION
CHICAGO - U. S. A.

STEWART-WARNER MATCHED-UNIT RADIO
INSTRUMENTS TUBES REPRODUCERS ACCESSORIES

A Model to fill Every Desire
A Price to fit Every Purse

Radio Division
Stewart-Warner Speedometer Corporation
1624 Diverny Place, Chicago, U. S. A.

Gentlemen - I want to be considered in connection with a Stewart-Warner Radio Dealership and to discuss the details with your representative.

Name: ____________________________ Date: ____________________________
Address: __________________________
City: ____________________________ County: __________ State: __________

Copyright 1925 by S.W.S. COR'N.
Tone Quality and Woman's Influence Are Dominating Factors in Radio Selling

Frank V. Goodman, Sales Director, Sonora Phonograph Co., Inc., shows how these factors influence sales and tells how the Sonora Co.'s new models were designed with this in view.

"With the development of radio from an intricate mechanical device into a musical instrument, the woman's influence plays an important part in the purchase of each radio set. When the phonographs first came out they were not.

Sonora Hampden Highboy Closed

to say the least, things that would please any-
one's aesthetic sense, but after they became
more perfected, cabinet work played an im-
portant part—and so, too, did the woman's opin-
ton in the purchasing of a phonograph.

"In designing our radio line and new phonograph line, too, we have carefully considered Madame. The new highboys, both radio and phonograph combinations, will make an irresistible appeal to her inherent love of beauty, for the artful decoration of the Renaissance period ingeniously effected through the wood carvers' skill. Yet the line treatment of these models is so simple that it will be harmonious with the appointments of the average home.

"Our new highboy phonographs will appeal to the radio enthusiast as well as the phonograph lover—both to Madame's eye and 'his' ear—for each of our highboy phonographs is radio adapted. To make a complete Sonora combination, we have designed our regular model 'C' five-tube, tone quality set into a stand-sized panel that may be easily placed within. By doing this a complete combination phonograph and radio is achieved—yet it does not make the selection of the Sonora panel obligatory on the part of the purchaser, for Sonora highboys are designed to accommodate most standard-sized panels.

"This feature enables the dealer to get a tremendous turnover on a very limited investment, for he can combine with a Sonora phonograph any radio panel which the customer may desire.

"In speaking of radio, there will be two great classes into which radio will be placed—

Sonora Plymouth Highboy

The new models which the Sonora Phonograph Co., Inc., has brought out to conform to the ideals outlined by Mr. Goodman include the Hampden Highboy, a Renaissance period model of great beauty, demonstrating the wood carver's skill and furnishing a fine example of the cabinet maker's art. This model contains a sliding drawer in which is enclosed the radio panel.

The Hampden Highboy Open
distance group and the tone quality class. Tone quality will be the dominant feature of all Sonora advertising, because even though the Sonora set is exceptional in securing distance, we realize that there is just one dominating idea that we can get into the consciousness of the consumer and that idea will be tone quality. The tone quality class is a fast growing one and it is the group which will naturally look to the music dealer for its radio requirements for it buys its radio as a musical instrument.

Sonora Highboy With Receiving set

The Sonora Highboy with radio receiving set also is an extremely handsome piece of furniture, and the third model, the Plymouth Highboy, a radio adapted Sonora phonograph, is designed for use with either a Sonora five-tube Model C receiving panel or any other standard sized radio set.

New Ted Lewis Record

Columbia record fans who preferred the "hot" type of music which the Ted Lewis Jazz Band formerly played rather than that of the "Bash" variety, to which his recent releases have belonged, will welcome the latest Lewis release which couples "Tin Roof Blues" and "Milenberg Blues." "Jazz, as only Ted Lewis and his boys render it, is the keynote of both recordings.

Stanley Soulé, of Soulé Bros. Music House, Portland, Ore., is receiving the congratulations of his many friends on the arrival of a baby boy, Stanley, Jr.

FULL LINE of HARDWARE
For Radios and Phonographs

H. A. GUDEN CO., Inc.
227 CANAL STREET
NEW YORK, N. Y.
THE GYPSY MODEL can be had in Black, Brown, Blue, Green, Gray and Spanish.
THE ARISTOCRAT comes in two toned Blue, Gray and Ivory.
THE DE LUXE ARISTOCRAT in Black, Shark Grain and Genuine Pig Skin.

PRICES:
GYPSY MODEL, List Price $25.00. Far West and South $27.00.
THE ARISTOCRAT, List Price $30.00. Far West and South $32.50.
THE DELUXE ARISTOCRAT, List Price $45.00. Far West and South $50.00.

CASWELL pioneered the idea of a sales policy built on fair, equitable lines that would protect and assist both jobber and dealer.

This policy was not forced upon Caswell. It was formulated when the company began and it has been adhered to ever since. Now, through its effectiveness in stabilizing volume business and profit for jobbers and dealers it is becoming one of the beacon-lights of the industry.

In addition to Caswell’s well defined policy, this company also set a new standard of tone and quality in the portable phonograph field.

The jobber who stocks the Caswell Line knows that he is being protected from cheap competition and is receiving the regular—and only scale of discounts.

The dealer who ties up his future with the Caswell Line knows that he is getting quality—quality, from the genuine Du Pont Fabrikoid covering to the Heineman motor; that the instruments possess matchless tone, and that he is protected from the fly-by-night, business-wrecking methods of itinerant, one-night-stand merchants.

All these factors of profit and permanency are yours with the Caswell Line. Why tread the path of doubtful quality and doubtful methods when the safe, sane, way to permanent profit is open to you with Caswell? Write for the story of how Caswell is putting the portable phonograph business on a right basis.
New Types of Radiotrons and Rectrons

Introduced by the Radio Corp. of America

Radiotron Designed Especially for Audio-Frequency Amplification—Do Not Supersede Standard Radiotrons—Rectrons Intended for Use in B Battery Eliminators and Similar Devices

The Radio Corporation of America recently announced the introduction of three new types of Radiotrons designed especially for audio-frequency amplification and two new types of rectifier tubes to be marketed under the trade-name “Rectron,” the latter intended for use in “B” battery eliminators and other similar devices for obtaining filament grid and plate voltages from A.C. lighting circuits, on which deliveries commenced September 1.

The new Radiotrons and Rectrons were designed for specified uses resulting from new developments in the radio art. None of these tubes supersedes the present five standard types of Radiotrons. They do, however, occupy special fields of usage as set forth in greater technical detail below:

"Radiotron UX-120 is a new dry battery amplifier tube designed to provide increased loud speaker volume and improved quality of reproduction from dry battery operated sets. UX-120, when used in the last audio stage of dry battery operated receivers and connected to a loud speaker such as the UZ-1325 or other types of similar or preferably of lower impedance, provides loud speaker volume double that obtainable with present types of tubes and to give undistorted output at such volume. UX-210 may be employed in the last audio stage of existing types of receivers providing tube of exceptional merit designed to increase loud speaker volume double that obtainable with present types of tubes and to give undistorted output at such volume."

New Line of Radiotrons Now Being Manufactured by the Radio Corporation of America

As an audio-amplifier, UX-112 occupies a position midway between the dry battery power amplifier, UX-120, and the A.C. power amplifier, UX-210.

"Radiotron UX-210 is a super-power amplifying tube of exceptional merit designed to produce loud speaker volume considerably in excess of that obtainable with present types of tubes and to give undistorted output at such volume. UX-210 may be employed in the last audio stage of existing types of receivers providing tube of exceptional long life and of such characteristics that it may also be used for amateur radio transmission."

Wuebben Record Albums are indestructible

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

Ask for our illustrated prospectuses and price lists

Wuebben Gesellschaft, m. b. H., Kochstrasse 60, Berlin SW. 68
Reaching 3 out of 5 Homes in the United States With Gulbransen National Advertising!

A greater volume of Gulbransen National Advertising will be done in September, October, November and December, 1925, than at any time in the history of the Gulbransen Company.

New mediums, and in some cases larger space in old mediums, will be used; millions more homes will be reached.

13,810,899 magazines will carry Gulbransen National Advertising every month. The newspaper field in 15 large cities will be invaded, increasing the Gulbransen demand not only in those cities, but in large surrounding communities and in entire states. New agricultural mediums have been added to the list.

The piano trade has never experienced as extensive and well-developed an advertising campaign as will be witnessed this fall when Gulbransen copy appears in the leading magazines and newspapers of the country.

Gulbransen cooperative local advertising continues, new selling plans are ready, the list of dealers' helps has been augmented. In every department of Gulbransen activity there has been extension and improvement—in National advertising coverage, in local advertising and selling plans and in store helps.

A 12-page brochure has been prepared fully setting forth the details of the Gulbransen advertising program for this fall. It should be in the hands of every progressive music merchant. Send for your copy today.

GULBRANSEN Company, Chicago.
Please send us new 12-page brochure showing advertising calendar for balance of 1925.

Name
Address
City and State

GULBRANSEN
The Registering Piano
Complete New Radio Line
Announced by Shamrock Co.

One and Two-Dial Table and Console Models
Now Being Marketed by Prominent Manufacturer—Herman Rose, President. Outlines the Comprehensive Policy of the Company

The Shamrock Mfg. Co., of Newark, N. J., manufacturer of the famous Shamrock two and three-tube reflex kits and other standard radio parts, announces a complete line of one and two-dial table and console model radio receiving sets. Its new products will be six-tube super-tuned self-balanced radio frequency circuits. A unique feature of its products is the fact that the Shamrock engineers have made these new sets available for a reasonable two-dial control. The one-dial control carries some perfections which are important attributes for unified synchronization.

President Rose's Timely Remarks

The Shamrock products are to be marketed along the lines of the highest standard business practice. Herman Rose, president of the company, who has guided its destinies successfully since the earliest days of radio, says: "In formulating our marketing plans for the new Shamrock line of super-tuned six-tube sets, we have been governed by our past experience in merchandising thousands of two and three-tube kits, hundreds of thousands of quality standard radio parts, and a thorough study of the needs of both the trade and the millions of prospects who have yet to be converted to radio! The Shamrock products in the past have never been allied with any glutting of the market, and its aftermath of price-slashing orgies, nor have we been lax in protecting the integrity of dealer territory, nor can it be said that Shamrock has in any way been a party to some of the practices that have brought unjustifiable instability to the entire trade. Shamrock dealers have, and will continue to have, complete protection guaranteed them in the Shamrock selling franchise; exclusive territory, no overloading, a rigid policy of price maintenance, definitely established discounts, the full sales-stimulating benefits of a constructively planned national and localized advertising campaign, and the complete services of highly subdivided sales staff maintained exclusively for the selling of the Shamrock supersix line.

Shamrock Advertising

"We have planned a huge advertising campaign," said Mr. Rose, "which will include a compelling series of Shamrock advertisements in the Saturday Evening Post, we have a newspaper schedule calling for a consistent bringing of the complete services of highly planned national and localized advertising campaign, and the complete services of highly subdivided sales staff maintained exclusively for the selling of the Shamrock supersix line.

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As shown by the full-page ad shown above, the Shamrock line before millions of prospects in practically every large and sizable city in the country.

The Shamrock supersix line will also be featured at the New York, Chicago, San Francisco, and other radio shows.

"Special booklets, mailing pieces for prospects, special newspaper copy, and other dealer selling helps have been developed to help the Shamrock dealer reap real radio profits for the Fall and Winter selling season." E. P. H. Allen, Sales Manager

One of the outstanding features of the new one-dial Shamrock De Luxe Table Model is the "Grand Console" and "Special Consollette" like all other models are satin finished walnut in two-tone effects. The "Grand Console" is finished with great care and refinement of design will add to the decorative environment of both the home and the business office. These Shamrock products have been governed by our past experience in merchandising thousands of two and three-tube kits, hundreds of thousands of quality standard radio parts, and a thorough study of the needs of both the trade and the millions of prospects who have yet to be converted to radio! The Shamrock products in the past have never been allied with any glutting of the market, and its aftermath of price-slashing orgies, nor have we been lax in protecting the integrity of dealer territory, nor can it be said that Shamrock has in any way been a party to some of the practices that have brought unjustifiable instability to the entire trade. Shamrock dealers have, and will continue to have, complete protection guaranteed them in the Shamrock selling franchise; exclusive territory, no overloading, a rigid policy of price maintenance, definitely established discounts, the full sales-stimulating benefits of a constructively planned national and localized advertising campaign, and the complete services of highly subdivided sales staff maintained exclusively for the selling of the Shamrock supersix line.

Another feature of the Encyclopedia of Radio Apparatus is the alphabetical arrangement of the various products distributed, all products being arranged under their proper alphabetical headings, such as adapters, batteries, cabinets, etc.

Shamrock super-tuned self-balanced radio frequency circuits. The Shamrock line includes a console grand, "Special Shamrock Consollette" and the "Shamrock De Luxe Table Model." All three models are made with the Shamrock new one-dial perfected control and with the standard two-dial panel. Thus the company is sponsoring six units of sale with a wide range of models and choices of dial control. The cabinet work of the Shamrock products is finished with great care and refinement of design will add to the decorative environment of both the home and the business office. These Shamrock products have been governed by our past experience in merchandising thousands of two and three-tube kits, hundreds of thousands of quality standard radio parts, and a thorough study of the needs of both the trade and the millions of prospects who have yet to be converted to radio! The Shamrock products in the past have never been allied with any glutting of the market, and its aftermath of price-slashing orgies, nor have we been lax in protecting the integrity of dealer territory, nor can it be said that Shamrock has in any way been a party to some of the practices that have brought unjustifiable instability to the entire trade. Shamrock dealers have, and will continue to have, complete protection guaranteed them in the Shamrock selling franchise; exclusive territory, no overloading, a rigid policy of price maintenance, definitely established discounts, the full sales-stimulating benefits of a constructively planned national and localized advertising campaign, and the complete services of highly subdivided sales staff maintained exclusively for the selling of the Shamrock supersix line.

Humes Plywood Corp.

PARK SQ. BUILDING
BOSTON, MASS.

Largest Manufacturer of Box Stock in New England

Atlas Plywood Packing Cases

Save money and give your product the best possible protection by using Atlas Plywood Packing Cases.

Live Radio Distributors' Fine Literature Aids Sales

Ludwig, Hommel & Co., R. C. A. Wholesalers of Pittsburgh, Distributes Musical Literature to Their Dealer Clients

PITTSBURGH, PA., September 9.—Ludwig Hommel & Co., distributors of radio, phonograph, and typewriters, have just added a ready-reference folder to help the Shamrock dealer reap real radio profits for the Fall and Winter selling season. E. P. H. Allen, Sales Manager

PITTSBURGH, PA., September 9.—Ludwig Hommel & Co., distributors of radio, phonograph, and typewriters, have just added a ready-reference folder to help the Shamrock dealer reap real radio profits for the Fall and Winter selling season. E. P. H. Allen, Sales Manager

Humes Plywood Corp. Opens Branch

COLUMBUS, GA., September 5.—The Humes Mastic Co., of this city, recently opened a branch store at 717 W. Broad St., Ga., where a complete line of the talking machine, phonograph, musical instrument, and sheet music carried by the firm will be sold. The new establishment is located at the Elks Hall and is under the management of C. S. Waddell, who has been connected with the Humes firm for a number of years.
PLAZA OFFERS IMPORTANT NEW LINES TO MUSIC DEALERS

The Plaza Music Company here introduces to its thousands of friends in the trade several new items which according to the opinions of those music dealers, who have already seen them, have all the appearances of becoming big sellers, as is traditional with all Plaza Products.

Due to the lack of space, the descriptions given on this page are necessarily brief, but Plaza Music Company shall be glad to send complete details on any of these items upon request.

PLAZA ENTERS THE FIELD OF RADIO WITH FINE-ARTS RADIO PRODUCTS

For Full Details See Following Pages

“PLAYTIME” NEW KIDDIES CABINET PHONOGRAPH

Because of the excellent appearance, its fine proportions, attractive finish, and its remarkably low price, “PLAYTIME” the new cabinet model Kiddie Phonograph, is certain to be an enormous seller in music stores. The list price of $12.50 makes every home in which there are children a real prospect for this instrument.

The cabinet is 17½” x 13½” x 10½”, finished in every white, with a pretty kiddie design on the front door. Of sturdy construction throughout, this instrument reproduces every size of record, from the small Nursery Disc to the large regular 10-inch records.

LITTLE TOT’S NURSERY TUNE RECORDS

SONGS, GAMES AND STORIES FOR KIDDIES

The big selling season for the Juvenile Records is now practically here and alert music dealers all over the country are already featuring these records in their stores.

The two fastest selling Kiddie Records in the field are, of course, the LITTLE TOT’S and PLAYTIME Records.

The LITTLE TOT’S Records come in books containing four 7-inch double-faced records, complete with colored picture and verse cards retailing at $1.00. The individual PLAYTIME Records, attractively put up in colored illustrated covers, but without the picture and verse cards, retail at 15c each. Both of these Kiddie Records are proven profit pullers.

Plaza offers quality phonograph needles at attractive prices.

Plaza ships sheet music orders the same day they are received.
The PLAZA MUSIC CO. enters the field of RADIO with

Again, this time in Radio, the Plaza Music Company establishes a new standard of value in musical merchandise.

In FINE-ARTS Receiving Sets and Consoles you are offered a Radio line of superb quality. Perfect efficiency, simple in operation—tone that is clear as a bell—plus the added quality of cabinets exquisite in their grace and beauty—furniture settings that harmonize with the finest of home interiors.

With the complete series of models, ranging in price from $35 to $175, you can fill every requirement of those who prefer the low priced set, as well as purchasers who seek only the finest of furniture art with their Radio.

And always, you have the assurance that in FINE-ARTS you are giving your public the greatest radio values their money can buy.

Unquestionably, FINE-ARTS offers the music merchant a real opportunity for building a permanent and profitable Radio Business.

RADIO DIVISION
PLAZA MUSIC COMPANY
Complete Receivers

All models are equipped with the standard, guaranteed, FINE-ARTS five tube tuned Radio Frequency Receiver. The panel design is new—of an appearance that speaks fine workmanship and quality.

Model R-1 $35 Retail
In a very fine, full size speaker front case, finished in duotone mahogany.

Model R-2 $50 Retail
Completed in a speaker front cabinet, finished in a rich mahogany. Completely equipped with a loud speaker unit and unit.

Model R-3 $85 Retail
Completed in a beautiful, full size speaker cabinet, equipped with loud speaker, unit, battery and charger compartments, etc. Finished in duotone mahogany.

Model R-4 $125 Retail
Encased in a highboy cabinet of excellent proportions, equipped with loud speaker, unit, battery and charger compartments, etc. Finished in duotone mahogany or duotone mahogany.

Model R-5 $150 Retail
Encased in a beautiful highboy of imposing design and dimensions, equipped with loud speaker, unit, battery and charger compartments, etc. Finished in duotone burl walnut or diamond laid mahogany veneer with marquetry inlay across top rail.

Model P-R-1 $175 Retail
The perfect Radio and Phonograph combination enclosed in a cabinet of duotone burl walnut, or duotone diamond laid mahogany veneer with marquetry inlay across top rail. Complete with phonograph motor, combination radio and phonograph tone arm, loud speaker, unit, battery and charger compartments, etc. Finished in duotone mahogany or duotone walnut.

Cabinets for Standard Sets

Following, we are listing FINE-ARTS Radio Cabinets completely equipped with loud speaker, battery and charger compartments, but not including the Radio Receiver, nor the loud speaker unit.

Model C-1 $60 Retail
Same cabinet as illustrated in model R. Will accommodate Atwater Kent Compact and similar size receivers. In duotone mahogany only.

Model C-2 $85 Retail
Same cabinet as illustrated in model R. Will accommodate Atwater Kent Compact and similar size receivers. In duotone mahogany only.

Model C-3 $110 Retail
Same cabinet as illustrated in model R. Will accommodate Receivers up to 30 inches long, 18 inches high, and 15 inches deep. Finished in duotone walnut or duotone mahogany.

Model P-R-2 $125 Retail
The same cabinet as illustrated in Model P-R-1. Complete with phonograph motor, combination radio and phonograph tone arm, in duotone walnut, or duotone mahogany.

Model T-1
A complete speaker with a speaker in a beautifully constructed horn and unit. Equipped with a wood horn supplying a full tone which gives remarkable volume and perfect reproduction. Handcrafted in duotone mahogany. Will accommodate a Receiver, 30 inches long, and eighteen inches deep.

Complete details of our attractive discount schedule will be given on application. Write for them today.

10 West 20th St., New York
The Talking Machine World, New York, September 15, 1925

MOST PEOPLE NOW WANT
3 for $1 RECORDS

DEALERS who are selling 3 for $1 records are making real profits. Three years of ever increasing sales prove conclusively that the public will no longer pay more than 35c each for popular song and dance hit records.

Banner and Domino are the leaders in the 35c Record Field

BANNER (black) and DOMINO (red) records are the outstanding leaders in the 35c record field. They are by far the biggest sellers all over the country.

The earliest releases of the latest song and dance hits together with the fact that the recordings are made by the foremost artists and orchestras in the country, account for the popularity of Banner and Domino records among the trade.

See department of Advance Record Bulletins of October Releases

Let us send you a $25 assortment of either Banner or Domino to start a 3 for $1 Record Department

LITTLE TOTS' RECORDS
Songs, Games, Stories for Kiddies

$1.00
Complete Album with Picture and Verse Cards

LITTLE TOTS' RECORDS include ONLY a complete series of standard Nursery Rhymes of songs and games which all kiddies love—
and want.

This assures continuous sales, and absolute turnover of ALL your stock of these wonderful juvenile records.

There are no "specials" in LITTLE TOTS' RECORDS—every record is a proven seller, for they are the same familiar rhymes and games which have passed from generation to generation.

Prepare now for the big fall demand by ordering your supply at once.

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

Individual Records
25c
with picture and verses cards

PLAZA MUSIC CO.
10 West 20th Street, New York

REGAL RECORD CO.
20 West 20th St. New York
Lack of Standardization of Wave Lengths Retarding the Radio Progress of Europe

Ray H. Manson, Chief Engineer and a Director of the Stromberg-Carlson Tel. Mfg. Co., Who Has Just Returned From Abroad, Analyzes the Radio Situation in Europe

The universal use of plug-in type coils, the lack of multi-tube receivers and the great abundance of crystal receivers are the outstanding causes of the general backwardness of European radio noted by the American fan who visits England, France and Belgium, according to Ray H. Manson, chief engineer and a director, in his recent return from a tour of these countries for the purpose of studying radio conditions in Europe.

In commenting upon these differences, Mr. Manson said: "The real reason why the old style plug-in coils are still used aboard is because the radio industry there is not yet standardized to a point where but one universal wave band is used. Several of the most powerful stations are operating on waves ranging from 1,600 meters, while others use the 300-meter band of 300 to 500 meters. The novice is obliged to choose a third for audio amplification, making at least twelve different types from which the novice is obliged to choose."

Visits to Belgium and France

Mr. and Mrs. Manson on the Eiffel Tower Immediately Under the Transmitting Antenna of This F.114.115 Mahon

In Antwerp Mr. Manson found that in that city the only real radio entertainment available was that from stations operating in the vicinity of 1,600 meters, because of the great number of ships coming and going out of the harbor which caused great interference with the broadcast band of 300 to 500 meters.

Mr. Manson visited the Eiffel Tower in Paris before leaving Europe. Analyzing the radio conditions in France, he said: "By far the most interesting of all European countries.

Radio Music for Movies

An experiment to determine the feasibility of supplying metropolitan music for feature moving pictures shown simultaneously in different cities recently proved a success when the film "Siegfried" was shown at the Century Theatre, New York, where the principal presentation of the film was made. Reception was exceeded and the synchronization was perfect.

In conclusion, Mr. Manson said, "The situation in Europe especially because of its economy and also because the great station at Daventry affords crystal set reception from as far away as fifty miles."

Despite the varying wave conditions, the radio situation is improving. The American radio dealer who visits Europe finds that every endeavor is being made to bring about the greatest standardization in the types of radio receiving sets.

AMBASSADOR Solid Mahogany SPEAKER

$20

A SENSATION!

This is a real piece of furniture, being made in dark, rich mahogany with a Ducco finish. The patented double reflex principle of sound used gives perfect reproduction of music and voice.

CONSIGN

Ambassador Loud Speakers and Headphones are consigned to picked phonograph and radio dealers.

Ambassador Speakers, list $20.00
Dealer's price under plan, 9.69

Ambassador headphones, $300.00, one-year guarantee. List price, $35.98
Dealer's price under plan, $23.00.

AMBASSADOR SALES COMPANY
200 Greenpoint Ave., New York
825 W. Madison St., Chicago

The Power Line Offers

to the progressive merchant a new line of radio receiving sets. The ultimate achievement in Radio Engineering. Built in beautiful cabinets, self-contained, with the latest type built-in loud speakers, which makes POWER performance acoustically perfect.

Send for Literature, Distributor and Dealer Proposals.

MANUFACTURED BY

ARGUS RADIO CORP.
25 West 18th Street
New York City

The "Power" Line is Dependable

Don't Miss Seeing!

POWER ELECTRIC RADIOS

AT BOOTH 46

GRAND CENTRAL PALACE
National Radio Exposition
SEPTEMBER 12-19

Power Electric Radio

The Only Electric Radio

USING NO ATTACHMENTS

Works on A.C. or D.C. Current

Entirely Self-Contained

NO BATTERIES

NO RECTIFYING TUBES

NO TRACE OF HUM

NO TESTING OR BATTERY CHARGING

NO MORE BUYING A, B OR C BATTERIES

Model 400

POWER ELECTRIC RADIO

Comprises 4 different models

Increase in Capital

The McPhilemene Radio Corp., Jamaica, N. Y., recently increased its capital stock from 720 shares at $100 each to 1000 shares of common stock of no par value and 700 shares at $100 per share.

Tom Burke, of the Musical Supply & Equipment Co., Boston, visited Canada, dividing his time between Montreal and Quebec, and, of course, taking a trip on the St. Lawrence River. Ray Burke enjoyed a short trip to the White Mountains as a part of his vacation but is now back on the job.
"Harmony" Popular Priced Record Is Announced by Columbia Phonograph Co.

W. C. Fuhr, General Sales Manager of the Company, States That Record Is Designed to Meet Extensive Demand for a Medium Priced Record of High Quality—First List Wide in Scope

The Columbia Phonograph Co., Inc., has announced the production of the "Harmony" record which will list at fifty cents east of the Rocky Mountains and fifty-five cents west of the Rocky Mountains. The company refers to this new record as "A Quality Record at a Popular Price" and in a letter to Columbia dealers W. C. Fuhr, general sales manager of the Columbia Phonograph Co., Inc., commented as follows regarding the manufacture of Harmony records:

"In order to meet the extensive popular demand for a medium priced record of high quality, we present the Harmony record. "This record is manufactured from the best materials, has an extremely smooth surface, bears an attractive and distinctive label and will be kept up-to-date by the monthly or more frequent issue of all the latest dance and popular song selections of the day. Further than that, we will allow the records to speak for themselves. Suitable printed matter will be supplied in limited quantity."

"The list price printed on the label of the Harmony record is 50 cents east of the Rocky Mountains and 55 cents west of the Rocky Mountains. We believe it will be the best record on the market at the price and we are giving Columbia dealers a real chance for profit. "The price to dealers is 25 cents per record—F. O. B. Bridgeport, Conn., in minimum quantities of ten of a number, or minimum orders of 200 records. The price F. O. B. branches or jobbers' establishments is 25 cents per record for dealers east of the Rocky Mountains and 27 cents per record for dealers west of the Rocky Mountains. You may send your order to the nearest Columbia branch or jobber and take advantage of the convenience of securing your supply direct from the distributor nearest you, or you may have your shipments sent direct from our factory at the lower price."

"We feel confident that these records will prove very popular with all of the people who take an interest in Columbia records. It is expected that they will prove a valuable asset to our regular line of the highest quality." The first list of Harmony records includes up-to-date dance and vocal selections as well as sacred band, Hawaiian and novelty numbers. The popularity of the numbers in the dance and vocal repertoire is indicated by the following recordings—"I Miss My Swiss," "Are You Sorry?" "Collegiate," "Yes, Sir, That's My Baby!" etc. The first announcement to Columbia dealers regarding Harmony records has been more enthusiastic than ever anticipated, and it is expected that the new library will meet with unqualified success.

H. A. Guden Co. to Move to New Home in October

Increased Demand for Cabinet Hardware From Phonograph and Radio Manufacturers Made Move Necessary

Announcement has recently been made by the H. A. Guden Co., New York, manufacturer and sales agent of cabinet hardware, through H. A. Guden, president of the company, concerning plans for the removal to new and larger quarters. The company will, on or about the first of October, be located at 87 Walker street, New York. It will occupy three floors and store space at this address. The location is exceptionally accessible, being in the center of business activities, between Broadway and Lafayette street, and in the heart of the lower Manhattan manufacturing district.

"This move has been made necessary due to the fact that through our greatly increased business, the old quarters which we occupy have proved to be entirely too small for us," said Mr. Guden, in discussing the move. "The fact that not only is the phonograph industry using cabinet hardware more than ever before, but that radio manufacturers are now employing it extensively in the higher development of cabinet work and design for radio receiving sets, has increased the demand considerably. It is necessary for us to contain certain types of musical instruments in attractive and well-designed cabinets so that they will grace the home as fine pieces of furniture. The trend among manufacturers has been to meet this demand, and we in consequence have felt the effect in a greatly increased volume of business. We feel that in our new building we will be in a position to serve the trade to the best possible advantage. With our increased space and central location we look forward to an exceptionally good business for the coming year."

H. W. Robbins Is Vitanola Eastern Representative

The Vitanola Talking Machine Co., 605 Lake Shore Drive, Chicago, has announced the appointment of Harry W. Robbins as Eastern representative. Mr. Robbins maintains his headquarters at 30 West Fifteenth street, New York, and will have the charge of New York State and the New England territory. The appointment was made by L. C. Samuels, vice-president of the Vitanola Co., while in the East.

Mr. Robbins is well known in the music trade, as he has been engaged in the phonograph business for a number of years. His merchandising experience has been extensive.
Everybody knows the Tungar—and every storage battery needs the Tungar

Points that mean sales

- The Tungar is the original bulb charger.
- It is built to last for years.
- It charges any make and size of storage battery: radio "A" and auto batteries, and "B" batteries (as high as 96 volts in series).
- It is simple: just two clips and a plug for the house current.
- It makes no disturbing noise.
- It can't blow out Radiotrons if battery is left hooked to set while charging.
- It causes no radio interference.

Two ampere Tungar (East of the Rockies) List 158
60 cycles—110 volts

Write for sales aids and distributor's address.

GENERAL ELECTRIC
GENERAL ELECTRIC COMPANY  MERCHANDISE DIVISION  BRIDGEPORT, CONNECTICUT

When a music dealer sells a radio set, he sells music—and his important selling point is tone quality. Because tone quality depends very much on keeping the batteries charged, it is important to sell a Tungar with every storage battery set. That is one reason—and the dealer has another: the good profit on the Tungar.

A dealer proud of his reputation, can stake that reputation on his claims when he backs the prestige of the Tungar. And his word of recommendation is the one straw needed to complete the sale.
Complete Line of Radio Receiving Sets to Be Marketed by the Plaza Music Co.

Manufacturer of Pal Portable Talking Machines and Other Products Well Known to Trade and Public Celebrates Its Sixteenth Anniversary by Announcing Its Entrance Into the Radio Field

The Plaza Music Co., the well-known manufacturer of Pal portables, Banner and Domino records, and distributor of Ansco cameras and other musical merchandise for the modern talking machine store, now announces a full line of radio receiving sets.

In conjunction with its radio announcement the same time first introduced its Pal portable. This product has increased in importance and sales each season and is now one of the outstanding talking machine products.

It was the officers of this company also who conceived the idea of "Little Tot" records and for the past few seasons they have ob-
torious products, can probably credit the bulk of its success to its intensive advertising cam-
paigns, covering numerous channels, and to the publicity and service departments for the retailer. This latter includes many sales helps such as window displays, cut-outs, hangars, multi-
colored signs, consumer literature, etc.

Apart from its advertising on a large scale, often using newspaper-space in various localities, the Plaza Music Co. for over a decade has used "The Talking Machine World" in its mes-
sages to the talking machine retailer. It has in its files records showing that a large export business has been built up, covering all parts

No. 1—H. Germain, C. J. Kronberg, the Plaza Music Co. has pointed out that it is celebrating its sixteenth anniversary. Earlier this year the Plaza Co. took over an entire floor in the abutting building to its former plant and its quarters include space in 10-12-

Reception Foyer and Display Room 16-18-20 West Twentieth street and runs through to Nineteenth street, with entrances and elevator service through either street.

Since its organization sixteen years ago the Plaza Music Co. has contributed each season important and timely products for the music merchant. Originally the business started as a sheet music distributing house. This was close-

Billing Department

The officers of the company have all been with the concern since its inception and its co-

No. 2—H. J. Neu and Miss Gertrude Cheadle

No. 3—Emil Schenkel

Sol Kronberg, No. 3—Emil Schenkel of the globe, through original inquiries re-

Celebrates 45th Anniversary

DENVER, Co., September 7—the Boot Music Co., the second oldest music store in this city, recently celebrated its forty-fifth anniversary, having been founded in 1880 by Frederick Boot.

Broadcast Voices of Dead

The British Broadcasting Co., London, re-
cently broadcast, a program of the recordings of dead celebrities—Theodore Roosevelt, Aden-
ina Fatti, Sir Bertrand Tree and other promi-

Pal Assembling Room

father of the present proprietor, Albert J. Boot.

PHONOGRAPH CASES

RADIO CASES

Reinforced 3-ply Veneer

The Standard Case for Talking Machines and Radio Sets

Made by Plywood Corporation, Goldsboro, N. C.

Mills in Va., N. C. and S. C.
FULL SPEED AHEAD!

Creation of a new era in talking machine entertainment in the home is made certain by the new products shortly to be introduced by the Victor Talking Machine Company. Only a brief time remains in which Victor dealers may prepare to present to the public the most colossal advancement in reproduction of all musical sound that has ever been attained.

In realism, in volume and in duration of the selection, nothing to resemble or even approach the new Victor products has ever been seen in this industry. It is the supreme new value, new interest and new serviceability in the new line for which we most earnestly urge all Victor dealers to prepare. Dismiss from your minds all previous standards of excellence, all past proofs of performance in the phonograph business. Remember that when the new goods show themselves to be of astounding improvement to you, how much more striking will be their effect upon the public!

A new vogue in talking machine ownership and usage will sweep the country with the introduction of the new line. What the appearance of console types did for the established industry that had sold upright machines for fifteen years, what the moderate-priced closed car did to revive the automobile trade, what the manufacture of popular-priced period furniture did for the homefurnishings business, the new Victor line is going to do for the Victor business.

Millions of persons are going to be introduced to a style and perfection of Victor talking machine entertainment that is destined to re-crown the instrument as MONARCH OF ALL HOME ENTERTAINMENT. All the impulses of claiming the best, and buying it lavishly, that lie dormant in the American public will be awakened. In this flood of new business, every alert Victor dealer will participate to the extent that he equals the opportunity before him.

Are YOU ready for the fall of the barrier?

ASK YOUR JOBBER

C. BRUNO & SON, Inc.
351-353 Fourth Avenue
New York

"Victor Distributors to the Dealer Only"
BRASS TONE ARM for RADIO and PHONOGRAPH

Gulbransen Announces Its Fall Advertising Campaign

Thirty-seven Mediums to Be Used Reaching a Total of 18,510,899 Homes, or Three Out of Every Five Families—An Imposing Showing

CHICAGO, I11., September 8.—The Fall advertising campaign which has just been announced by the Gulbransen Co. will bring the Gulbransen name to three out of five families every month of the year. This campaign has reached 18,510,899 homes during the last four months of this year, setting a new record for the Gulbransen Co.

The company is already recognized as one of the leading advertisers of the industry as shown by impartial surveys made by the Curtis Publishing Co. and other similar organizations. With the increase in the Fall campaign, the curve of Gulbransen leadership will rise to a new point. In most of the publications, full-page space will be used, making this campaign, without question, the biggest one of its kind ever used in the piano industry.

This is not an isolated campaign, but merely an expansion, for the best months of the year, of the regular Gulbransen national advertising program. All of the cumulative effect of Gulbransen advertising published monthly without a break for the past eight years backs up this extra advertising in the last four months. The names of a number of new mediums are to be found on the Gulbransen advertising list for this Fall, including Munsey’s, Argosy, All-Story, Fiction’s Magazine, Adventure, Short Stories, Frontier, Everybody’s, Sea Story, Love Story, Popular, Top Notch, Complete Story, Ainslee’s, Western Story, Detective Story and Sport Story.

In the agricultural field Holland’s Magazine is a new one.

In the newspaper field the additions to the list include New York American, Boston Advertiser, San Francisco Examiner, Los Angeles Examiner, Washington Herald, Atlanta American, Seattle Post Intelligencer, Milwaukee Sentinel, and Sunday Telegram. Rochester American, Detroit Times, Syracuse American, Fort Worth Record, Baltimore American and San Antonio Light.

One of the outstanding insertions of the Fall campaign will be a full-page, four-color advertisement in the American Weekly of Sunday, December 6, being the group of newspapers mentioned in the preceding paragraph. The selling value of this, coming early in December, one of the best piano buying periods of the year, cannot be overestimated.

The Saturday Evening Post continues to be the leading medium used, with a full page each month to tell its story to the regular Saturday Evening Post group of 2,000,000 families, while other leading mediums will also continue to carry the story.

In accordance with the regular policy of Gulbransen Co., the advertising copy used will be of a convincing selling nature, full information of the product, what it does musically and how it can be bought. It will have the usual selling appeal that can be linked up with local advertising by the dealers.

R. A. Forbes, manager of sales and merchandise of the Victor Talking Machine Co., Camden, N. J., recently sent a very interesting letter to the trade giving information regarding the line of talking machines and radio combinations as well as new types of records which will be placed on the market by the Victor Co., this Fall. This policy of keeping in touch with the trade will be continued.

The recent annual outing of Sherman, Clay & Co., wholesale and retail, at Riverlet Park, Portland, Ore., was a great success. More than 100 employees and their families and friends enjoyed the sports and other features.

R. E. Thompson Marketing
New Cabinet Type Speaker

Invented by Dr. Leonard F. Fuller, Vice-president of the Company, and Will Be Known as the Thompson-Fuller Speaker

In addition to the Thompson bell type speaker the R. E. Thompson Mfg. Co., manufacturer of neutrodyne receivers, has developed and placed upon the market a cabinet type speaker.

Dr. Leonard F. Fuller

It is known as the Thompson-Fuller speaker, having been designed by Dr. Leonard F. Fuller, vice-president and chief engineer of the Thompson Co. The Thompson-Fuller cabinet speaker is enclosed in a mahogany cabinet with most attractive screened grill.

Dr. Leonard F. Fuller, designer of this newest R. E. Thompson product, is a scientist, engineer and executive whose experience covers many years in the industry. His designs are to be found in many of the most important radio stations throughout the world, including a majority of the high-powered stations of the American Navy. Dr. Fuller is the designer of the largest single transmitter in the world, the 1,000,000-watt station of the French Government at Bordeaux.

The Thompson-Fuller speaker is adjustable to any type of vacuum tube receiver regardless of number of tubes. It is highly sensitive, picking up the faintest signals, and gives results on distant reception with equal quality as that received from local stations. It passes all known acoustical tests and is free from squalls and blurs under all operating conditions.

Incorporation

H. B. Alderman, Buffalo, N. Y., was recently incorporated to manufacture wireless instruments with a capital stock of 500 shares of preferred stock at $100 per share and 500 shares of common stock of no par value. H. B. and F. W. Alderman and H. I. Mervin are the incorporators.

The Horner Piano Co., Evanston, Ill., has moved to new quarters at Sherman avenue and Grove street. The move was made necessary by a steadily growing business.

Monthly Popular Releases
ITALIANSTYLE
Records and Player-Piano Rolls
REPRODUCING SELECTED ITALIAN POPULAR SONGS, OPERATIC AND DANCES

Distributed by
ITALIAN BOOK CO.
145-147 Mulberry St. New York, N. Y.

CATALOGUES SENT ON REQUEST
Compare
the actual shipments!

In August, 1924 we shipped a record-breaking number of sets—
This August we actually shipped more than four times as many!

Our dealers tell us that the reasons for their buying enthusiasm are:

"THE NEW VALUES"—
(A new six-tube licensed Neutrodyne at $110; a new five tube Latour Receiver at $75.00; and two other quick selling new models at higher prices.)

"BIGGER PROFIT MARGIN"—
(Greater discounts than ever before.)

"REAL DEALER PROTECTION"—
(An iron-bound contract direct with the manufacturer through the wholesaler.)

It is important that you should get the details of the Freed-Eisemann proposition!
Write to the Freed-Eisemann exclusive territorial jobber, or write to us and one of our executives will reply personally.

Freed-Eisemann Radio Corporation
MANHATTAN BRIDGE PLAZA, BROOKLYN, N.Y.

FREED - EISEMANN
MASTERY IN RADIO
Early Fall Demand Creates Optimism in Milwaukee and Surrounding Territory

Dealers Eagerly Await New Talking Machine and Radio Models—Promises to Be Biggest Radio Year in History—Stage Radio Week—Important Dealers' Meetings—Exhibits at Fairs

Milwaukee, Wis., September 7—Both phonograph and radio jobbers in this city state that business is beginning to open up for Fall, and everyone is very enthusiastic about the prospects for the season. In phonograph business has been showing some improvement and local jobbers are arriving the arrival of new Fall models with considerable interest. As many dealers are holding off somewhat on orders until the new models are on display. Radio has started out exceptionally well, and the general opinion is that this will be the biggest season radio has ever seen.

"Radio Week" Opens Season

Through the efforts of the Wisconsin Radio Trade Association, both jobbers and dealers in Milwaukee and other parts of Wisconsin featured the last week of August as "Radio Week." This period was set to open the beginning of the radio season this year, and jobbers state that the publicity obtained through advertising and window displays will undoubtedly encourage earlier buying on the part of the general public. Special window cards and streamers were distributed by the Association to its members, and in addition to the other media of featuring the new models were used. David M. Kasson, vice-president of the Interstate Sales Co., which features Freed-Eisemann and De Forest sets, and treasurer of the Wisconsin Radio Trade Association, gave a talk on "Radio Week" over the School of Engineering station, WSOE.

"I am very enthusiastic about the new models this year the接收ing set, and we have already placed orders for delivery up to next February," stated Fred E. Yahr, president, Yahr's phonograph company, Waukesha, Wisconsin. "During the past month I have made trips through both Wisconsin and Michigan territory and I have found conditions are excellent, except in some northern communities where dry weather has affected the crops. I am anticipating a very good season." S. O. Martin Addresses Sonora Dealers

"For your sets—

the tube that took New York and Philadelphia by Storm

$250

Retail Price

5-amp. volt, Blended Bass, with high-grade grid and screen, fifty free plate-termed crystals.

All models sold with a 10 day written guarantee

OTHER MODELS SELL AT

For order 900 amp. Minimum Bass Model 5-amp. volt, Blended Bass Model 5-amp. volt, Standard Bass Model 3-amp. volt, Blended Bass Model 3-amp. volt, Standard Bass...

ALL MODELS ARE GUARANTEED

SCICKLEBERG PRODUCTS CORPORATION

New York Office:

Kroehler Building, Broadway & 44th St., New York City.

Manufacturers of Sonora, the popular 'talking machine.'

For your sets—

the tube that took New York and Philadelphia by Storm

For your sets—

the tube that took New York and Philadelphia by Storm

SCICKLEBERG PRODUCTS CORPORATION

New York Office:

Kroehler Building, Broadway & 44th St., New York City.

Manufacturers of Sonora, the popular 'talking machine.'

For order 900 amp. Minimum Bass Model 5-amp. volt, Blended Bass Model 5-amp. volt, Standard Bass Model 3-amp. volt, Blended Bass Model 3-amp. volt, Standard Bass...

ALL MODELS ARE GUARANTEED

For order 900 amp. Minimum Bass Model 5-amp. volt, Blended Bass Model 5-amp. volt, Standard Bass Model 3-amp. volt, Blended Bass Model 3-amp. volt, Standard Bass...

ALL MODELS ARE GUARANTEED

Mr. Goldsmith stated that plans were being developed for dealer conferences as soon as the new Victor models were received but that the dates had not yet been set.

Pauling Music Master

"We have been busy all along our schedule for the past month, and Fall business promises to be exceptionally good," stated Harry Hahn, of the American Radio & Equipment Co., which is featuring the Music Master and Magnavox radio lines. We are meeting with considerable success in advocating music and we have a twelve-months' business, and to this end we are keeping in touch with our dealers by mail at least twice a month." The American Radio & Equipment Co. was the first local firm to hold a conference of dealers, having brought together their Music Master dealers last July. Since that time the company has been holding a ten weeks' sales campaign on the Music Master line, which has been helping to boost sales.

In order to keep an exact record of dealers who have been calling at the offices of the company, this firm has started a guest book and all visitors are requested to register. Those whose orders are for the first time may include H. J. Meyer, of Plymouth, Wis.; A. L. Pitzer, of Milwaukee, Wisconsin, and R. H. Hoebel, of Green Bay.

Many Brunswick Exhibits at Fairs

"During the past month I have been visiting dealers who had displays around the State, and I have been very much satisfied with the results they are getting," said Carl Lovejoy, local representative of the Brunswick Radio Co. "Almost every dealer who has held a meeting has been holding some sort of a contest with a Brunswick phonograph or Brunswick Radiola as the price, and they have been doing very well. Many of the other radio dealers have been moving better during the past month as dealers find conditions more favorable for selling them.

Fall business is beginning to open up for introducing this model will be held at the end of August to secure further information on deliveries of the new Panatrope which is being manufactured by Brunswick, and states that special plans for the first three days will be made as soon as deliveries are assured.

Ordering for Fall

"Radio is opening up very early this year," reported A. J. Reitz, manufacturer, Atwater Kent Corporation, Milwaukee.

We have orders on file far in excess of last year to be delivered as soon as new models are received. Business at the beginning of September is about equal to what we were doing in October last year.

Atwater Kent Conclave a Success

"Business has been very good with us, and we are about four weeks ahead of last year on our orders," said Ralph Miller, secretary-treasurer of the Radio Specialty Co., which features Atwater Kent.

About 150 Atwater Kent dealers attended the dealers' conference held by the Radio Specialty Co. at the Milwaukee Athletic Club. The conference opened in the early part of the afternoon, August 28, and closed with a banquet that evening. According to Mr. Miller, dealers were very much pleased with the meeting and expressed enthusiastic opinions concerning the future of radio.

R. F. Davis, sales manager for the Atwater Kent Co., Philadelphia, was one of the most popular speakers at the meeting, outlining the policies and explaining the merchandising features of this company. Mr. J. Poliakoff spoke on Pooley cabinets, and Ben Didly, the prominent Eastern advertising firm, presented some new ideas on radio advertising. Other representatives of the Atwater Kent Co. to attend the meeting were Robert Wheeler, Haynes Clark and T. Mac Dowell. The meeting was in charge of Leo Nohl.
A Victor Victory

A true sportsman does not expect to win always. Many victories, culminating in supremacy, are often productive of laxity, indifference or over-confidence. It is true in social life and particularly so in business. Fortunately, the law of compensation and other uncontrollable factors keep us on our mettle.

As a great modern business organization does not depend upon one man or group of men, reorganization, injection of new ideas, new inventions, and the adoption of other modern means at times become necessary, to maintain leadership.

Recently it became apparent that the Talking Machine industry must re-awaken and reclaim the buying interest of the public or soon relinquish its proud supremacy in the field of home entertainment. The theatre, the dance hall, the automobile and lately the radio have challenged the Victrola and it seemed to be playing a losing game, but the crisis has been met and passed. The game is never lost until it is over, and now the Victor Company have scored and will win. This Victory will become unquestionably apparent within a very short time.

Victor goodwill has made possible the marketing of millions of Victrolas with a success beyond the most optimistic expectations. The way is paved for the introduction of a new Victrola, embodying improvements in recording and reproducing of sound, revolutionary beyond all former conceptions of Talking Machine tone and the commercial possibilities of the product.

We are not overlooking the wonderful advances that are being made in Radio this year, and we will make available to our dealers the best in Radio.

Any attempt to describe adequately the new Victor product we will offer our dealers this Fall would be futile. Mr. Victor Dealer, you must see and hear the new instrument, if you would be convinced. Have your enthusiasm aroused and a most profitable future made apparent by letting us give you a demonstration of the new Orthophonic Victrola and the new Victor Record.

J. NEWCOMB BLACKMAN.
**STRAWN PRICES**

**Gigantic Purchase by the Player-Tone Talking Machine Co.**

We have purchased the complete stock of Strand Phonographs and Radio Cabinets and offer these splendid quality instruments at 50% off former list prices.

Write or wire for NEW net trade prices on large or small quantities. Special prices on carload lots.

---

**STRAND No. 11 Phonograph**
- Width: 30 in.
- Depth: 21 in.
- Height: 34 in.
- Former List Price: $150
- New List Price: $82.50

**STRAND No. 8 Phonograph**
- Width: 30 in.
- Depth: 21 in.
- Height: 34 in.
- Former List Price: $100
- New List Price: $67.50

**STRAND Model 7 Radio Cabinet**
- Accommodates any radio set not over 29 x 13 x 8 in.
- Former List Price: $75
- New List Price: $37.50

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**Player-Tone Talking Machine Company**

632 Grant Street
Pittsburgh, Pa.

Eastern Representative: GEORGE W. LYLE

Showrooms and Offices, 95 Madison Avenue, New York City
REduced 50%
**Selectivity means more with the Valleytone**

—more sales for the dealer, because more satisfaction for the user

The Valleytone 5-Tube Radio Receiver is extremely selective. It has no trouble separating stations on wave lengths only four or five meters apart, whether distant or local stations. The Valley Toroidal Coils make this selectivity possible.

In addition, the Valleytone has a balanced tone. The potential balance method of suppressing oscillation makes the tone of this set clear, mellow and free from the howls and squeaks which have been the plague of radio.

Radio receiving sets are bought for these two qualities. These qualities are the measure of success, of results. And results are what buyers want.

Sell results. Sell satisfaction. Sell the kind of radio performance that Mr. and Mrs. John J. Public want. Sell the Valleytone.

Consult your jobber or write us for the full story of the Valleytone 5-Tube Radio Receiving Set. We are telling that story to millions this year in magazine and newspaper advertising, and we are looking for good dealers to profit with us on this better radio receiver.

**Valley Electric Co.**

Branches in Principal Cities

**ST. LOUIS, U.S.A.**

Valley Electric

Valley Electric

The Valley Battery Charger

The Valley Battery Charger is the only charger needed for all radio batteries: 6-volt A batteries: 24, 40, 72 or 96 volt B batteries; and 2-volt batteries. Correct temperature charging rate. Safe. Quick. Economical.

The Valley B-Eliminator

The Valley B-Eliminator is made for receiving sets of from one to eight tubes. It costs less at the start than wet B batteries and less in the long run than dry cells, too. Much more satisfactory than either.
Interstate Commerce Commission Issues Freight Schedules on Radio Receivers

Take Effect in Official Southern and Western Territory in Carload Lots—Refuses Approval on Proposed Increases on Radio Sets and Talking Machines Combined

WASHINGTON, D. C. September 8.—The Interstate Commerce Commission has approved the schedules proposed by the railroads on radio receiving sets in carload lots, and has refused to approve the proposed increases on talking machines and radio sets combined. It has also ordered the carriers to file new schedules which will be in accordance with this decision.

The schedules were originally filed to become effective February 19, last, but were suspended August 15 by the Motor Industries Chamber of Commerce, the Radio Corporation of America and other radio and phonograph manufacturers, who claimed the proposed rates were too low.

On account of the comparatively recent development of radio receiving sets, specific provision has not heretofore been made for them in freight schedules. The railroads admitted during the hearings that they are electrical appliances, which, when not otherwise specifically rated, are rated first class in less than carloads and third class in carloads with a flat minimum of 30,000 pounds, in carloads. Radio loud speakers are specifically rated 1 1/2 times first class in less than carloads and second class, minimum 12,000 pounds, in carloads. Specific provision is likewise made for radio tubes, at double first class in less than carloads and first class in carloads.

The music and radio industries hold the opinion that under the classification ratings now in effect radio sets are subject to the ratings provided for electrical appliances. The railroads concurred in this view, except in the case of sets equipped with loud speakers or tubes or both, where these parts are included in a set, they contended that the whole constitutes an electrical appliance combined with tubes or a loud speaker, as the case may be, and that the rules relating to combination articles or specifically clasaed articles in the same package the applicable rating is that provided for the highest-classed article or package. The commission holds that the industries’ interpretation of the existing provisions is correct and that where a set is designed for the reception of tubes or both and that tubes or either of them, are shipped with the set, whether installed or separately packed, the whole constitutes a single electrical appliance and can neither be classified separately.

In the absence of specific provision in the classification for talking machines and radio sets combined, they have been rated under the combination-article rule as a talking machine and an electrical appliance combined. Talking machines are rated first class, in less than carloads, and second class, minimum 15,000 pounds, in carloads. Less-than-carload shipments of talking machines and electrical appliances are rated the same, first class, but carload shipments of talking machines are classed higher than carload shipments of electrical appliances. Accordingly, under the combination-article rule the ratings on talking machines and radio sets combined are first class in less than carloads and second class, minimum 6,000 pounds.

By the schedules filed by the railroads they propose less-than-carload rates on radio sets and talking machines and radio sets combined of 1 1/2 times first class in the official and Western territories and double first class in the Southern territory, and a uniform rate for all carload rating on both articles of second class, minimum 20,000 pounds. On carload shipments of radio sets it was proposed to increase the rating from third to second class, with a reduction in the minimum from a flat minimum of 30,000 pounds to a graduated minimum of 20,000 pounds, according to the size of the car used. On carload shipments of talking machines and radio sets combined it was proposed to continue the rating of second class, but to increase the minimum from a flat minimum of 40,000 pounds.

During the course of hearings before Examiner Flynn, a great mass of evidence was introduced showing the weights and values of the two classes of sets and their comparison with other commodities taking various rates. Much evidence was introduced relative to the recency and development of radio and the various uses to which it is put.

The railroads claimed that the installation of a radio set in a talking machine substantially increases the value without materially increasing the weight. They admitted that the values of the more expensive and elaborate types of talking machines may equal or exceed the values of some types of machines equipped with radio sets, but contended that average conditions must be considered in determining classification ratings and that the existing ratings on talking machines are too low in view of the development in the models of such machines since the ratings on talking machines were originally established at which time their values were small, compact and portable and much heavier per cubic foot than the present types.

The music industries claimed that the proposed minimum of 20,000 pounds on talking machines with radio sets combined cannot be loaded in a 36-foot car. The roads did not insist that the proposed minimum can be loaded but contended that the proposed rating of second class was reasonable only when applied with a minimum of not less than 20,000 pounds.

The commission, however, has consistently refused to approve a minimum weight which it is impossible to load, and refused to do so in this case.

In its decision the commission approved the proposed ratings on radio sets except to the extent that the less-than-carload rating proposed in Southern territory should not exceed 1 1/2 times first class, disapproving the double first class rate asked. It also approved the proposed ratings on talking machines and phonograph ratings combined, as long as they are not loaded in the same exception. The proposed ratings on talking machines and radio sets combined, in carloads, however, is disapproved as it provides for a minimum which cannot be loaded.

The carriers are instructed to cancel the original schedules on or before September 19, next, and file new schedules complying with the commission’s findings.

Find West and Mid-West Trade Enjoying Good Demand

Herman Segal, president of the Unique Receiving Co., New York, manufacturers of Add-A-Tone sound boxes and reproducers, for use in cabinet phonographs and portables, recently returned from an extensive trip through the West and Mid-West. Mr. Segal took this trip in the interest of business and visited the factories of several large manufacturers with whom he is doing business.

In discussing conditions as he saw them during his trip, Mr. Segal said: "The manufacturers whom I interviewed all seemed to be enjoying a good volume of business and look forward eagerly to an exceptionally good Fall trade. The purpose of my trip was to familiarize myself with the production problems which were confronting the firms for whom I manufacture and thus to place myself in a position where I would be able to cooperate with them more readily, due to an intimate knowledge of their particular problems. I have always felt that not only should a manufacturer of parts and accessories which go to make a complete phonograph turn out the best possible product, but he should also give his customers the utmost in service and co-operation towards making their problems simpler and more easily solved. This has been our policy since our establishment in business, and I feel that it has been justified, as the business has increased in volume year after year."

Ohio Sales Co. Chartered

Papers of incorporation have been filed recently by the Ohio Mixed Sales Co., of Cleveland. H. M. Deering, J. C. Logan, and Dory E. Warner are the incorporators. The concern has an authorized capital stock of $100,000.
Kolster Radio Opens New Divisional Sales Offices

Local Sales Headquarters at Boston, Washington, Chicago and San Francisco New Operating—Close Contact With Trade Assured

Four new divisional sales offices in all, located in Boston, Washington, D. C., Chicago and San Francisco, have been opened by the Federal Telegraph Co., according to an announcement just made to the trade. All four offices are in the hands of men well known in the radio business.

W. A. Hendrickson has been appointed manager of the Boston office, located in the Rice Building, from which he will cover the New England States.

W. A. Eaton is in charge at Washington, D. C., with offices in the Madison Building, where he will hold forth over the Eastern section of the country, South to include Florida and West to Ohio.

H. F. Tideman, manager of the Chicago office, at 33 South Clinton street, that city, is covering the mid-Western States West to the Rocky Mountains.

G. L. Stannard is manager of the San Francisco office, located in the Hobart Building, which are the home offices of the Federal Telegraph Co. of California, and will cover the Pacific Coast.

New York State, northern New Jersey, and the metropolitan district have been reserved for the New York office in the Woolworth Building, which is merchandising headquarters for Kolster radio.

It is the intention of the Federal Telegraph Co. to give the fullest measure of protection and support to established Kolster radio distributors and dealers, and through these divisional sales offices to maintain close contact with the trade in general in their respective regions.

Zenith Expert in New Orleans

NEW ORLEANS, LA., September 7.—Rudolph Todd, C. Durkee recently opened a new music store in the Baker Building on Superior street, Alman, Mich.

Valley Electric Co. Introduces Valleytone Receiver

New Creation Has Many Novel Features—Also Makes Eliminator and Battery Charger

The Valley Electric Co., 3157 Kings Highway, St. Louis, Mo., manufacturer of the Valley battery charger, has introduced to the trade a radio receiving set, known as the Valleytone receiver. Handsome folders illustrated in gold and brown have been mailed to dealers showing the set, which is a five-tube model with radio frequency circuit. By means of a patented appliance termed the "孽al balance method for suppressing oscillation," a small coil is placed upon the doughnut coil, preventing the set from going into oscillation, and producing pure tone, with both range and selectivity.

The Valleytone is finished in two-tone walnut, with gold inlay on the top and sides. The panel is of bakelite, with vernier adjustment on the gold-trimmed and illuminated dials. The set, which was placed upon the market about two months ago, lists for $115.00.

A "B" battery eliminator has also been perfected and introduced by the Valley Electric Co., listing at $30.00. It is attached to any light socket, and provides an even, steady source of current. The controls are adjustable, allowing the operator to obtain clear distinct reproduction by regulating to exactly the right voltage. The manufacturer states that the Valley eliminator may be operated at a cost of about one-tenth of a cent an hour.

The Valley battery charger, perhaps the oldest and best known of the Valley radio products, having been on the market for a considerable length of time, is presented this season with several improvements. It is furnished with an engraved and grained bakelite panel, with a moulded glass top designed to make it tamper-proof and to enhance its appearance. Rubber feet underneath the charger protect polished surfaces. The charger lists for $19.50.

Atwater Kent to Exhibit at Gotham Radio Shows

During the two radio expositions to be held in New York City during the middle of September, the Atwater Kent Mfg. Co., Philadelphia, Pa., will establish quarters at the Commodore Hotel. They will exhibit at the Fourth Annual Radio Exposition which opens at noon on September 12 at the Grand Central Palace and also at the 28th Field Artillery Armory, Kingsbridge Road and Jerome avenue, New York, where the Annual Radio World's Fair will be opened at 7:00 p. m. on Monday, September 14.

It is announced that the complete line of Atwater Kent receiving sets and radio speakers will be exhibited at both these shows and the company is extending a cordial invitation to visit the displays at both the Armory and Palace.

Install Stromberg-Carlson Switchboard at Kodak Park

Stromberg-Carlson Telephone Mfg. Co., of Rochester, N. Y., manufacturer of a line of radio receiving sets which have become tremendously popular among discriminating radio fans, has built up its present fine reputation over a period of thirty years engaged in the manufacture of telephone apparatus, cables and supplies.

Radio is the most recent branch of activity engaged in by this firm. The concern has made installations of its switchboards and other apparatus in some of the largest factories and commercial structures in the country. Among the most recent was the installation of a new switchboard at the Kodak Park plant of the Eastman Kodak Co., Rochester, N. Y., which is considered one of the largest private branch exchanges in this section.

Radio at Sesqui-Centennial

Arrangements have been completed whereby a mammoth radio educational exhibit will be held at the Sesqui-Centennial International Exposition to be held in Philadelphia from June to September of 1926. Over 50,000 square feet of floor space have been allotted to the radio industry, this space to be located in the Liberal Arts Palace, the most beautiful building planned for the exposition. The exhibit will portray the development of radio from both the technical and artistic standpoints. Many trading radio manufacturers have already reserved space at the exposition.

Opens Repair Department

CANNON, O., September 5—Announcement is made by the Home Music Co. of the opening of an up-to-date repair department, for the repair of all makes of talking machines and radios. The new department has been installed to the rear of the store. The Home Music Co. is one of Cannon's newest and most attractive retail music stores.

The New Minnelli Portable

This newest portable is equipped with the Minnelli tone arm with its many high qualities of tone reproduction. This tone arm which is reproducer and amplifier combined is readily detached which allows the machine to be built compactly.

Well equipped and finished the Minnelli portable enables you to sell a portable that is different from all others.

Send today for full details and dealers' prices.

MINNELLI PHONOGRAPHER CO., Inc.

Pittston, Pa.
Why Music Master?

The Company and Its Products Are Thoroughly Dependable

The name, Music Master, is the most inspiring name in the whole field of radio.

Such inspiration arises only from proven dependability—dependability of both the Company and its Products.

The fact that no one has ever lost money on Music Master is enough to convince the most cautious businessman that Music Master products more than match the catalog descriptions of them: that Music Master merchandising policies protect dealers from shelf-warmers, price-cuttings and model changes: and that Music Master is financially and morally sound.

Tie Up to Strength

Receiving Sets in 10 Styles $50 to $460
Reproducers in 9 Models $18 to $100
Multi-Cell Dry Batteries -- Storage Batteries and Accessories

A Complete Line Under One Trade Name

Music Master Products Are Money Makers

Music Master Corporation
Makers and Distributors of High-Grade Radio Apparatus
WALTER L. ECKHARDT, President
PHILADELPHIA
128130 No. 10th Street
Canadian Factory: Kitchener, Ontario
93,000,000 Americans Are Reading the Music Master Story!
Music Master Receivers

**TYPE 25**

6-tube Master Model.

- Special Master Receivers.
- Music Master Reproducer.
- New receivers, long range.

- Spilled axle quarter table.
- High quality and standard.
- Batteries, complete.

- Table base only.
- Rt. and rear.

**Price**

- $140

**TYPE 250**

3-tube Auto. Two circuit.

- S-Kwritten Reproducer.
- With special designed art model.

- Postage.
- Quality, Nichols.

- Slightly more.

**Price**

- $40

**TYPE 300**

5-tube. Reproducer.

- With special designed art model.

- Reproducer, illustrated.

- High quality.

**Price**

- $300

**10 Styles of Receivers with a Price Range from $50 to $460**

In addition to the models shown here, we offer:

**TYPE 400**

3-tube. Special designed art model.

- Canadian model.

- Art and models.

**Price**

- $460

**TYPE 4000**

5-air. Special designed art model.

- Art and models.

- Art and models.

**Price**

- $460

**TYPE 600**

4-tube. Special designed art model.

- Art and models.

**Price**

- $60

**TYPE 100**

7-tube. Special designed art model.

- Art and models.

**Price**

- $100

**TYPE 1000**

7-tube. Special designed art model.

- Art and models.

**Price**

- $250

**TYPE 150**

7-tube. Special designed art model.

- Art and models.

**Price**

- $150

**TYPE 1200**

5-tube. Special designed art model.

- Art and models.

**Price**

- $120

**TYPE 1500**

5-tube. Special designed art model.

- Art and models.

**Price**

- $150

**TYPE 4000**

6-tube. Special designed art model.

- Art and models.

**Price**

- $40

**TYPE 5000**

6-tube. Special designed art model.

- Art and models.

**Price**

- $50

**TYPE 6000**

6-tube. Special designed art model.

- Art and models.

**Price**

- $60

**TYPE 10000**

6-tube. Special designed art model.

- Art and models.

**Price**

- $100

**TYPE 12000**

6-tube. Special designed art model.

- Art and models.

**Price**

- $120

**TYPE 15000**

7-tube. Special designed art model.

- Art and models.

**Price**

- $150

**TYPE 40000**

7-tube. Special designed art model.

- Art and models.

**Price**

- $40

**TYPE 60000**

7-tube. Special designed art model.

- Art and models.

**Price**

- $60

**TYPE 100000**

7-tube. Special designed art model.

- Art and models.

**Price**

- $100

**TYPE 120000**

7-tube. Special designed art model.

- Art and models.

**Price**

- $120

**TYPE 150000**

7-tube. Special designed art model.

- Art and models.

**Price**

- $150

**TYPE 500000**

9-tube. Special designed art model.

- Art and models.

**Price**

- $50

**TYPE 600000**

9-tube. Special designed art model.

- Art and models.

**Price**

- $60

**TYPE 1000000**

9-tube. Special designed art model.

- Art and models.

**Price**

- $100

**TYPE 1200000**

9-tube. Special designed art model.

- Art and models.

**Price**

- $120

**TYPE 1500000**

9-tube. Special designed art model.

- Art and models.

**Price**

- $150

**TYPE 5000000**

12-tube. Special designed art model.

- Art and models.

**Price**

- $50

**TYPE 6000000**

12-tube. Special designed art model.

- Art and models.

**Price**

- $60

**TYPE 10000000**

12-tube. Special designed art model.

- Art and models.

**Price**

- $100

**TYPE 12000000**

12-tube. Special designed art model.

- Art and models.

**Price**

- $120

**TYPE 15000000**

12-tube. Special designed art model.

- Art and models.

**Price**

- $150

**TYPE 50000000**

15-tube. Special designed art model.

- Art and models.

**Price**

- $50

**TYPE 60000000**

15-tube. Special designed art model.

- Art and models.

**Price**

- $60

**TYPE 100000000**

15-tube. Special designed art model.

- Art and models.

**Price**

- $100

**TYPE 120000000**

15-tube. Special designed art model.

- Art and models.

**Price**

- $120

**TYPE 150000000**

15-tube. Special designed art model.

- Art and models.

**Price**

- $150
The Musical Instrument of Radio

The Music Master unit has a capacity to produce with fidelity, not only the modulations of the human voice, but the vibrations of music's overtones. We do not care whether this unit takes its place in horn types, cabinet types, or reflector. Its capacity remains the same. We make every type of reproducer, so that Music Master dealers may have everything with which to satisfy the desires of every consumer.

**MUSIC MASTER REPRODUCER MODEL XI**

New Drum Type. Handsome silk facing. Ornamented mahogany, in brown mahogany art satin finish. Tasseled silk cord for support from picture moulding.

**Price, $30**

**MUSIC MASTER REPRODUCER MODEL XII**

New Drum Type. Silk facing gathered with ornamented rosette. Ornamented mahogany, in brown mahogany art satin finish. Mounted on solid mahogany base, with hand-carved supporting columns.

**Price, $35**

**MUSIC MASTER REPRODUCER MODEL XIII**

New Drum Type. Silk facing gathered with ornamental rosette. Ornamented mahogany, in brown mahogany art satin finish. Mounted on solid mahogany base, with hand-carved supporting forms.

**Price, $40**
AN accessory department attracts customers for parts and replacements who, in almost every instance, are good prospects for higher priced and more profitable radio, phonograph and musical merchandise.

Pictured here are some of the worthwhile Music Master Accessories. Like everything else that bears the Music Master name they are each and all UNCONDITIONALLY GUARANTEED.

Canadian Prices Slightly Higher
Carryola Flapper Portable
Introduced to the Trade

Unique Case Is a Feature of Latest Portable
Being Marketed by the Carryola Co. of America—Dealers Interested in New Product

The Carryola Co. of America, Milwaukee, Wis., manufacturer of the well-known Carryola Master portable phonograph, has introduced a

Limited Free Radio Service and Charge
Thereafter Solves Luschner's Problem

"Buy the Set You Service the Least" Is the Advice of H. Olsen, Radio Expert of Luschner's Music Store, in New York, as the Best Answer to the Elimination of Profit-Killing Service

"An ounce of prevention is worth a pound of cure" might well be used to describe the system by which Luschner's Music Store, New York, solves the problem of radio servicing. This establishment has, for the past couple of years, been retailing radio merchandise with success and has been exceptionally successful in avoiding that bugaboo of many dealers, the high cost of service. In fact, H. Olsen, radio expert, who is associated with the store in conducting the radio department, states that in the past year the number of service calls can be counted on the fingers of one hand. Mr. Olsen is well qualified to discuss the problem of radio servicing, having for a great number of years been interested in radio and having a thorough knowledge of his subject.

"This store," states Mr. Olsen, "in selling a radio set, guarantees free service for thirty days and following that a charge is made for each time a man is called to inspect or go over a set. In other words, if a customer calls on us for every one of the thirty days following the purchase, we cheerfully call on him every three months. After that time we bill him, usually a dollar for an ordinary complaint or if the servicing requires much time a charge in proportion to the time required is made. At least that is our plan—during the past year, however, we have had only about four or five service calls and these were, with one exception, simply minor adjustments.

"Asking how this remarkable record was possible when so many dealers were besieged by calls for service, Mr. Olsen summed the answer in a few words, "Buy the set you service the least," and then went on to explain the store's policy of stocking instruments.

"Before any make or type of radio receiver is accepted from manufacturer or wholesaler for sale to our customers it must meet certain requirements. In the first place, we know our buying clientele and realize that for the greater part they are people in moderate circumstances and are novices in radio, knowing little or nothing regarding the operation of a receiver. Therefore, the two points which we take into consideration before stockiing a line of receivers are simplicity of operation and quality.

A Time Waster

It would be well if the dealer and his salesmen in conducting the radio department would avoid the radio "bug" who spends half the day arguing the merits and demerits of some trivi­ality with anyone willing to listen. There's no profit in it and the time wasted can be put to better use in energetically going after real live prospects.

Carryola Flapper Open
new model which is called the "Carryola Flapper." The case resembles a hat box, trimmed off at the hinged end so that it will stand up right, and the effect is unusually pleasing. Closed, the Flapper looks like a Deluxe hinged box, in handsome Dupont Fabrikoid or grained imitation leather, with tan edging and nickeled

Carryola Flapper Closed
hasps and lock. A convenient and sturdy handle gives it real portability. Open, the Carryola Flapper becomes a talking machine in a novel setting with very attractive lines. The lid tips back, disclosing a lining of cretonne and a pocket that will hold fifteen ten-inch records.

The same playing features that distinguish the Carryola Master are found in the Flapper, including the Add-A-Tone reproducer, the quiet motor, nickel­ed fittings, throw back tone arm and others. It also has the same point­al volume and quality of tone, and, in fact, is practically the same instrument in a different dress. The weight is the same, as are also the overall dimensions, and the price remains the same as the Carryola Master.

Donald T. Allen, vice-president of the company, states that the appeal of the Carryola Flapper is frankly feminine and that while men will undoubtedly prefer the Carryola with its maximum simplicity, the women will probably select the Carryola Flapper for its style and distinctiveness. Mr. Allen reports a lively interest in the new product with the dealers keenly enthusiastic as to its sales possibilities. The company is anticipating a very active demand for the Carryola Flapper and factory facilities are being prepared accordingly.

New Aerial for Grebe & Co.

A new lattice-work tower 104 feet over the factory roof is being erected by A. L. Grebe & Co., Richmond Hill, N. Y., manufacturers of the Grebe Synchrophase radio receivers. This will form the third leg of a triangular set of antennas and when the three aerials are in place it is planned to broadcast simultaneously from WAHG, WBOQ and perhaps under the call letters of one of the other stations owned by the company.
Continued Good Demand for All Lines in Cleveland Presages Busy Fall Trade

Panatrope, New Brunswick Instrument, Creating Wide Interest in the Trade—Preparations for Cleveland Radio Show Maturing—R. C. A. Exhibit at State Fair—Other Important Activities

CLEVELAND, O., September 8.—Cleveland phonograph fans and dealers alike are much interested in the Panatrope, the new sound reproducing instrument announced by the Brunswick Co., in New York, August 15. Already many inquiries are being received by Cleveland Brunswick dealers regarding the Panatrope and records. Some music merchants who feature Brunswick phonographs and Brunswick Radio-roles have already booked orders for the new records, which will play for more than half an hour. Inquiries from small dealers in the country are also being made of the Cleveland branch of the Brunswick Co.

September promises to be a good month for talking machine dealers in northern Ohio. The last two weeks of August brought fair sales of machines. Portables are still much wanted. Latest releases of records by standard talking machine companies have had a good call. H. J. Skarle, head of the Cleveland Talking Machine Co., Victor distributor, is still bombarding the trade and others with mail order literature to aid retailers.

To Report on Radio Discounts

A special committee appointed several months ago by Otto C. Grun, president of the Ohio Music Merchants' Association, will report at the September 15 convention in Cincinnati on a survey made of radio manufacturers relative to their attitude in giving proper discounts to music retailers. E. C. McMahon, of Youngstown, is chairman, and Onser E. Westerfield, of Grunville, and Dari E. Baumbaugh, managers of the talking machine and radio section of the May Co., of Cleveland, are members of the committee.

Featuring the Kameraphone

The Robert L. White Music Co., the Old Arcade, is making quite a hit by featuring products of the Kamrphotone Corp., of America. 547 Broadway, New York. Mr. White offers these little portable talking machines at nearly half price, featuring them in window displays and sales rooms. They are sold as low as $7.75.

Expects Busy Season

W. J. McNamara, of the Empire Phone Parts Co., 2201 East Fourteenth street, expects to book a lot of new orders during the next month. Business, he said, during the first half of August, showed a decided rise of reviving. The Brunswick makes tone arms and reproducers.

Preparing for Radio Show

James H. Lanyon, of Lanyon & Brown, publicity director of the Cleveland Radio Show in the Public Hall for nine days, beginning November 27, reports that about $500 worth of radio space has been sold to Cleveland concerns, aside from that contracted for by a New York booking agency. The Cleveland concerns include the May Co., William Taylor Son & Co., Dreher Piano Co., Cleveland Talking Machine Co., Bueschter's Victorola Store, Edison Phonograph Co., and several radio distributing and manufacturing concerns. A feature of the show will be the transmission of pictures from one end of the Public Hall to the other by the radio process. It is expected that the Victor Co. will exhibit its latest combination of phonograph and radio. Warren R. Cox, vice-chairman and general manager of the Radio Apparatus Co., is working out plans for several radio stars to appear. Herman Lesser, of H. Lesser & Co., is chairman of the publicity committee, and R. C. Sidnell, head of the radio section of the M. & M. Co., will have charge of reproducers.

Harry R. Valentine, vice-president of the Dreher Piano Co., is a member of the committee which is working out plans for the show.

R. C. A. Exhibit Scores

A $300,000 radio exhibit was made at the Ohio State Fair, which opened in Columbus August 3 and ran a week. The most interesting feature was the exhibit made by the Radio Corp. of America in connection with the Enser-Hopkins Co., of Columbus, and C. V. Trux, general manager of the fair. Captain K. H. Ranger, who transmitted the first photos sent from Europe to America by radio, directed the picture sending part of the exhibit. The exhibit equipment included a portable broadcasting station and studio, owned by the Radio Corporation of America. Francis M. Robinson, field secretary and program director of the corporation, booked talent for the broadcasting features.

The portable station transmitter had a wave length of 800 miles. Other radio exhibits included German wireless devices captured during the world war by Americans; army and navy sets; French and British radio equipment, apparatus in use twenty-five years ago; a welder of radio tubes and other devices; Fred Rieg, transportation manager; H. Mitchell, engineer; G. H. Clark, manager of the exhibition division, and Miss Amy Clark represented the corporation at the fair. The show was purely educational, according to L. R. Krumm, of the Enser-Hopkins concern.

Drive on Cheney

Dan E. Baumbaugh, manager of the radio and talking machine section of the May department store, Cleveland, recently launched a sales drive on Cheney phonographs. The firm obtained an unusually large stock of all types of Cheney machines direct from the Grand Rapids, Michigan, factory. Wholesale mail order advertisements were used to announce the sale and Mr. Baumbaugh said a record breaker was made in sales during the first twenty days of August. This firm is also selling on Odeon and Osco records.

Now a Freed-Eissmann Distributor

The Haas Electric Sales Co., 512 Huron Road, announced that it has been made exclusive distributor for this territory for Freed-Eissmann radio sets and equipment. The firm's territory includes northern Ohio and northwest Pennsylvania. One dealer only will be appointed in cities of less than 25,000 population.

Ed. B. Lyons, vice-president and sales manager of the Buel Distributing Co., which took over business formerly done by the Cheney Phonograph Sales Co. and the Record Sales Co., and located at 1965 East Sixty-sixth street, Cleveland, reports a good business in Adair-Royal phonographs and radio products during the first twenty days of August. This firm is also selling on Odeon and Osco records.

Max L. Haas, of the Haas Electric Sales Co., will head the contest committee and L. C. Baldwin, radio sales manager for the Willard Storage Battery Co., is in general charge of arrangements.

News Briefs

Harry Van Ness, representing the Radio Corp. of America, was a recent visitor.

"Tom" R. Buell, head of the Buel Distributing Co., is back after a look around over the northern Ohio retail field and reports good business prospects in sight. Where phonographs, he said, are going better than ever.

S. S. Larmoy, manager of the Cleveland branch of the Columbia Co., a new member of the Music Merchants Association of Ohio, is back from a Chicago trip. This firm sold a big on Victor talking machines during August.

The Sam Fox Publishing Co., which maintains offices in Cleveland and New York, is getting considerable local publicity out of its latest hit, "Footloose." It seems to be as big a winner as "The Flapper Wife." The Victor Talking Machine Co.'s record release of the song rendered by Billy Murray is having a large sale. The Starr Piano Co., in its Huron road store, attracted much attention by an unusual display of Grinnell phonograph records.

A branch of the E. M. Curry Music Co., of Altus, Okla., has been opened in Tipton with a full line of music goods.
A new leader — in the Phonograph industry

PHONOGRAPH DEALERS, almost without exception, feel that new and aggressive leadership is essential to progress in the industry. True leadership can only come to the manufacturer who best serves the dealers, and through them, the public. Adler-Royal may justly claim the position of leadership in the phonograph industry, in addition to its present commanding position in radio.

ADLER-ROYAL

The first to produce phonographs which kept pace with up-to-the-minute furniture styles. Ever since phonographs were built into cabinets, the styles of others have trailed many months, and even years, behind those of furniture, resulting in heavy losses in unsalable merchandise.

For instance, the delightful Spanish period motifs in the standard line of Adler-Royal are an exclusive feature giving Adler-Royal dealers a wider range of appeal to the furniture lover than other dealers have enjoyed.

The first to carry a full piano finish. This factor has been of material assistance in moving Adler-Royal instruments in direct competition with other standard makes less appealing to the eye.

The first to combine tone volume with exquisite tone quality: thereby producing a genuine musical instrument of marked superiority.

The first (and only) manufacturer to back the superiority of its product with a five year guarantee.

The first to make radio a true ally of the phonograph. For more than a year our dealers have had a complete line of Adler-Royal-made radio receiving sets, speakers and radio phonograph combinations to add to their stock of phonographs.

The first to build and market a complete line of radio adapted phonographs — which all others have now followed.

THE PRECEDING are only a few of the achievements of Adler-Royal which entitle it to leadership in the industry. New blood, new ideas, new thinking, have produced vital innovations in many directions.

Adler-Royal instruments are today fully up to the minute in mechanical and artistic quality. Unimportant mechanical changes in competing product will doubtless develop from time to time, but we do not anticipate any so-called revolutionary results, for this season at least. When the phonograph is improved in any important way, it will probably be an Adler-Royal improvement.

Stabilized value which will be permanently maintained is assured the Adler-Royal line, and our dealers may depend upon this. Faith in its future leadership in the industry is shown by an early planned production schedule which will insure adequate supplies of instruments throughout the present selling season.

Adler-Royal has the vast resources, facilities and organization to maintain leadership, and to produce a superior line of phonographs which have already proved their easy and profitable salability.

Our production will continue to be merchandised in a clean and wholesome manner, and we guarantee complete protection to our dealers through storm and stress — in good weather and bad.

ADLER President
ADLER MANUFACTURING COMPANY
ADLER-ROYAL

Phonographs

Spanish Gothic—Model 50
Height 35 in., Width 24 in., Depth 5 in.
A phonograph of constant quality. Guaranteed speed of 78 revolutions per minute. Automatic stop.
In highly figured American Walnut or Mahogany. Gold plated metal labels. $125

Marie Antoinette—Model 60
Height 36 in., Width 24 in., Depth 5 in.
Phonograph designed to permit installation in any standard radio panel. Guaranteed motor of 1000 revolutions per minute. Automatic stop.
In highly figured American Walnut or Mahogany. Gold plated metal labels. $190

Pegolese—Model 20
Height 31 in., Width 24 in., Depth 5 in.
Phonograph designed to permit installation in any standard radio panel. Guaranteed motor of 1000 revolutions per minute. Automatic stop.
In highly figured American Walnut or Mahogany. Nickel plated metal labels. $135

Andover—Model 5
Height 30 in., Width 24 in., Depth 5 in.
Phonograph designed to permit installation in any standard radio panel. Guaranteed motor of 750 revolutions per minute. Automatic stop.
In Mahogany or Walnut. Nickel plated metal labels. $95

C. L. Adler
President

Lawrence F. Rugg
Vice-President, Manufacturing

N. P. Mood
Secretary

ADLER-ROYAL

the established value in the Phonograph Industry

Back of the Adler-Royal line stands a most efficient factory and organization insuring exceptional stability as well as satisfactory service.

The Adler Manufacturing Company, Inc., has been building high quality music producing and reproducing instruments for nearly thirty years, during which time it acquired every facility requisite for success in the Radio and Phonograph fields.

All who visit the Adler plant are quick to note the high average of skill among the large force of workers, and their real interest in maintaining the exceptional quality always identified with Adler products.

On the executive side, Adler-Royal manufacturing and selling policies are administered by men of unusual experience and proven capacity. Their record of achievement during the most difficult period in the history of the phonograph industry is the best guarantee for the future of all associated with Adler-Royal products.

Inspection of the various models shown on this and the
two following pages reveal a Radio and Phonograph line which possess obvious salability, remarkable completeness, and a distinctive character placing it far in the lead of all competition. Adler-Royal values satisfy the most exacting customers—and the discounts are extremely liberal.

In keeping with the quality of Adler-Royal models is the sales policy and comprehensive national advertising schedule on which this line is placed in the better class retail store. An Adler-Royal franchise is something substantial—a real pledge of cooperation.

Our franchise assures every dealer against loss through price changes, of Adler-Royal products which gives him definite territory, and which stands behind him day by day with valuable advertising and selling assistance. A number of excellent retail territories are still open. On request we will be pleased to state the qualifications required of dealer applicants and also give further details of what an Adler-Royal franchise offers you.

Where Adler-Royal Phonograph and Radio models are produced. These factories have always been devoted to the manufacture of musical instruments—their facilities for high quality cabinet work are also unexcelled.
ADLER-ROYAL
Phonograph and Radio

The most desirable features of Phonograph and Radio enjoyment are combined in the Adler-Royal line. With Adler-Royal models in stock the dealer has every favorable condition to do a maximum business at a worthwhile profit. Write today for details of our dealer proposition.

ADLER MANUFACTURING COMPANY, Inc.
881 BROADWAY, NEW YORK CITY

Radio-Phonograph Highboy
Model F
Height 29 1/2 in., Width 36 in., Depth 21 1/2 in.
Highest quality Adler-Royal Phonographs supplied with or without Adler-Royal Line Neutrodyne Radio. In Walnut with Birdseye Maple and striped Walnut veneers.
With Neutrodyne set and unit $240
For installation of set and unit $225

Neutrodyne Radio Set—Model 109
and Console Speaker—Model 200

This combination makes a more desirable set for domestic installation. Both models are self-regulating.
Neutrodyne Radio Set and Console Speaker, as illustrated $175
Radio Set only $125
Console Speaker only $50

All instruments fitted without taste or buttery

Radio Highboy—Model H
Height 37 1/2 in., Width 46 1/2 in., Depth 17 1/2 in.
With built-in speaker and ample battery space. Sliding drawer gives accessibility to radio set. In Birdseye Maple.
With Adler-Royal Neutrodyne radio set and unit $225
Cabinet only for installation of any standard radio set $110

Neutrodyne Radio Set—Model 109
and Console Speaker—Model 200

This combination makes a more desirable set for domestic installation. Both models are self-regulating.
Neutrodyne Radio Set and Console Speaker, as illustrated $175
Radio Set only $125
Console Speaker only $50

All instruments fitted without taste or buttery
Quality and Selectivity
Basis of Radio Salability


David Grimes, the well-known radio technician and writer and chief engineer of David Grimes, Inc., manufacturer of Inverse Duplex receivers, states that it is the general opinion in radio circles that radio set building at home by the negative to the talking machine dealer this fall.

"We take pleasure in pointing out to you that we have spent and are spending vast sums in preparing this new line of instruments. We do not think it out of place, also, to point out that only the Victor Co., of all talking machine manufacturers, is in a position to do this work in the complete and perfect way that the marketing of quality products demands.

Very truly yours,
"Victor Talking Machine Co.,
"Roy A. Bourne,
"Manager of Sales and Merchandising."

D. M. Bauer Made Atwater Kent Advertising Manager

PHILADELPHIA, Pa., September 8--The Atwater Kent Mfg. Co., of this city, manufacturer of the well-known Atwater Kent line of receiving sets and loud speakers, has announced the appointment of D. M. Bauer as advertising manager of the company. Mr. Bauer was formerly a district sales manager of the Atwater Kent Co. and in that important position so distinguished himself that he became the logical candidate for the promotion to the important post of advertising manager of this great organization.

F. W. Kullcie, who has been with the Atwater Kent Mfg. Co. for over nine years, recently resigned as advertising manager to become associated with the Budd Wheel Co. of Philadelphia and Detroit.

Demand for Special Record

A recent Columbia release, "William Jennings Bryan's Last Fight," recorded by Vernon Dallart, to his own accompaniment, is selling exceptionally well, especially in the South and throughout the regions where the late Com-moner was most active.

Priced to Sell Fast!

pivot base, ball bearing swinging elbow, tone arm combined with a scientifically constructed reproducer. Write for samples today.

No. 1A Throw Back Taper Arm with No. 2 Reproducer

Our NEW non-adjustable unit of the same superior quality as our adjustable one. Remarkable units for volume, accurate reproduction and mellow tones.

Write today for our exclusive proposition

Address our Executive Office at
149-151 Lafayette Street
New York City

rafaelea Diaz and Felix Salmond, Columbia Artists

Two new artists of high caliber and international repute recently signed contracts to record exclusively for Columbia records. They are Rafaetea Diaz, tenor of the Metropolitan Opera Co., who is held to be one of the most promising and highly esteemed of the younger tenors, and Felix Salmond, English violin-cellist, who has a world-wide following through his many appearances as soloist with famous symphony orchestras in all lands. The first Columbia recordings of these famous artists will be announced shortly.
Armies, navies and ships

THE CONCERT GRAND. List price $190. The famous Thompson 8-tube Neutrodyne with reserve power for distant stations. Use dry or storage battery in separate cabinet, with dry battery compartment.

THE GRANDETTE. List price $118. A 5-tube Thompson Neutrodyne, same as Parlor Grand, but in vertical mahogany cabinet.


THE THOMPSON-FULLER SPEAKER. List price $168. In a mahogany cabinet, employing a specially designed speaker reproducing both the deep tones as well as the high-frequency sounds in a beautiful tone quality. A standard model for any room. Unlimted capacity for tonal volume without distortion.

THE MINUET. Apartment House Special. List price $50. A miniature transistor with self-contained dry battery set should take. Circular in shape, of beautiful mahogany, the front door yielding the cone of the new stereo type speaker. Single Master Control for tuning all stations with a cord station-indicating dial three times the ordinary size. A tube radio unit using storage batteries, but producing results in distance, clarity and tonal volume heretofore attained only with the larger storage battery sets.

THOMPSON
of the seven seas use

Thompson-built radio apparatus

When one designs and manufactures radio apparatus to be used by sailors on the seas, soldiers on the field of battle and operators in submarines and aeroplanes—where life and safety depend on faithful performance of radio—the idea of dependable quality is never subordinated to price.

Perhaps this influence on the laboratory and engineering staffs of the R. E. Thompson Manufacturing Company, which has produced some 116 different types of apparatus, is the main reason why Thompson Home Receivers perform with dependability.

Today there are in use millions of radio receivers sponsored by manufacturers or assemblers who are as new to this difficult industry as broadcasting itself. Many of these sets will be unsponsored when inexperience has taken its toll. Between theory and practice there is a vast gap that no manufacturer can cross save over the bridge of experience.

It is significant that three of the five Thompson models offered this fall are exactly the same ones that were so popular last winter—and they bear the same prices. Their superiority is so great that they enter their second year undisturbed. These three receivers, with the two ultra-modern ones just added to the line, give the Thompson dealer the commanding position in his locality.


R. E. Thompson Manufacturing Co.,
30 Church Street, New York City.

Prices slightly higher west of the Rocky Mountains and in Canada.

SUPER-THOMPSON DUO-TONE CONSOLE. List price $360. A 5-tube special Neutrodyné with single master control, large Queen Anne console cabinet, with space for all batteries or battery eliminator. Includes the newly developed Thompson Duo-Tone sound-reproducing system, comprising both specially designed bass and treble tone speakers, built in and operating together as desired, creating both sound perspective and a range of tonal reproduction never heretofore attained. The greatest contribution to sound recreation realism since broadcasting began.
Albany Firm Appointed Kolster Radio Distributor

Electrical Supply & Equipment Co., Prominent Jobber, Popular With Up-State Trade, Plans Building of a Strong Dealer Representation

ALBANY, N. Y., September 10.—Appointments of the Electrical Supply & Equipment Co., of this city, as exclusive distributor for Kolster radio, just announced by the Federal Telegraph Co., has met with keen interest among dealers in New York State. The Albany distributor, who also maintains branches at Buffalo and Elmira, is highly popular among the radio trade, and the announcement of its association with Kolster radio has brought many letters from dealers requesting detailed information.

Under the plan of limited dealer representation, based upon population, as set forth in the policies outlined for the sale of Kolster radio by the Federal Telegraph Co., representatives of the Electrical Supply & Equipment Co. will start out at once to visit the better class of dealers in the territory, and discuss the Kolster radio proposition with them from the standpoint of permanence and the building of a staunch and reliable dealership organization.

Sterchi Bros. New Quarters Opened in Bristol, Va.

Large and Well-Equipped Music Department a Feature of the New Store—Given a Prominent Location—Many Novel Features

BRISTOL, Va., August 15.—The remodeled quarters of the Sterchi Bros. Furniture Co., at 710-714 West State street, have been formally opened to the public this week, featuring a large music department. The latter is situated at the right of the entrance, the front of the department being given over to the display of pianos, with phonographs and demonstration rooms in the rear. The new building is thoroughly modern and incorporates many novel features, which add to the better display of the stock.

The Welcome Radio Mfg. Co., New York City, was recently incorporated at Albany with a capital stock of $10,000. The incorporators are H. Weedenberg, M. J. Kanin and G. Weiss.

George H. Bliss Resigns to Enter Real Estate Field

Vice-president and Manager of Eastern Division of United States Music Co. Succeeded in New York by J. W. "Mace" Wale

GEORGE H. (Jack) Bliss, for the past three and one-half years vice-president and manager of the Eastern division of the United States Music Co., Chicago, with headquarters in New York, recently announced his resignation from that company in order to accept an unusual opportunity to enter the real estate business with a group of Westchester County men who have large holdings both in Westchester and Florida.

It was but natural that Mr. Bliss should feel deep regret in leaving the trade with which he has been associated for seventeen years. He started in the music roll industry as manager of the music roll department of the Baldwin Piano Co., at St. Louis, in 1908, and two years later entered the employ of the United States Music Co., as wholesale traveler, being the first man to travel continuously and exclusively in the interest of musical rolls.

In 1914 Mr. Bliss joined the Melville Clark Piano Co. to promote the sales of R. S. roll, and a year later came to New York to establish an Eastern branch of that company. In 1922 he became vice-president and manager of the Consolidated Music Corp., which competed some of the leading popular publishers in the field.

In January, 1922, Mr. Bliss returned to the United States Music Co. and established a New York branch of that company, the unqualified success of which is generally recognized in the industry.

Mr. Bliss will be succeeded as manager of the Eastern division of the United States Music Co. by J. W. "Mace" Wale, the dean of the Eastern sales force.

Arthur A. Friend, president of the United States Music Co., said in connection with Mr. Bliss' resignation:

"Mr. Bliss is leaving us with the well wishes of our entire organization and it is my personal pleasure to commend the inestimable services which he has rendered in establishing our Eastern division in the highest possible terms.

"He will be succeeded by J. W. "Mace" Wale, whom I have been privileged to choose and who has been associated with our Eastern sales organization since its inception.

"Mr. Wale will assume his larger responsibilities with the advising concurrence of the legal staff, and his years of experience in this field and our utmost confidence in his ability to continue the splendid record of Mr. Bliss.

On Wednesday evening, August 19, the employees of the New York division of the U. S. Music Co. attended a banquet to their retiring vice-president and manager. Our affairs are being held at the Cafe Boulevard. A list of resolutions were presented to Mr. Bliss, following which he introduced the new manager, J. W. Wale.

Sterling Radio Co. Now in Spacious New Building

Sterling Radio Co., Kolster Distributor, Occupies 14,000 Square Feet in Three-Storied Building Devoted Exclusively to Radio

Sterling Radio Co., Kolster distributor, located at 1515 Grand avenue, have been mailed to all of the company's dealers and friends.

The three-storied wing, just completed, consists of 14,000 square feet of floor space, which shall be devoted exclusively to the wholesale radio business.

In an official announcement of the opening sent to the Federal Telegraph Co., manufacturer of Kolster radio, G. C. Bongh, of the Sterling Radio Co., said: "With these improved facilities at our command, we are confident of being able to give Sterling dealers better service and consequently enhance the value of Kolster radio in the 'Heart of America' territory."

New Audio Transformer Is Offered by King Products

BUFFALO, N. Y., September 7.—King Quality Products, Inc., is offering a new audio frequency transformer embodying special core and winding features designed to improve both volume and quality of reception which has attracted much attention. The company's technical description of the new product follows:

King Audio Transformer up of 7/100-inch stock of laminated silicon steel. These lamina tions or sections number about 172. The core has approximately twice the cross-section area of the ordinary amplifying transformer core, thereby covering a broader band of frequencies and including all of those found in the speaking and musical range. This results in full, faithful reproduction of tone without distortion. The coil leads are brought out in such a way that they do not come close to the core, thereby preventing leakage and short circuits. The winding ratio of 2½ to 1 was chosen as producing the best and most consistent results. The low distributed capacity and the AC impedance are of the proper value to match the audio transformer and tube. Core and coil are shielded to eliminate magnetic interaction and prevent distortion and howling. Binding posts are made with a square base so that butting may not cause the wires to be twisted off. The finish is black enamel with a brown top. Over-all dimensions are 3½ inches high, 2½ inches wide and 1½ inches deep.

"Music" was the theme of a recent talk before The Fine Arts Club, Portland, Ore., by G. F. Johnson, of the G. F. Johnson Piano Co., and president of the Oregon Music Trades Ass'n.

Yes, there is a Difference in Talking Machine Felts

HOW shall a talking machine manufacturer, who seeks the utmost quality in turntable felts, make the right choice in a felt? "Not so bad," you say, "so long as it fits!" You are right, but not so simple. Turntable felt of different makes may look alike, but there is a wide variance in quality.

It is easy to skimp in the felting process. The life and strength of the wool will be lost if the work be handled by any but the most skilled experts. How, then, shall you know? This is the safe and sure way:

Try AMERICAN—it's the standard

DURABILITY is inbred in American Felt Company's felts. In quality of raw material and quality of workmanship they are second to none. And is there longer service, all our felts are now protected against ravages of moisture and humidity by the process of manufacture.

The constantly growing preference of talking machine manufacturers for these felts is the best proof of their worth. Write our nearest office for quotations. Experienced felt men there are ready and eager to serve you.

AMERICAN FELT COMPANY

213 Congress St., Boston
114 E. 13th Street, New York City
325 So. Market Street, Chicago

(Embossed in black)

A. H. B. Elody, President

George H. Bliss has been named to head the new real estate firm he has organized.
SILENT S. S. MOTOR

MODEL S. S.
The Standard Portable Motor

guaranteed to play in excess of 2 records. Regulator within the
motor and foolproof. The true running of the governor and
rigidity of turntable shaft assured through patented adjustable
features. Absolutely silent in wind and operation.

The Silent Motor Policy

is based upon the knowledge of the important facts confronting
the dealer.

FIRST: Competition is unusually intense and the dealer
must be doubly certain that the article he sells stays sold
and produces a satisfied customer.

SECOND: The buyer of today is not "Penny wise and
dollar foolish," but fully appreciates that utility and satisfac-
tion are found only in high quality merchandise.

THIRD: Many dealers sell talking machines on the in-
stallment plan and a defective motor in a sale of this kind
results in expensive service, the loss of record sales and finally
the return of the machine by the thoroughly dissatisfied
customer.

FOURTH: The average buyer knows practically nothing
nor cares to learn about the mechanism of his phonograph.
In view of this fact the motor must give perfect per-
formance from the time of the sale.

SILENT MOTORS are intelligently designed and con-
structed of the finest materials, to give long and perfect
service.

THE SILENT MOTOR CORPORATION
321-323-325 DEAN STREET
BROOKLYN, N. Y.
The New
Simple, Sensitive, Selective
The Magnavox Single Dial

Last year Magnavox introduced the single dial control to the Radio world.

This year the Magnavox single dial is perfected.

Simple, of course—a flick of the fingers makes you master of the air—Sensitive—Factory tuned with the Magnavox tuning meter, 1000 times more sensitive than the human ear. No multiple dial control can equal it for fine tuning—no human fingers can adjust a series of dials to the exact unison of the Magnavox circuits which are forever in perfect resonance.

Selective—If you know the wave length of a station, turn your Magnavox dial to that length—and there it is. The New Magnavox tunes through the big, powerful stations when right under them—the New Magnavox circuit and the Torodial R. F. transformers do the trick.

Small Selling Cost—And for demonstrations—the Magnavox single dial tuning will enable your prospects to do their own demonstrating and each one of your salesmen to make three and four times as many house demonstrations as ever he did before—and so treble and quadruple his sales.

The New Magnavox is a set you can sell with utmost confidence, knowing that any amateur, a child, a woman, can operate it with complete satisfaction.
Here is the greatest advance in Radio development yet achieved—All Magnavox Receiver Units on all Magnavox models are interchangeable. Figure out what that means to you in making service easy. Service! Why service with Magnavox is instant, complete, everything it should be. A new Unit slipped into place—the old Unit fixed up at leisure.

Then think of this—
No Magnavox set can ever become obsolete—If, through constant research we can better the Magnavox circuit next year—a change in Units only is all your customers will need to bring their Magnavox right up to date.

This advertisement has listed but two of the many outstanding features of the New Magnavox—the set which will make radio history this year.

Backed by powerful, consistent, large space advertising and a unique dealer policy, those fortunate enough to secure a Magnavox franchise will undoubtedly make the coming season the most profitable in their history.

Write, or better still, wire at once for particulars.
Selective Dealer Distribution Plan Is Announced by the Radio Corp. of America

New Merchandising Plan Founded on Principle of Trade Prosperity Through Service—Most Progressive Dealers to Handle R. C. A. Line—Will Be Backed by Full Co-operation

A new merchandising plan founded on the principle that the retail radio business will prosper in proportion to the service rendered to the public has been announced to the trade by E. E. Bucher, general sales manager of the RCA. The plan is designed to protect the public against misrepresentations of the unscrupulous "here today, gone tomorrow" dealers, and requests honest and intelligent representation so that not only the public but dealers and jobbers also will reap the full benefit of such representation. This new merchandising plan known as the Selective Dealer Plan involves specific performance on the part of the dealer in accordance with certain standards which the RCA has set up based on public demand. The dealer must strictly adhere to these standards in order to receive recognition. This recognition will be evidenced by the display in the dealer's shop of the RCA "Authorized Dealer Sign" which carries with it the valuable RCA franchise. The plan requires that to be eligible for selection as an RCA registered dealer, a firm must have established and must maintain a satisfactory volume of business and above all must service that volume adequately in addition to meeting the credit requirements of the plan.

The announcement of the new policy to RCA jobbers reads in part as follows:

"The RCA herewith announces its selective dealer policy to become effective January 23, 1926, at which time records of dealer performance and service to the public will be amply for the purpose of selection and the RCA authorized dealer signs will be ready.

Letting the Public Select RCA Dealers

"In the Saturday Evening Post of May 30, the RCA clearly outlined its policy towards its authorized dealers, and corroborated complaints from customers that dealers are misrepresenting our products, failing to give proper service to the public with reasonable charges, or making fraudulent representations to the public, will be sufficient reason for withdrawing the valuable franchise.

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

"It is quite clear to us, from the mail, the press and individual expressions, that the public looks to the Radio Corporation of America to protect it from dealers who are here today and gone tomorrow; who sell a radio set and then lose interest in it; or who, when called upon for a simple readjustment of a screw, or a wire, or a tube, either deliberately, or through sheer stupidity, put the whole affair awry.

"It is because the very essence of our dealer policy comes from the public and is designed to fulfill our responsibility to the public and to the dealers that will be our permanent representatives, that we feel free in asking your complete and loyal co-operation.

Responsibilities of Distributors

"Just as we feel it essential to have authorized dealers only those who will serve their customers with a sense of responsibility, so we will limit the number of distributors to those who best serve the dealers in their own trading area. We suggest and recommend to all our distributors that they sell Radiolas and Radiola accessories to our authorized dealers, and to our authorized dealers only; and we further suggest and recommend that they sell to those in their own normal trading area and within such area only, unless authorized by the merchandising service we expect them to render to such dealers.

"Our dealers, in turn, will be confined to those who maintain a definite franchise for Radiolas and Radiola accessories. Public acceptance of the prices at which we advertise Radiolas and Radiola accessories will be the distinguishing mark of the dealer's profit that is sufficient to warrant a liberal and expert servicing policy with moderate charges. Dealers failing to render service to the public in accordance with the policy of the Radio Corporation of America will be requested to qualify for Radiolas and Radiola accessories will not be authorized RCA dealers.

"Service, volume and credit will be the three tests in determining the RCA authorized dealer. The selective dealer plan does not apply to the sale of Radiotrons. Radiotrons are more in the nature of a commodity than a specialty, and a dealer's convenience in purchasing becomes the important factor. All RCA dealers will, of course, be authorized as well to sell Radiotrons, but the value of their franchise will lie in their exclusive right to sell and service the profitable and well-established line of Radiolas and Radiola accessories such as loud-speaker and power units.

Details of Plan

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

"Upon the basis of such preliminary evidence of public choice and satisfaction, RCA will issue authorized dealers signs reading as follows: RCA AUTHORIZED DEALER. The presence of this sign in a dealer's window indicates our faith in the dealer's reputation and ability to serve patrons of our products, as they are entitled to be served, with reasonable charges, and the good will of the public and the quality of their products and services, and will be withdrawn from any dealer whom we find is misrepresenting RCA products to the public.

RADIO CORPORATION OF AMERICA
Radiolas, Radiotrons and Radiola ACCESSORIES
Produced only by RCA

The major test to be made to determine the eligibility of a dealer for one of these signs is a vital test, and after December 31, 1925, there will be rigid adherence to it. This test is whether the dealer gives expert and honest services to his customers on RCA products. If the dealer's interest in his customers ends with the sale over the counter, he will not be eligible for the RCA dealer franchise. Where his service assures the final satisfaction of the customer, after the set is installed, the evidence will be regarded as satisfactory assurance that such a dealer not only will remain in business but will develop volume.

The dealers who have rendered service to the public on Radiolas, Radiotrons and Radiola accessories have mainly been favored by the public with its purchases; and this Radio Corporation of America herewith requests of its distributors that they keep records and furnish us with a list of their dealers, with the following information filled out on forms which we will furnish.

"After January, 1926, distributors will be asked to furnish volumetric, credit and service reports (volume by the number of sets and loud speakers sold) at stated periods, or at least once every six months.

What the "Franchise Will Mean to Dealers

"The authorized dealer sign of RCA will represent a real franchise, backed by the entire advertising program of RCA. Beginning in January, 1926, the public will be advised of the policy adopted by the Radio Corporation of America, and will be requested to co-operate by buying Radiolas and Radiola accessories from only authorized RCA dealers. That there will be an incentive to honest and reliable
ECONOMICAL in Size and Price

$12.50

LAVISH in VOLUME!

When you demonstrate this new type N & K Loudspeaker the customer is almost taken off his feet with the volume of clear, natural tone that pours out of this modest little instrument. For the N & K Model S Loudspeaker is in reality a musical instrument upon which sound waves play in perfect harmony.

For years N & K have been at work to produce a speaker that should retain the wonderful distinctness for which the N & K Phones are famous, and yet have sufficient volume to please those who like their music by the "roomful." They have succeeded here.

And have also thrown in a great big plus—POPULAR PRICE.

Retailing at $12.50 this ingenious loudspeaker is going to meet the biggest field of demand that any single speaker has yet been able to satisfy. For it appeals to eye, ear and pocketbook equally. It appeals to just the class of trade you cater to. And you are losing money or failing to make rightful profits if you are not now displaying this new N & K Model S Loudspeaker. Ask your jobber. If he is not yet supplied, notify us, and we will take immediate action to see that your customers' needs are met.

The New N & K Imported LOUDSPEAKER MODEL S

NEUFELDT & KUHNKE DIV. Th. Goldschmidt Corp. Dept. T9, 15 William St., New York, N. Y.
Detroit Firm Expands

The Bayley Music Co., Detroit, Mich., has completely renovated and greatly enlarged its warehousing plant. This aggressive concern has built up a substantial business through vigorous and consistent sales promotion.

Mr. and Mrs. J. H. Colwell

Mrs. John H. Colwell, well known in talking machine circles in the metropolitan district, has been assistant manager of the Victrola department of Lord & Taylor's for a number of years, died recently of heart trouble. Mrs. Colwell had been ill for nine months with neuritis and heart trouble and the shock death of her stepfather, E. D. A. Colvin, was too much of a shock for her.

Two New Remo Speakers Announced to the Trade

Remo Trumpet and Remola Radio Speakers Now Being Delivered to Dealers

MURDAN, Conn., September 8.—Loud speakers that maintain true tonal value and yet at the same time are particularly attractive, have long found a ready market in the talking machine field. The Remo Corp., which has for several years produced loud speakers, has given special attention to the development of the talking machine trade as an outlet for its product. It is, therefore, interesting to learn of the addition to the Remo line of two types of speakers, of which deliveries have just started. They are termed the Remo Trumpet, concert type, and the Remola concert cabinet. The retail price of each has been made the same and, therefore, the matter of selection between the horn and cabinet type remains a personal choice. In both the trumpet and cabinet the reproducing units are fixed and no adjustment is required. The black and antique gold relief of the horn gives a particularly pleasing effect and the Remola has a mahogany cabinet which also has its specific appeal. It is announced that the junior Remo trumpet will be continued with a reduction in price from $12.50 to $10.00 list. In addition to the price reduction in this smaller but very popular model it is stated that the volume and tone qualities have been greatly improved.

Ray Miller in Youngstown

YOUNGSTOWN, Ohio, September 8.—Ray Miller and his Brunswick Recording Orchestra made their first Youngstown appearance Saturday night, August 29, at Southern Park Inn. Miller and his fourteen musicians were featured at a big dance at this popular spot, and the Brunswickers that tuned up with the appearance of the noted band leader and his musicians, thus creating a demand for their records.

Quick Watson/ the Needle

The professional wire and needle man, most assuredly, is the one who can be trusted to get the utmost performance from his phonographs. Quick Watson, of Quick Watson & Sons, 25 West 45th Street, New York, N. Y., is the recognized authority on the subject of needles. Watson will advise you as to the kind and size of needle you should use to get the most satisfaction from your phonograph. He advises that the Watson needles will do an excellent job and that, in addition, you will get a purity of tone and a lasting performance that is simply unrivaled in the industry.

Okeh and Triutone Needles

Products of the GENERAL PHONOGRAPH CORPORATION

25 West 45th Street

Otto Heineman, President

New York, N. Y.
This FEATURE

wins everyone who sees a Kolster.

No dials! No meaningless combination of numbers. Just this single indicator.

A Kolster owner can turn from station to station by name.

Think what a talking point this is! But it is only one of the features which makes selling a Kolster easy.

A Kolster's main feature is its wonderful tone. It is a remarkable demonstrating set. To hear it creates buyers.

Learn all about the Kolster. Write or wire at once for complete information.

Kolster Radio is the perfected instrument designed by Frederick Kolster, formerly Chief of the Radio Section of the United States Bureau of Standards. Offered by the Federal Telegraph Company (of California) headed by Rudolph Spreckels, the noted banker, a Kolster franchise is a permanently valuable asset.
Sensation

Kolster everywhere is the talk of jobbers and dealers

Jobbers from every section of the country came directly to New York to close.

Many said: "Kolster is the greatest sales and profit opportunity in radio today. Kolster policies reduce the risk of jobber and dealer to the vanishing point."

Dealers are being rapidly named.

Don't make final arrangements until you get all the facts about Kolster. Our big advertising campaign starts September 12th.

Double spreads in color every two weeks in The Saturday Evening Post. Big newspaper ads.

The public will see one of the biggest advertising campaigns in history.

It will create national interest and demand.

RADIO

Kolsters are offered in four models: two Eights in console style—two Sixes in table style. All are beautiful cabinets, designed by experts, built by famous woodworking craftsmen. Your customers will admire the beauty of Kolster sets.
Attention of Ohio Trade Centered on Merchants' Convention in Cincinnati

CINCINNATI, O. September 8.—In anticipation of the advent of new types of talking machines, which were about to come onto the market, many dealers made sweeping price reductions. Because of the lowered prices, which frequently amounted to a fifty per cent reduction, the sale of talking machines were numerically large, and stocks are reduced to a minimum.

Some dealers were of the opinion that present types of machines would immediately be made unsaleable by the coming of the new, but the majority felt confident that all buyers will not immediately take up with the new ideas, and therefore present stocks can be sold without difficulty and without great sacrifice.

The Ohio Merchants' Convention

Just as this issue of The World reaches its readers the sixteenth annual meeting of the Ohio Merchants' Association of Ohio will be under way at the Hotel Sinton here. The convention will continue (except Tuesday), Wednesday, the 15th and 16th, and an interesting and constructive program will be followed. The convention will officially open on Tuesday noon with an address of welcome by the Hon. J. T. Carroll, Mayor of Cincinnati. Otto Grau, president of the Association, will respond. The opening business session on Thursday afternoon will be given over to reports of the officers and to discussions on "Overhead Compared to Volume," led by J. Fred Van Court, and "Financing of the Music Business," led by Charles H. Yarling. The session will be adjourned at three o'clock and a trip to Cody's farm in the hills of Kentucky will be made by motor car. Dinner, dancing and out-of-door games will be the order of the day at this celebrated resort.

Wednesday's business starts with a report of the Mutual Insurance Committee, of which Charles H. Yarling is chairman. A discussion on "Bait Advertising" is next in order with C. L. Dennis leading the discussion. Alfred L. Smith, of the new offices of the Chamber of Commerce, will make a report regarding current rulings with reference to Federal income tax on instalment sales. A discussion of "The Carrying Charge," led by O. H. Boyd, will be followed by the report of the Charging Committee. The meeting will then adjourn. The afternoon session on Wednesday discussions will be held on "How to Create and Secure Trained Piano and Musical Dealers Salesmen" led by Robert F. Taylor, and the "Future of the Phonograph," with J. E. Henderson presenting the viewpoint of the manufacturer and C. C. Baker presenting the viewpoint of the dealer. The report of the Advancement of Music Committee will also be presented. The Resolutions Committee will report and new officers will be elected.

An informal dinner and frolic will be held in the French balcony of the Hotel Sinton to close the convention. The feature of this gathering will be an address by Alex McDonald on the subject "Make America Musical," and a message from Henry E. Welser, president of the National Association of Music Merchants, entitled "The National Association." The newly elected officers will be installed and the remainder of the evening will be given over to dancing and general merrymaking.

John Church Co. Seeking New Home

The John Church Co., which has for many years been located at 109 West Fourth street, is now seeking a new location, due to the fact that this building stands on part of the ground that is to be occupied by the new Chamber of Commerce. Several places are under consideration, it was stated by Willis L. Gibson, vice-president of the company, but no decision has been made as yet. "Our August sales were satisfactory for the season," stated Arthur Mer- gott, sales manager, "and our special drive on talking machines and records reduced our stock to a very low point."

Welcomes New Type Instrument

"In my opinion the introduction of the new electrical "pick-up" talking machine will be of great benefit to the dealers," stated C. H. North vice-president of the Ohio Talking Machine Co., wholesaler. "The market for the present talking machines will continue long enough to permit the dealers to close out present stock gradually, and the same may be done with the present records. We have had innovations in the talking machine and record market before that increased sales have always been the result, with increased profits to the dealers."

Panatrope to Be Demonstrated

The local house of the Brunswick-Balke-Col- lender Co. has just sent to its agencies a circular which gives information about the Panatrope, a new machine that reproduces on the electrical principle, depart from the conventional way. This new product, it was stated, will be exhibited in Cincinnati during the convention of the Ohio Music Merchants' Association, September 15 and 16. The Brunswick Co. and its agencies, it was explained, has held to the regular prices during the Summer, making no reductions to dispose of present stocks, and no decline in stock values is expected to result from recent improvements.

Portables and Records Selling Well

Records have been selling in good volume all Summer, and the demand for talking machines has been better than it was in the corresponding period of last year," stated Louis H. Ahous, of the Brunswick Shop. "Portable machines did especially well this Summer, as thousands of people bought them to take to camp and on automobile tours. There was a corresponding large sale of records, of course, and no decline in stock values is expected to result from recent improvements.

Increased Volume of Record Sales

"Things are gradually readjusting themselves and we are not worrying about the future," said Morris Fante, manager of Widener's Grafonia Shop. "Records are already beginning to move in greater volume, and this shows plainly that interest in the talking machine is by no means on the wane."

Columbia Manager Reports Good Business

Miss R. Helberg, manager of the local branch of the Columbia Phonograph Co., spent the third week of August in New York City, where she visited the executive offices of the company. Record sales have been particularly good in the past few weeks, she stated. Agencies in this territory are beginning to stock up freely, she explained, and a general business revival is expected in the Fall. A recent visitor to the local branch was R. J. Muller, who has been appointed manager of the Cleveland district, of which this is a part. Another visitor was E. Hancock, manager of the Hancoek Piano Co., Seymour, Ind.

Gennett Records in Demand

The Starr Piano Co.'s local store and also its agencies have had a fair demand for talking machines and an excellent demand for records during the last few weeks, stated W. J. MacGill, head of the promotion department. Vacation- issn bought Gennett records freely, he explained, and they also purchased a great number of portable talking machines.

E. P. Cooper Recovered From Fall

Edw. P. Cooper, an enterprising talking ma- chine dealer, who has a well-stocked store in Covington, across the river from Cincinnati, is recovering from the effects of an accident which occurred to him July 3. In getting out of his automobile that day he slipped and fell, his knee hitting the carburetor, breaking a bone, and as a result he was confined to the hospital six weeks.

Radio Incorporation

The Regent Radio & Electric Shop, Newark, N. J., was recently incorporated at Trenton to manufacture radio apparatus with a capital stock of $35,000. The incorporators are John A. Mitchell, Mortimer R. Mitchell, and Theo. G. Hindelang.

Brooklyn Firm Chartered

Friedland's Music Shop, Brooklyn, N. Y., was recently incorporated at Albany with a capital stock of $15,000. The incorporators are A. M. Friedland, L. Stricks and R. Issacs.

STERLING ROLL AND RECORD CO.

137 West 4th Street, Cincinnati, Ohio

THE PROFIT MAKER

IS SELLING Okeh Records

Ask an Okeh Dealer! He knows what it feels like to enjoy good profit. Dance records — the most popular. Harmony records — made famous by the Gennett records. Vocal records, from Broadway hits bring the theatre into the home. Old Time Tune music—for truthful portrayal of char- acter it is without parallel. Rare music—what more can you ask for when they are the greatest Rare artists in America. Sell quickly, agency which may interest you if you will write for the details.
TRUE TONE QUALITY

FOR THE ATTENTION OF MUSIC DEALERS

When you sell a phonograph or a player piano you put an active account on your books. The sale of a few dollars' worth of records or rolls to every customer mounts up at the end of the month.

You can apply the same idea to your radio business. How many one, two or three tube radio sets have you sold? Probably most of the purchasers are eager to improve their sets and to operate loud speakers.

Owners of one, two and three tube sets who appreciate real music can easily be sold the idea of Resistance Coupled Amplification.

The DAVEN SUPER-AMPLIFIER can be quickly and easily attached to any one, two or three tube set on the market. Used with DAVEN High-Mu Tubes it will give results in quality and volume unsurpassed by any method known to radio. It sells for $15.00.

Your profit does not stop with the sale of the Amplifier. It means two $1.00 tubes, one $5.00 tube and a loud speaker ranging in price from $15.00 to $35.00.

Investigate this opportunity for making additional profits. Mail the coupon and let us tell you how you can make more money from people to whom you have already sold radio sets. The Resistor Manual is free to Dealers. Mail that coupon today.

DAVEN PRODUCTS ARE SOLD ONLY BY GOOD DEALERS

The ONE of Merit

DAVEN RADIO CORPORATION
Resistor Specialists
Newark, New Jersey

THE BIG LITTLE THINGS OF RADIO
And now SHAMROCK

A Complete Line of

Thousands of Radio dealers know the year-after-year dependability of any Radio product bearing the Shamrock name.

Over a million Radio fans have tried and tested the famous Shamrock Standard Parts and Shamrock Kits.

Now, Shamrock has produced a complete line of Six-tube Super-tuned Radio Frequency Sets employing resistance-coupled amplification—in both table and console models which are real profit makers for Dealers who have been fortunate enough to secure the exclusive Shamrock Protected Selling Franchise.

A Protected Sales Policy—that Really Protects

The Shamrock Selling Franchise is given only to dealers of unquestionable Reputation.

Shamrock Territorial Allotment is exclusive, and all rights are rigidly enforced.

Shamrock Factory Production is based on a definite pre-determined output, a real assurance of price stability.

Shamrock Dealer Discounts are uniform and insure a consistently substantial profit on each Shamrock Sale.

SHAMROCK MANUFACTURING CO.,
Depl. A107, 196-206 Waverly Ave.,
Newark, N. J.

YES—I am very much interested in securing the Shamrock Exclusive Selling Franchise. Send complete details.

Name ..............................................
Street .............................................
City .................................State

196-206 Waverly Ave.
SPONSORS

Six Tube Radio Sets!

Shamrock Brings to the Market More Than "Just Another New Line"

We haven't a single thing to offer that will be of the slightest interest to the Radio Gyps or the fly-by-night clean-up specialist. To those dealers who are willing to be content with honest, legitimate profits — profits of the healthy sort — based on complete customer satisfaction, the Shamrock Protected Franchise holds real opportunity.

The Six-Tube Super-Tuned Radio Frequency Circuit has met the most exacting tests of the Shamrock Staff of Radio Engineers. It employs two stages of tuned Radio Frequency, one detector and three stages of resistance-coupled amplification.

Shamrock National Advertising

A constructive Sales-building Advertising Campaign has been planned to make the Fall profits of Shamrock Dealers swell. A series of compelling advertisements has been planned for the Saturday Evening Post. Newspapers all over the country will carry the Shamrock name to prospects in your territory. Special individualized advertisements for local use are ready, as well as attractive mailing pieces and other selling helps.

The Shamrock Protected Selling Franchise is rapidly being taken up by the most representative Dealers all over the country. It will be to your decided advantage if you can secure the money-making selling right for Fall — in your territory!

Radio Exhibits

Shamrock will show its new complete line of Radio Sets at the International Annual Radio Exposition at the Grand Central Palace, September 12th to 19th, at Booth 111, also in Chicago and San Francisco and other Radio Shows. Watch for them.

De-Luxe Table Model
(Two Dial Control)

Duo-Tone Satin Finish French Walnut Cabinet, exquisitely designed with space for "A" and "B" Batteries.
List Price (without accessories) ... $95.00
Slightly higher West of the Rocky Mts.

Shamrock Console Grand
(Two Dial Control)

The supreme achievement in radio construction. Magnificently finished in the popular Duo-Tone French Walnut effect. Built-in loud-speaker and ample "A" and "B" Battery space.
List Price (without accessories) ... $160.00
Slightly higher West of the Rocky Mts.

Consolette
(Two Dial Control)

Beautifully finished Duo-Tone French Walnut Cabinet — the most popular of wood effects — built-in loud-speaker and ample space for "A" and "B" Batteries.
List Price (without accessories) ... $130.00
Slightly higher West of the Rocky Mts.

Newark, New Jersey

SHAMROCK
RADIO SETS

Makers of Famous STANDARD SHAMROCK PARTS

YES — I am very much interested in securing the Shamrock Exclusive Selling Franchise. Send complete details.

Name: _______________________________________________

Street: _______________________________________________

City: ________________________________________________

State: _______________________________________________

SHAMROCK MANUFACTURING CO.,
Dept. A-107, 190-206 Waverly Ave., Newark, N. J.

NAME: _______________________________________________

ADDRESS: ____________________________________________

CITY: _______________________________________________

STATE: _______________________________________________
INDIANAPOLIS, Ind., September 8.—Talking machine sales during the month just ended show an upward movement, with the tone more firm and usual. Local dealers have taken on national significance, which is to be presented in Cadle Tabernacle, assist Mr. Meskill, who has charge of the phonograph department of the Taylor Carpet Co. until the coming of the phonograph department of the Taylor Carpet Co. until the new one will be ready for occupancy on or about the first of January, 1926.

William G. Hoag, who the past month succeeded Hal P. Shearer, as president and general manager of the Indianapolis Music House, announces that a special effort will be made by this store to increase phonograph sales. The store now handles the Victor and Edison lines. Mr. Hoag, along with other records, is fitting up an attractive radio room on the next floor lower. This store now features the Adler Royal neotelephonic, the Day-Fan and Freson receivers.

Miss Mary Harrington, formerly in charge of the phonograph department of the Taylor Carpet Co. until it closed out this department, has been put in charge of the record department of the Indianapolis Music House, and will assist Mr. Meskill, who has charge of the phonograph department.

The first Indianapolis Radio Exposition, which is to be presented in Cadle Tabernacle, September 21 to 26, by the Broadcast Listeners' Association, has taken on national significance in the eyes of the radio equipment world. It is expected the Indianapolis exhibition will be one of the four great national events in radio this year, the other three big expositions being held in New York, Chicago and Los Angeles.

First opportunity is being extended to Indianapolis distributors and dealers in radio sets and accessories to obtain display booths in the most desirable locations, according to Mr. Wallis, director. In a letter which was mailed August 15 to 1,000 specially selected manufacturers who are represented by distributors and dealers in this territory, H. A. F. L. A. president of the Broadcast Listeners' Association, and A. L. Allen, chairman of publicity for the exposition, called the attention of these manufacturers to the importance of Indiana radio business which will be created by the Indianapolis exposition.

At the same time a final letter to the local radio trade setting out the desirability of every manufacturer whose product is sold in the Indiana territory, having an attractive display booth, was sent out by Mr. Loeckey, from the exhibition headquarters in the Hotel Severin.

A number of display booths have been reserved by local radio dealers for manufacturers located outside of Indiana. The majority of local radio dealers have reserved from one to three booths for the radio exposition and look to it as a great boom for the dealer. It is a wonderful opportunity to get his merchandise before the public, and he fully expects to make the rest of 1925 and 1926 his best radio year.

The Baldwin Piano Co. is now settled in its attractive new home in Monument Circle, where the company first opened local warehouse facilities fifteen years ago, moving two years later to Pennsylvania street, where the store has been located since. The new building has been laid out with particular reference to the needs of the company. The first floor is given over to the talking machine and record department, and to a spacious reception room. An outstanding feature is the radio room, set up for record demonstration. The formal opening held some weeks ago was attended by about 1,000. In acquiring the Circle Building the Baldwin has built an attractive and good will of the Circle Talking Machine Shop, thus acquiring the Victor and Edison franchises, in addition to the Brunswick, which the company has always had.

E. M. Wilson & Son to Erect Modern New Home

Prominent Newark, N. J., Distributor Com- pelled by Growing Business to Build—Addition to Distribution Facilities Insures Service

E. M. Wilson & Son, Newark, N. J., distributors of Good radio receiving sets, Burgess batteries, and other well-known radio products in the State of New Jersey, have recently been appointed as distributors for the Beldon Mfg. Co., Chicago, Ill., manufacturer of Beldon cables and antenna wires. This announcement comes simultaneously with the completion of the plans of E. M. Wilson & Sam to erect a new building on the site of the old one which they have occupied for a number of years, and which will be demolished to make way for a larger and more modern structure.

The new building will be three stories in height and will allow ample space for the transacting of the company's business. Work has been started on the demolishing of the old building and at the present time it is expected that the new one will be ready for occupancy on or about the first of January, 1926.

In discussing the matter of his company's building plans with The World, Edward Wil- son, president of the company, said: "Since our entrance into the wholesale radio field, prakti- cally at the inception of broadcasting, we have enjoyed a steady increase in the volume of our sales, until we really outgrew the old building, which is now too small to serve our needs.

The site, located as it is in the center of activities just off Broad street on Lafayette, is so well settled that we feel certain that the problem lay in the construction of a new building at the spot. We will thus be conducting business after the first of the year from the same location with which our name has been identified so long, and we feel sure that with the increased space we will be able to fill all the requirements of the trade and to render the best possible service to our local dealers."

At the present time E. M. Wilson & Son are occupying temporary quarters at 12 Lafayette, which is directly opposite 11 Lafayette street, where the new building is to be erected.

Candidate for Important Gotham Political Post

Milton C. Weisman, regular Democratic can- didate for borough president of Manhattan, hap- pens to be a brother of Miss B. Weisman, secre- tary of the Wall-Kane Needle Mfg. Co., of Brooklyn, N. Y.

Executive ability seems well developed in the Weisman family. Miss Weisman, as secretary of this well-known needle organization, has demonstrated her efficiency as an executive. It is stated that Milton C. Weisman was selected for this important position for his ability and experience in municipal affairs.

Milton C. Weisman was born in New York, is a graduate of Syracuse University and Fordham University Law School. He is a member and founder of Weisman Wilson College Men's League and is also an ardent worker in social, civic and charitable work, a member of Grand Street Boys, Independent Order of Brith Abra- ham, Associate Committee on Levy Association and other frat- eral orders.

Although a comparatively young man he has behind him a series of accomplishments and has well demonstrated his executive ability in the energetic manner in which he is conducting his campaign.

Changes Par Value of Stock

The Vincennes Photograph Co., Vincennes, Ind., recently changed the par value of its shares of common stock from $100 per share to $10 per share and increased the number of shares from 1,250 to 12,500.
"The South’s Largest Phonograph Supply House"

EXCLUSIVELY WHOLESALE

1921 SEPTEMBER 1925

James K. Polk, Inc.

181 WHITEHALL ST. • • • ATLANTA, GA.
Our Heartiest Congratulations Are Extended to James K. Polk, Inc., of Atlanta

Four years ago the firm of James K. Polk, Atlanta, Ga., received its first shipment of 2,500 Okeh records. These records were given no display; they were placed in a corner of a furniture store on temporary racks. From this first, small group of Okeh records has grown the largest Record Distributor for Okeh in the Southeastern section of the United States. They are one of the most successful distributors of records and phonographs in the whole United States. You will find the name of James K. Polk decorating their own three-story building. This is a magnificent showing, considering that four years ago they started with a force consisting of P. C. Brockman and one assistant.

The backbone of this SUCCESS is the quick turnover of Okeh Records—or the speedy disposition of a large order of Okeh Records through the dealer.

Okeh Records sell to everybody.

Okeh Records do get business.

This business is in the terms of substantial profits for the dealer.

Write the biggest Distributor of records in the Southeast, James K. Polk, Inc., for an Okeh Agency.

Remember—This great success of theirs is the result of Okeh Records and the proven success a dealer has in selling them.

General Phonograph Corporation

OTTO HEINEMAN, President

25 West 45th Street

New York City
CONGRATULATIONS!

Mr. P. C. Brockman—Sales Manager
Mr. Chas. R. Rey—Asst. Sales Mgr.

Wholesale Division
JAMES K. POLK INCORPORATED

—may you continue to be successful
is the wish of every member of this
organization who have endeavored to
serve you so faithfully during the
past four years.
Congratulations!

We take sincere pleasure in extending JAMES K. POLK, INC., ATLANTA, GEORGIA, our cordial congratulations and best wishes on the fourth anniversary of their entry into the phonograph business.

This company leads the phonograph distributors of the South, and is one of the most successful in the country—a significant evidence of house-policy, initiative, meritorious product and efficient service.

It is our sincere hope that the future will evidence a progressive combination of their present splendid success.

It is our privilege to state that JAMES K. POLK, INC., use "MASTERCRAFT" cabinets exclusively.

THE WOLF MANUFACTURING INDUSTRIES
(Established 1890)
Building "Mastercraft" Phonographs, Radio Cabinets
QUINCY, ILLINOIS
SUCCESS
-the 4th year

"'Tis not in mortals to command success.
But we'll do more—
We'll deserve it."

SUCCESS, that alluring but elusive element which all pursue but so few acquire, has come to James K. Polk, Inc., of Atlanta, Ga., in four short years.

There was no magic in this company's realization of the success ideal. It was built on the bed-rock formula of hard work—close application to the job in hand, rigid adherence to a safe, sane golden-rule policy of business conduct and by the careful selection of quality merchandise.

The Caswell Manufacturing Company is proud of its association with James K. Polk, Inc., and extends to this progressive, forward-looking Southern jobbing institution its wish that the future will add to the success which the efforts of the James K. Polk organization have thus far so nobly advanced.

Caswell Manufacturing Co.
PORTABLE PHONOGRAPHs OF DISTINCTION
MILWAUKEE, WIS. U.S.A.
ST. PAUL AVE. AT 10TH STREET

Western Sales Office: Oakland Tribune Tower, Oakland, Cal.
Congratulations—

JAMES K. POLK, Inc.
ATLANTA, GA.

on your
Fourth Anniversary

Knowing the keen, energetic gentlemen of your organization we knew that you would forge ahead into one of the foremost phonograph distributing companies in the country, but the unusual rapidity with which you have attained such success is truly remarkable. We want you to know that it is with a feeling of pride we say — "Our Southern Distributors? —The James K. Polk Company of Atlanta."

SONORA PHONOGRAPH
COMPANY, Inc.
279 Broadway, New York

To JAMES K. POLK, Inc.

Greetings

And HEARTIEST CONGRATULATIONS on your four years of service. You have established in this short space of time a record of which you may well be proud and have achieved a prestige almost phenomenal, but which is only a reflection of your own worth and principles.

We are proud to number on the list of distributors of WALL-KANE products, a list composed of the leading wholesale Houses throughout the United States, the J. K. POLK CO.

With sincere good wishes for your continued and even greater success.

Wall-Kane Needle Manufacturing Co., Inc.
Originators of the ten-time needle
3922-14th Avenue Brooklyn, N. Y.
WALL-KANE, JAZZ, CONCERT, PETMECKY PHONOGRAPH NEEDLES
LIST OF EXHIBITORS

The Second Annual Radio World's Fair
25th Field Artillery Armory

September 14th to 19th, 1925

NEW YORK CITY
## LIST OF EXHIBITORS

### The Fourth Annual Radio Exposition

**GRAND CENTRAL PALACE**

46th Street and Lexington Avenue

**NEW YORK CITY**

**September 12th to 19th, 1925**

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- Hammelman Mfg. Co., Inc.
- Harbeck & Co., Inc.
- Hoosier Falls Radio Parts Co.
- Hartford Battery Mfg. Co.
- Henderson Bros.
- Hardman Mfg. Corp.
- King Quality Products, Inc.
- Kellogg Switchboard & Sup. Co.
- Kedel & Herbert Lumber, E. B.
- Lenfords, Inc.
- Lincoln Radio Corp.
- Magnavox Co.
- Manhattan Elec. Supply Co.
- Marke Storage Battery Co.
- Marwil Radio Corp.
- Neissner Radio Corp.
- Micamold Radio Corp.
- Modern Mfg. Co.
- Mutual Photo. Parts Corp.
- National Carbon, Inc.
- Newport Radio Corp.
- National Radio Co.
- Ohio Stamping & Engg. Co.
- Phila Battery Supply Co.
- Polacheck, Zoltan H.
- Preuet Mfg. Co.
- Pathe Phonograph & Radio Corp.
- Pacific Mfg. Co., Inc.
- Precision Musical Inst. Co.
- Premier Radio Corp.
- Q & R Mfg. Co.
- Repti Radio Corp.
- Roessler, Tyler & McDonell, Inc.
- Rossiter & Co., Inc.
- Richardson Radio Corp.
- Radio Panel & Parts Corp.
- Radio Corp. of America
- Radio Cabinet Co.
- Radio & Electric Supply Co.
- Radio Foundation, Inc.
- Red Lion Cabinet Co.
- Stewart-Warner Speedometer Co.
- Sonora Phonograph Corp.
- Shontz Co., H. B.
- Scranton Button Co.
- Sampeter Radio Co.
- Silver Marshall Co.
- Standard Radio Corp.
- Supertom Mfg. Co., Inc.
- Splitdorf Elec. Co.
- Spaulding Fibre Co., Inc.
- Stanley & Patterson, Inc.
- Studner Cumming Co., Inc.
- Shaw Insulator Co.
- Shumrock Mfg. Co.
- Suproco Radio Corp.
- Sultano Elec. Co.
- Steiner Photon. Co.
- Steiun Radio Corp.
- Timmont Radio Prod. Corp.
- Twentieth Century Radio Corp.
- Thompson Mfg. Co., R. E.
- Thermodyne Radio Corp.
- Tusa Co., C. D.
- Triplex Machine Tool Co.
- Tru Radios (Cel) Battery Co.
- Telensic Radio Corp.
- Valley Electric Co.
- Van Horn Co.
- Valley Narrow Fabric Co.
- Ware Radio Corp.
- W B Mfg. Co.
- Weston Elec. Inst. Corp.
- Westminster E. & M. Co.
- Wego-Wake A, C.
- "X" Laboratories
Believes Trade Is Logical Outlet for Radio Receivers

Plaza Co., Which Now Features Complete Line of Radio, Plans to Concentrate Efforts on Talking Machine Trade

The day when the talking machine store will be the exclusive seller of radio products is fast approaching, say the officials of the Plaza Music Co., the manufacturer of Pal portables, Banner and Domino records and other talking machine products. This, it is stated, is the reason the Plaza Co. has embarked into the radio field as receiving set manufacturers with a full line of radio merchandise. The Plaza Music Co. prides itself on being able to furnish to music merchants products of every type needed to do business and the presentation of a radio line has been made after thoroughly studying the needs of the retail field.

The Plaza Co. will concentrate its sales in the music trade. A sales policy and merchandising arrangement, giving price and territorial protection, have been concluded and details are ready for dealers.

The Plaza Co.'s radio line includes complete receivers and cabinets for standard sets. Its line of receivers ranges in price from $35 to $175. From table models with loud speaker separate or with amplifying chamber and grille front to elaborate single and double deck floor models with a radio phonograph combination in a highboy cabinet.

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Its line of cabinets for standard sets ranges in price from $65 to $125. There are five such models made to accommodate some of the best-known lines of receiver sets. These latter have compartments for battery and charger and are equipped with the loud speaker horn minus unit. Its line of speakers includes two goose-neck sizes and a cabinet style. It has a complete line of storage "A" batteries and dry "B" batteries.

The advertising department of the Plaza Music Co. has prepared window displays, streamers, cut-outs for counter use and other advertising helps, as well as literature for consumer presentation.

With the inception of its new radio department the Plaza Music Co. has augmented its sales staff and the personnel has been selected with a view of not only being able to properly present the Plaza products but to render service to the music dealer in exploiting radio goods. The sales force will carry out the activities prepared by the advertising and sales promotion departments for intensive co-operation with music dealers.

Emil Schenkel, who some years ago was advertising manager of the Plaza Music Co., and later was associated with the Musical Products Co., will direct the sales and promotion efforts of the new Plaza radio division.

The Walter H. Andrews Music Co., of Jamestown, N. Y., recently purchased the stock of the Musical Instruments Supply Co., of that city, which has been successfully conducted for the past year by James H. Howard, a merchant of real ability.

The DEALERS THAT ARE SELLING SPEAKEROLAS know that their customers appreciate these beautifully finished Cabinet Speakers because they harmonize with the customary furnishings of a room and have the modulated tone quality most desirable for the home.

SPEAKEROLA [Model B]
9 1/2" wide, 7 1/2" deep, 8 1/2" high
List $12.50 Price

The DEALERS THAT ARE SELLING SPEAKEROLAS know that they profit more through the handling of the complete line of SPEAKEROLAS, because the range of prices is such as to meet the demands of all purchasers.

SPEAKEROLA [Model C]
10 1/2" wide, 8 1/2" deep, 8 1/4" high
List $15.00 Price

write direct to BLOOD TONE ARM CO.
Bay City, Michigan
Chicago Distributor, BLOOD TONE ARM CO., 222 W. Madison St., Chicago, Ill.

Order from your jobber. If he can't supply you write direct to

BLOOD TONE ARM CO.
THE RADIO HIGHBOY

Renaissance period design highboy with model C Sonora receiving set and deluxe speaker built within $200.00
THE PLYMOUTH

Renaissance period design highboy phonograph radio adapted
Sonora five tube receiving set and deLuxe reproducer

$175.00
$275.00
Pacific Radio Exposition Held in San Francisco Claims Attention of Trade

More than 1,500 Radio Dealers, Wholesalers and Manufacturers Crowded City During the Week of the Exposition—Exhibitors of Leading Lines Featured New Fall Models—Trade News

SAN FRANCISCO, CA., September 5—Conditions in the talking machines, Bakelite and radio trades, during the past month, have shown an improvement over those that prevailed during the past six months. This opinion is general and the consensus of opinion of all interested in the trade that is more money is being drawn during the week of nearly 100,000 people.

More than 1,500 radio manufacturers and dealers from all parts of the United States registered at headquarters. According to Thomas Trayner, who was in charge of the reception committee, this is an increase of 50 per cent over last year.

The San Francisco exposition is one of the three key city radio exhibitions and because it was held ahead of the New York and Chicago expositions it gave many manufacturers the first opportunity of a real presentation of their product to the radio and music trade. Many new manufacturers were on exhibition in the city radio exposition. The booths of the different factories were under the supervision of the manufacturers or the company vice-presidents. Both afternoon and evening excellent musical programs were broadcasted from the Civic Auditorium where the radio exposition was held.

Among the excellent entertainment features was a radio presentation of "Sun-up," a three Act play, which was written by Lula N'olmer, a well known to many radio fans in the West; the actors taking part were Pauline Shirley Walker, president of the Pacific Radio Drama Association, and Herbert E. Metcalf, president of the Association, deserve a great deal of credit for the promotion of the greatest radio exposition that has ever been held in the West. There were more than 200 booths and sections, displaying the latest innovations in sets and accessories, and many innovations being under a budget system, those in charge of the exposition finance committee were able to finance the show by the sale of exhibit space alone. The cost of the show in the past has been cut nearly 50 per cent by this co-operative non-profit plan, according to the committee.

Exhibitors at the Radio Show

The following manufacturers and dealers were included among the exhibitors:


Coast Manufacturers Making Own Parts

A feature of interest about the new sets being brought out from the Pacific Coast is the fact that the manufacturers are using their own parts with very few exceptions. The new Super Radio Mfg. Co.'s five-tube set is made in San Francisco, and the parts are all Western made except the transformers. The Marathon, another new set that is being put before the trade for the first time, is featuring a multi-plot hook-up that is the result of a lot of interest shown in the Smith Co., of San Francisco, is bringing out two new sets, the Sylvan and the Nazeley. The latter is a strobite low frequency set, and although regular prices and merchandising plans are being announced for national distribution.

O. R. Bowman With Marathon Corp.

O. R. Bowman, who recently resigned his position as sales manager for Kohler & Chase, of San Francisco, is now sales manager for the Marathon Radio Corp. of San Francisco and is planning national distribution for this set, which has the distinction of being brought in clear messages over a distance of 5000 miles. Mr. Bowman was for a number of years with the Tios. Goggan Music Co. of Houston, Texas, and is well known on both coasts.

T. J. Rockwell With Columbia Corp.

T. J. Rockwell is currently manager of the local office of the Minson Raynor Corp., has accepted a position with the San Francisco branch of the Columbia Phonograph Co. in charge of sales of the record department. Mr. Rockwell has a large acquaintance among music dealers in this vicinity.

Finding New Railway Commission

The Broadband Commission of California refuses to raise rates on radio sets and talking machine-radio combinations between less than 200 miles. The hearing on which this decision was based was in conjunction with the Interstate Commerce Commission. The California body agrees with the Interstate Commission in refusing to raise rates on radio sets in earnload lots from third class with a minimum of 30,000 pounds per car to second class with a minimum of 35,000 pounds per car.

H. C. Hanson Adds Brunswick Line

The H. C. Hanson Music House recently added the complete Brunswick line to the stock of musical instruments carried, announced W. C. Compton, manager of the phonograph department. The establishment will continue to handle Sonora photographs.

Shirley Walker Makes Interesting Address

Shirley Walker, president of the Northern California Music Trade Association, gave an address at the Exhibitors Dinner of the Pacific Radio Trade Association, at the recent radio exhibition. The talk was entitled: "The Music Trade's Part in the 'Radio,'" and Mr. Walker touched on the point that the radio receiver had since the improvement of tone quality become a real musical instrument and as such the music merchant is primarily interested in merchandising it. He drew attention (Continued on page 104)

Van Veen Wareroom Equipment

APPEARANCE

The attractiveness of Van Veen equipment adds materially to the appearance of the ware- rooms. Not only is the equipment finished exactly as required and in harmony with the wareroom itself but its high class finish lends an atmosphere of quality.

Appearances usually cost high but in the case of Van Veen equipment through concentration in this field we are able to offer it at an unusually attractive price.

Write for details and catalog

VAN VEEN & COMPANY, Inc.

413-417 East 109th Street, New York City

*Phone Lehigh 5324 - 4540
Presenting

An unusual opportunity for Radio Dealers of the Highest Standing:

DominAire

The "No-Battery" Radio Receiver

MARKS A NEW ERA IN RADIO RECEPTION

The DominAire is presented to the trade as the ultimate development in present day radio receiver manufacturing. Its mechanical and merchandising features are so advanced that we believe it offers the biggest radio opportunity in years.

Here are the Features:

Operates directly from your A.C. or D.C. electric current without any batteries or "so-called" eliminators.

Sold completely equipped from the factory with tubes selected and tested for perfect reception.

Built with an eye to the future: constructed to receive on short wave lengths down to 150 meters, and "tune out" high powered stations.

All self-contained, including loud speaker, in a beautiful cabinet that will grace with dignity the finest home.

The DominAire Tested Merchandising Plan protects Authorized Dealers against destructive competition and untimely price reductions.

The DominAire system of Registered Ownership protects your customers after the sale is made, and builds good will for your store.

Three years in development, built and tested in service under the painstaking supervision of a staff of recognized electrical engineers, DominAire is so advanced that all other Radio Receivers seem out of date in comparison. It is going to have a consistent high-class market, stimulated by an unusual advertising campaign. It is going to have a consistent high-class market, stimulated by an unusual advertising campaign soon to be released in New York, protected by a limited output, and backed by a great, solid, honest organization.

Opportunities like this are rare indeed. DominAire Dealership is the one outstanding Radio Franchise giving definite promise of real profit to the progressive dealer.

Desirable retailers of good standing in localities not already covered by DominAire representation, are invited to write for further details, without obligation.

Your territory may still be open. This coupon is for your convenience. Use it—NOW.

Made by

MacLaren Manufacturing Co.

26-28 Park Place, New York
Richmond Retailers Anticipate Active Fall Business Despite Curtailed Crops

Record Sales Ahead of Same Period Last Year—How Dealers Are Using Canvasser-Salemen to Advantage—Reduced Price Sales Continue—Corley Co. Plans Expansion—The Month’s News

RICHMOND, VA., September 9.—Despite drought conditions that curtailed crop production in some sections of this territory, phonograph dealers for the most part are optimistic as to the outlook for fall business, active fall trading both in machine and record business being anticipated. Victor dealers, that is plans being run by ahead of the same period last year and some increase in phonograph sales is reported. In the cities the employment situation continues good, most of the industrial plants continuing to work full time. Workers in the building trades are not as fully occupied as they were a few months ago in some cities of the Fifth district, according to the monthly report of the Federal Reserve Bank of Richmond.

Canvassers Prove Their Worth

Hundreds of new homes have been built in Richmond within the last year or two. Quite a number of new apartment houses have also gone up. This has opened up a fertile field for local dealers who find that it is much easier to place a machine in a new home than in an old one. They report that there has been quite an active business in the new residential areas.

Canvassers are used in locating prospects, as a general rule, experienced salesman following up their work and putting over the sales. Because of the increased number of canvassers sent out by mail order houses these days soliciting orders for a variety of lines, those employed by local firms find that it is becoming more difficult to interest the housewife who frequently complains that she is kept busy practically all day answering calls, and is in no mood to receive canvassers when they seek an interview.

Victor overproduction sales continue in progress here, as well as in other parts of the district. They have helped to swell the volume of business greatly at Victor stores. Walter D. Moses & Co. say dealers report that their sales of Victor machines have been running fully three times ahead of sales for the same period last year, so great has been the pull of lower prices at which the machines are offered.

Plans to Expand

So well is business progressing with the Corley Co., Victor dealers, that it has plans on foot for expansion of its retail department, which has up to this time been restricted to the street floor of its establishment. It is planned to remodel the second floor to provide more space for the department, according to announcement by Frank W. Corley, vice-president.

Richmond Retailers Anticipate Active Fall Business Despite Curtailed Crops

Pacific Radio Exposition

Held in San Francisco

(Richmond, September 9) A few dealers were present at the phonograph department of the company in order to be transferred to a section of the street floor.

Dealers for parts of the territory covered by this department of the company were recent visitors in Richmond, reporting good Summer business in Victrolas, and good prospects for Fall. They were: H. Timbertake, Charleston, Va.; Dan Odum, Bennettsville, S. C.; S. H. Galperin, Charleston, W. Va.; L. B. Norfleet, Franklin, Va.; W. W. Greer, Ashland, W. Va.

Will Use Unique Publicity

E. W. Feltner, an executive of the Martin Music Co., this city, who is always on the look-out for a new way of advertising his wares, believes that he has hit upon one that will prove especially profitable. Of results. He has bought space on nine waste receptacles on Broad street, the city’s principal retail shopping thoroughfare. A Baltimore firm recently contrived to place these receptacles on most of the corners in the business section. Mr. Feltner selected those that are to be placed at each corner on Broad between Ninth and First streets. Each will have one side of each box. On this will be an enamel plate with white background and blue lettering. In the center of the plate will be a picture of Cliff Edwards, whose records are his best sellers. The boxes are expected to be in place early in October.

Mr. Feltner recently experimented with advertising on programs of a local theatre and got good results.

Adds Columbia Records

The Columbia Furniture Co. has taken on the Columbia line of records in addition to the Victor, which it has been handling for some time. This firm recently completed extensive remodeling and alterations. The phonograph department has been retained on the street floor. In this there are three Audaks, and it is planned to add two more. According to Mr. Lord, sales are effected much more quickly through them than where booths are utilized, and fewer sales people are necessary. Thus economy is gained in both directions. According to Mr. Lord, his store is the only one in town that utilizes Audaks in selling records.

The radio department of the house is now installed in the plants of the mezzanine. Atwater Kent and Crosley lines are handled.

Brunswick Opens Waterrooms

The Brunswick, which has been without a regular dealer here since the Sprinkle Piano Co. went out of business, recently established temporary offices in a store at 218 North Second street with a limited amount of stock on display. It is the business of this man that this was done principally for the purpose of keeping its name before the public until it can form another permanent connection here.

Goldberg Brothers, jobbers of the Pathé machine, as well as several sold under their own name, are profiting by the records sold in most directions. Their representative in this territory having sent in a number of substantial orders recently. One firm alone bought seventy-five machines, the order being worth $2,000. In the Carolinas and also in parts of Virginia the drought has slowed up business a bit, the house reports. As a rule, its trade is calling for a cheaper-priced machine.

Starr Branch Closed

E. J. Pringle, factory representative of the Starr Co., who has been spending several weeks here closing out the company’s jobbing office, has returned to the home office. Decision to discontinue the distributing plant here was reached following the death of H. Wallace Carner, who was distributor in this territory for the company for a number of years.

Atwater Kent Dealer Aids

A recent issue of the Atwater Kent radio dealer bulletin is devoted to the important subject of planning a sales letter campaign and using the mails to sell more radio. The subject is gotten into in a thorough and interesting manner and several examples of letters are presented in conjunction with the article. Among the many excellent suggestions made in this bulletin is the use of the “theatre ticket” form of advertisement in getting the prospect into the dealer’s store.

The Sunset Music Store, Redondo Beach, Cal., was recently opened with a full line of phonographs, pianos and musical merchandise.
URECO is the second largest selling radio tube on the market.

Here are four reasons for URECO success:

1. An honest, stand-up tube, with all the efficiency that world-famous radio engineers can build into it.
2. A manufacturing organization, with the stability of financial soundness.
3. A scientific merchandising plan that provides generous profits and full protection to both jobber and dealer.
4. A sales-promotion service that speeds up the dealer's re-sale.

Ask your jobber.

United Radio & Electric Corp.
418-426 Central Ave., Dept. 39 Newark, N. J.
Indications Point to Brisk Machine Business in Buffalo Territory in Fall

Drop in Prices of Talking Machines Has Moved Old Stocks Out of Stores and Dealers Are Now in Good Shape to Present New Fall Models—Iroquois Sales Corp. to Distribute Adler-Royal

BUFFALO, N.Y., September 10.—The remarkable improvement in the talking machine and record field gives evidence that the present Fall season will be a record breaker for volume of business. August, several jobbers here report, was the largest and fatter August for volume of trade they have ever known. Dealers are rejoicing over briskness of the trade, which began showing improvement early in July.

The drop in prices on Victrolas is believed to have been the stimulant that has apparently placed the trade on a healthy basis. It has made the consumer think of talking machines, an obvious fact in view of the activity in other lines of phonographs and records.

Buffalo, N.Y. Co. Has Record August

"We have never in the history of the Buffalo Talking Machine Co. experienced such a great volume of trade in the month of August as we did last month," M. O. Grinnell, sales manager, asserted. "All popular models in Victrolas are cleared from our floors. We still have in stock a few uprights, but at present prices we do not expect to hold these very long. Naturally, the majority of Victor dealers here cashed in on the recent proposition of the Victor Co. and the jobbers. Few dealers have any stock when the drop came, and they readily made up any loss which was suffered through the sales in stocks on their floors through the reduction given by the jobbers. The Buffalo Talking Machine Co. is looking for a volume trade in the new Victor combination. Interest of the dealers is keen, and since they now have been educated to the fact that the Victrola is not 'passé,' it will require very little persuasion to place a good stock in their warerooms."

Good Fall Predicted for Federal

Mr. Grinnell said that there are also showing much enthusiasm over the new Federal radio line. The Buffalo Talking Machine Co. has been given the exclusive distributing rights in this district for the Federal products. Present indications are that this Fall's volume of business in radio sets and accessories will be far equal to that of last year, he said.

Iroquois Sales Corp. John Adler-Royal

The Iroquois Sales Corp., of which E. D. Clare is manager, has been given the exclusive distributing rights for the Adler-Royal phonograph and combination. The corporation became distributor in this district on September 1, and immediately threatened some good live new accounts. Mr. Clare said that he looks for an exceptionally good Fall trade in his new line, and he expressed great faith in the product. William Carroll, former distributor, has gone to Detroit where he will engage in a wholesale business.

The Iroquois Sales Corp., up to the first of the month represented the Strand Phonograph, and did a remarkably good business. Mr. Clare feels that he has an excellent line to offer his present large clientele in this territory, which embraces the greater portion of central New York, and all the western sections of the state.

Okeh and Odeon Record Sales Increase

Okeh and Odeon records have shown much improvement in volume of sales the past four weeks. Mr. Clare said: American records have shown a pleasing volume the past month, but there has been a stupendous increase in sales of foreign records, especially Polish. Polish records have sold in this territory far better than the jobber had expected. As a result of the popularity of Joe Dombrowski's orchestra records, the orchestra is contracted to go to the General Phonograph studio to record some new selections.

Work-Rite and Crozette Receivers Popular

The new Work-Rite and Crozette receivers are looking up well, and dealers are expressing their approval of samples now on the corporation's floors. The $125 and $175 sets are expected to be most popular, but every model is doing well. Mr. Clare, and it will also be one of the leaders here. The new Crozette Trinodyn will find a good market, and the Crozette Dyna, which is listed at $97.50, will probably tempt new radio buyers.

John Kibler Has Good Summer Business

John Kibler, Corona street dealer, is finding talking machine business much better than he expected earlier in the Summer. "May and June were such dull months that we had become quite discouraged," Mr. Kibler said, "but with the Victor Co.'s inducement to buy, coming in July stimulated business, and there has been a gradual improvement ever since in instrumental records and records. August was a much better month than we had expected."

Notes of the Trade

The Victor Dealers Association plans to hold a meeting September 18. This will open the Fall season for the Association.

The Mutual Phonograph Co. has purchased the business of the Victor Musical Sales Co. on Williston street. The Victor Co. has opened a new store at 725 Main street.

The Buffalo Radiophone Co. has moved from Washington street to the Hammond Building on Main street.

Bill Brush, of the Buffalo Talking Machine Co., has opened his store at the Radio Show.

A. H. Grebe & Co., Richmond Hill, and the Independent Radio Manufacturers, Inc., have in the last few months been working particularly hard throughout the entire Summer due to the large amount of orders received during the Summer months and there has been a limited selection in various radio sets which in which he has received results closely approximating those of his business life—that means he would take what he went after.

Denies Motion to Dismiss Suit

Judge Dawkins in the United States Eastern District Court recently denied a motion to dismiss the action brought by the Hazeltine Corp. and the Independent Radio Manufacturers, Inc., against A. H. Grebe & Co., of Richmond Hill, N. Y. The suit involves patent rights of Professor Hazeltine of which the complainants are owners and the Grebe Co. is charged with infringement.

Uses a Freed-Eisemann Receiver

A Freed-Eisemann neutrodyne radio receiver has been installed in the headquarters of Senator James J. Walker, candidate in the Democratic primaries for the nomination as Mayor of New York.
David Grimes, the noted inventor identified with the Radio industry since its inception, has achieved a great success in building this new set, every part of which is built in the David Grimes plant.

This instrument is the last word in Radio achievements. It is the result of ceaseless efforts of David Grimes and his staff of associates, all of whom are men of the highest standing in the Radio and Musical fields.

We are seeking reputable dealers to take over exclusive agencies on the same basis, allowing them the jobber's as well as the retailer's profit.

A product of
David Grimes Radio & Cameo
Record Corp.
Strand Theatre Building
1571 BROADWAY, N.Y.C.

Covering the U.S. like a blanket

with Poster, Newspaper and Magazine Advertising on

DAVID
Grimes

New High Powered Radio

40-10 - 2% Discount to Grimes Dealers and protection against cutting of prices

All Grimes sets are factory tested, sealed and guaranteed

A Few Exclusive Agencies Still Open For This Remarkable Instrument.
Stromberg-Carlson Executives Outline Plans for Dealers at New York Banquet


Stromberg-Carlson dealers and members of their sales organizations, to the number of about 400, gathered in the main banquet hall of the Waldorf-Astoria Hotel, Friday evening, August 28, as guests of the Stromberg-Carlson Telephone Manufacturing Co. and Gross-Brennan, Inc., New York and Boston sales agents for Stromberg-Carlson dealers and members of their staffs present at Banquet Sponsored by Stromberg-Carlson

opened the more serious business of the evening by delivering a brief address on Stromberg-Carlson's general policy of trade protection, emphasizing particularly what this has meant in building up good will.

He then introduced W. Ray McCune, president of the Stromberg-Carlson Tel. Mfg. Co., who praised the dealers for their efforts during the year, saying that they had preserved the traditions of good merchandising. He pointed out that the company had not been on radio as a means of quick money making and then dropping out of the field, but had entered with the idea of building up a business that will continue and develop as have the other interests of the company. He emphasized the point that the long experience of the company in the telephone apparatus field had prepared it for radio and spoke of the policy of expansion on which the firm had embarked, stating that although 300,000 square feet of floor space are now available for carrying on the varied manufacturing activities, it is expected soon to house the entire vast industry in the company's own plant under one roof, where even the cabinets for the radio sets will be made from start to finish.

The next speaker was R. H. Manson, chief engineer of the company, the man who has been responsible for the Stromberg-Carlson radio sets. In a general way Mr. Manson outlined the importance of right design in radio, stating that the two factors which dominated all others in importance are appearance and performance. He described briefly the Stromberg-Carlson sets Nos. 1-B, 2-C and 2-D, which with the new six-tube models will comprise the line during the next year. The latter is the outstanding achievement of the company during the year.

A feature claimed for this set is a perfect method of shielding, developed in the company's laboratories. Three straight stages of neutralized radio frequency amplification have been incorporated in these receivers successfully, according to Mr. Manson. The six-tube set comes in two models, the 601, a table model, and the 602, a floor model. The same circuit is used in both these receivers. The method of shielding makes possible the use of the third stage of radio frequency amplification, which, it is claimed, aids distance reception appreciably. Another feature of these sets is a volume control, which regulates the volume of signal at the headphones or loud speakers. Two controls are used, the three radio frequency tuning condensers being mounted on one shaft, the antenna tuning condenser being tuned by the other control.

Dealers and Members of Their Staffs Present at Banquet Sponsored by Stromberg-Carlson

Stromberg-Carlson No. 2 Console

Inc., New York and Boston sales agents for the Rochester organization. Interesting and instructive addresses by officials of the manufacturing organization regarding the policies which have been instrumental in making the Stromberg-Carlson dealer franchise of real value; announcement of the 1925-1926 radio line, including a new six-tube model which has several radical new features to commend it to the trade.

The five-tube models both contain the same circuit, consisting of the two stages of neutralized radio frequency amplification detector and two stages of audio frequency amplification. It is claimed these receivers are equally efficient over all waves from 200 to 550 meters. Both the five and six-tube models are designed to operate with the new Radiotron UX-201-A tubes in the radio stages, detector socket and in the first audio stage, and with the new Radiotron UX-112 tube in the last audio stage.

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In addition to those already mentioned, George A. Scoville, vice-president and general manager; W. T. Eastwood, advertising manager; Edward Hanover, purchasing agent, and S. Gibson, radio division manager.

The attention of those present was next claimed by the presentation of the merchandising farce, "For Goodness Sake!" which had been written by Hugo Ernst, manager of the talking machine and radio department of the New York John Wanamaker store, and staged in collaboration with Gross-Brennan, Inc. The playlet pictured the average radio dealer's shop of 1923.

No. 1 Table Model 1924 owned by Adam Dealer (Hugh Ernst), dramatically showing the new obsolete methods of radio merchandising then practiced and tracing the dealer's awakening to the fact that slipshod methods and inferior merchandise were a losing proposition. Murchand Dizer (Herbert A. Brennan) ably played the role with which he is familiar; a Stromberg-Carlson representative, who finally convinces Adam Dealer that the Stromberg-Carlson is the line for him to handle.

The second act showed Adam Dealer as a Stromberg-Carlson merchant, his radio shop now a "Radio Salon." An interesting love theme, with the hero triumphant, and everybody happy, made the play a "hit."

The meeting was an outstanding success from every angle and those present went home with a new appreciation of Stromberg-Carlson quality and the protection of the company's dealer franchise.
The SUPREME ACHIEVEMENT

The rigid standards of design, materials and workmanship give AIRO-MASTER the place as the outstanding receiver to-day, regardless of price. Every AIRO-MASTER is tested for broadcasting reception before shipment. The circuit in the highly refined Tuned Radio Frequency—two stages of radio detector—and two stages audio.

The AIRO-MASTER Cabinets are predominating features—combined with the new and improved AIRO-MASTER Receiver, present a combination of an ideal radio set and an attractive piece of furniture. AIRO-MASTER is in a complete range of models to satisfy every demand.

AIRO-MASTER is distributed thru exclusive jobbers within allocated territories, thereby eliminating unfair competition and assuring clean profits and sales, without the necessity of price cutting. If your jobber cannot supply you write to us the name of your nearest distributor. Full particulars and catalog will be sent you on the line representing RADIO'S STERLING VALUES. Battery cords are standard equipment on all models.

Manufactured and Guaranteed by
AIRO-MASTER CORP., 227-239 W. 17th St., New York
Boston - Chicago - Pittsburgh - Atlanta - Toledo - Minneapolis - Denver - San Francisco
Unusual Activity in All Lines Featured the Month Throughout Toledo Territory

General Feeling Prevalent That Talking Machine Sales Will Be Unusually brisk This Fall—Radio Show Plans Under Way—J. W. Greene Co. Enlarges Department—Plan Fall Campaigns

TOLEDO, O., September 8.—The past month has been one of unusual activity for this season of the year. Sales have forged ahead and numerous prospects have developed. Moreover, not among some of the best stores in the city but among talking machine merchants in the entire Toledo territory there exists a widespread feeling that phonograph trade this Autumn will match the past two or three years. Upon this belief retailers are building Fall sales promotion plans. Also the farmer is enjoying prosperity in this section, grain crops are large and prices are high. The return from other farm products is correspondingly good. Therefore, the small-town phonograph dealer has reason to look forward to a brisk machine and radio business with the ruralist this year. The opening of school, which brought many families back to the city, was the signal for renewed effort on the part of the radio show plans. The opening of the new large department of the Adler store at Madison avenue. The General Music Co., Denver, Colo., was recently incorporated with a capital stock of $10,000. The store is at 342 Madison Ave. Officials of the company are M. Polykoff, president; Polykoff, secretary, and Howard Sharrie, of Cleveland, called on local dealers this week.

The Toledo Radio Moving

The Toledo Radio Co., Thompson distributor, has opened a Columbus, O., office, with H. N. Thomas in charge. Warren L. Kellogg, vice-president, is looking after the interests of the enterprise in Cleveland territory. J. Stanley Ball has the northern Ohio district. Charles H. Woundorf, president, stated dealers are signing and returning their Fall Thompson contracts in good numbers.

Interesting News Brieflets

Frank Flightner, of Flightner's Music Shop, stated that the record business is on the gain. The trade is calling for the new Columbia electric recordings.

W. P. Abendinger, Ann Arbor, Mich., Columbia dealer, exhibited at the Washtawa County Fair. His booth was among the most popular on the fairgrounds. Records were played constantly.

Bud's Music Store, Lansing, Mich., secured a large list of prospects from its display at the County Fair. Considerable merchandise was sold, including many new records.

Robert D. Ross, of the Ross Music House, Columbus, O., was married recently. He and his bride are honeymooning in New York. Art Gilham, exclusive Columbia artist and widely known to radio fans as the Whispering Pianist, accompanied F. W. Gunsier, Columbia representative for the Toledo district, over his territory recently. He gave exhibitions of his skill as an entertainer in several music stores. At the L. C. Gorse & Co. rooms, Springfield, O., he entertained a large assembly of patrons.

As a result Gilham's records are selling briskly in Springfield.

John Pietkowsky, exclusive Columbia dealer on Junction avenue, is back from a month's fishing trip to the Upper Peninsula of Michigan.

Hermann Thoren
Ste. Croix, Switzerland
Manufacturer of Europe's Most Celebrated Swiss Phonograph Motors

There has always been a steady demand for Thoren phonograph motors. We are able to deliver the famous Thoren specially designed, portable phonograph motors in prompt order.

Write for descriptive matter and prices on portable motor models—single-spring motor, 248C and 2BC double-spring motor.

L.H. JUNOD & CO.
104 Fifth Ave. New York

Sales Agents for the U. S. A.
"They told me it couldn't be done, so I DID it!"

A Triumph of PRECISION—a Revelation in Performance—an Achievement in VALUE!

When Jos. W. Jones produced his first standardized, precision-made Radio Receiver, experts proclaimed it to be the greatest achievement in the history of radio reception. And it was! But Jones wasn't satisfied. He said it could be improved. They said it couldn't. So he went to work and showed them.

The result of his untiring zeal and energy in the perfection of Radio Reception is shown in the new 1925 line of Standardized, Precision-Made Receivers which bear his name. This line is complete—comprising seven new and beautiful models at $75, $100, $125, $150, $175, $250 and $475.

Each is a masterpiece—each an unbeatable value—each a triumph of PRECISION, producing that perfect harmony in every part which has hitherto been lacking in even the highest-priced radio receivers on the market today.

Write or Wire for Franchise Terms

You'll find the Jos. W. Jones Franchise the fairest, squarest agreement ever offered a merchant to sign. The Jones square-deal policy protects you against the evils of price-cutting and loss of consumer confidence. It offers you a nationally-advertised line, backed by a strong organization that is able and willing to HELP YOU SELL.


Jos. W. Jones Trade Mark

Standardized Precision-Made Radio Receivers
EMPLOYING a perfectly balanced combination of tuned radio frequency and resistance-coupled audio amplification, the Blair is the ONLY Radio Receiver introducing any new and vital improvements over the past and the present season’s offerings.

Hundreds of letters, from all sections of the United States and Canada, where the Blair Receiver has been given the most severe tests, under all kinds of conditions, testify to the Blair’s overwhelming superiority for faithful reproduction, tone purity and volume.

Exclusive Dealer Franchise

The Blair franchise assures the dealer exclusive territory, iron-clad protection against unfair competition, local newspaper advertising and other sales helps.

Write or wire us for the name of the nearest Blair representative, who will give you a demonstration and full particulars.

Meet us at Booth No. 110 Radio Show
Grand Central Palace, Sept. 12-19

West of Rocky Mountains, List Price—Model 11, $60; L’Elegante Console, $150; Standish Console, $135.

Louis D. Rosenfield
Friedman, both of whom are well known throughout the phonograph trade in the East. They have established headquarters at 113 West Twenty-third street, New York, and will represent manufacturers of phonographs, radio and musical merchandise sold through music dealers. A spacious showroom is being maintained for the convenience of manufacturers and retail merchants, and an interesting sales plan has been conceived which is based on the experience of both of these popular phonograph men.

Among the products for which the Music Trades Distributors are manufacturers’ representatives are the Powersola radio set, which operates without the use of batteries; Clover and Dandy low-priced records; Arrow piano scarfs, covers and benches and a complete line of console phonographs, radio and music cabinets and piano rolls.

Louis D. Rosenfield needs no introduction to the talking machine trade, for he has been identified with the industry for many years, occupying important executive posts for the Columbia Phonograph Co. and the Emerson Phonograph Co. and the Aeolian Co. He numbers among his friends dealers throughout the country and he has specialized in the study of retailers’ sales problems. Mr. Rosenfield is generally recognized as one of the most capable sales executives in the phonograph industry and he is entering his new work with an exceptional knowledge of the dealers’ requirements. Albert Friedman has been a member of the phonograph and music industry for the past eight years, being familiar with all details incidental to the marketing and distributing of phonograph products.

E. J. Totten on Trade Tour

E. J. Totten, general sales manager of the Beacon Radio Mfg. Co., Brooklyn, N. Y., manufacturer of Trinity radio receiving sets, recently left for a tour through the Northeast and Middle West. Mr. Totten will visit Albany, Schenectady, Utica, Toledo, Cincinnati, Louisville, Baltimore, Washington, Wilmington and Philadelphia, and plans to renew many of his old acquaintances made during his fifteen years’ association with the phonograph industry. He will return to New York in time to join J. Goldberg, founder and president of the company, in presiding over the Beacon Mfg. Co. booth at the Radio Exposition, where a complete line of the various Trinity models will be exhibited.

S. M. Frankel has been made manager of the Edison & Ampico Shop, Atlanta, Ga.
get off to a FLYING start THIS FALL!

Feature the "Big 3" in Phonograph Needles right from the start of the season.

"One-time" customers never contribute to the success of any business—except, perhaps, the undertaker's. Successful retailing means "repeat" sales—lasting customer-satisfaction that "brings them back for more." In no product is this more evident than the Phonograph Needle. "Almosts" won't do. Hit and miss performance don't go. Every needle in the package must register 100 per cent.

BRILLIANTONE — REFLEXO — GILT EDGE
the "Big 3" in PHONOGRAPH NEEDLES

are Bagshaw-made, which means uniform 100 per cent quality, satisfied customers, repeat sales, turnover. They are the recognized leaders wherever and whenever quality phonograph merchandise is sold. Feature the "Big 3" and get off to a flying start.

BRILLIANTONE
STEEL NEEDLE COMPANY OF AMERICA, Incorporated


370 SEVENTH AVENUE, at 31st Street, Suite 1214, NEW YORK

W. H. Bagshaw Co., Export Dept., 44 Whitehall St.
New York City. Cable Address: "Brillneedl"

SOLD THROUGH JOBBERS EVERYWHERE

Self-selling Display Stands and Display Cartons—attractive, convenient—are but one of scores of sales-aids furnished by Brilliantone.
Improvement in Trade Noted in Pittsburgh

Talking Machine and Radio Trades Show Substantial Gains—Wholesalers and Dealers Preparing for a Busy Fall—Important Trade Happenings of the Month

PITTSBURGH, PA. September 8—Both the talking machine and radio trades in this vicinity showed gratifying increases in activity during the last two weeks of August and the first week of this month. The upward trend is apparent in all lines and this is particularly pleasing to dealers as it indicates a general tendency to better business and not only interest in one particular department. The Victor reduced models have been largely absorbed as has also the stock of single-faced records. The regular record stock has shared in the stimulated buying due in large measure to the number of Victorolas which have found their way into homes and also to the fact that portable talking machines sold in fine fashion throughout the Summer months, and with every sale of a portable there were naturally record sales, ranging from a few to dozens.

The Fall outlook is excellent. Victor jobbers and dealers are preparing for a fine business when the new models are placed on the market and those who were present at the jobbers' demonstration at Camden are high in their praise of the new products, declaring that the public will be astonished by the advances made in these instruments for the reproduction of music. So, too, with Brunswick dealers, who are impatiently awaiting the Panorama, the new product of the Brunswick Co., which has received such a wealth of praise in the trade papers and in the columns of the daily press.

While some pessimists would argue that the still, "quirk of the Summer season," they feel, and they have a right to wonder, if the radio trade is a fair one whether it is safe; whether it is honest.

The dealer works hard all Fall and Winter, makes some money only to find, in the Spring, that the hit that he was promised to his friends are now dumped on the market at prices much less than his own. Not only does he lose on his inventory, but the boys sold on him are sorry now, and what have an honest wholesaler more, his friends later confidence in him, because the boys he sold them only a few weeks before at a certain price may now be bought at half off or more.

What is the dealer to do? How can he be protected against this?

Ludwig Hommel & Company has always felt that they will in a short time result in sales.

Ludwig Hommel & Co., RCA distributors, report increased activity and look forward to a brisk Fall. Fall has always been the most popular with dealers in this vicinity because of the wonderful co-operation which at all times is accorded dealers served by the establishment.

One of the ways in which it secures service is through its dealer literature. One of the best known dealers' catalogs is "Hommel's Encyclopedia of Radio Apparatus," which gives a list of the products distributed by the firm, with all details concerning the merchandise together with the list prices and tables showing the dealer's discounts. This is but one of a series of dealers' helps prepared by this concern. A detailed account of its activities in this direction appears on page 66 of this issue of The World.

A music store was recently opened in the Del Rio building, Miami, Fla., by J. R. Shaw.

What is the Music Dealer to do?

That is a question thousands of music dealers have been asking themselves daily. They are wondering, and they have a right to wonder, if the radio trade is a fair one whether it is safe; whether it is honest.

The dealer works hard all Fall and Winter, makes some money only to find, in the Spring, that the hit that he was promised to his friends are now dumped on the market at prices much less than his cost. Not only does he lose on his inventory, but the boys sold on him are sorry now, and what have an honest wholesaler more, his friends later confidence in him, because the boys he sold them only a few weeks before at a certain price may now be bought at half off or more.

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Zenith Portable Broadcast Station an Aid to Dealers

Program Over WJAZ Under Auspices of Elias Marx Music Co. Brings 555 Telephone and Written Communications to Dealer

Sacramento, Cal., September 5.—The tour of the WJAZ portable broadcasting station of the Zenith Radio Corp. gave a program here recently under the auspices of the Elias Marx Music Co., local Zenith dealer. The result of the evening's versatile program were 257 telephone calls received during the course of the program and on the day following the broadcasting more than 300 written communications were received by the Elias Marx Music Co. from radio listeners expressing their appreciation and commending on the clearness of the reception.

In commenting on the benefit of this form of exploitation and publicity, Elias Marx, head of the company, states: "We think the WJAZ tour the most profitable and best stunt ever put on in radio as an advertising medium." The accompanying photograph shows the portable broadcasting station and the radio staff of the Elias Marx Music Co., in front of the store.

George C. Beckwith, of the George C. Beckwith Co., Victor jobber, Minneapolis, Minn., recently returned from a six-week trip abroad.

Zenith Portable Station in Sacramento

Latest Summary of Exports and Imports of "Talkers"

Figures on Exports and Imports of Talking Machines and Records for the Seven Months Ending June Constitute Interesting Reading

WASHINGTON, D. C., September 8.—In the summary of exports and imports of the commerce of the United States for the month of July, 1925 (the latest period for which it has been compiled), the following are the figures bearing on talking machines and records.

The dutiable imports of talking machines and parts during July, 1925, amounted in value to $25,894, as compared with $27,061 worth which were imported during the same period of 1924. The seven months' total ending July, 1925, showed importations valued at $258,793, as compared with $253,937 in same period of 1924.

Talking machines to the number of 5,450, valued at $134,923, were exported in July, 1925, as compared with 5,030 talking machines valued at $178,324, sent abroad in the same period of 1924. The seven months' total showed that we exported 40,748 talking machines, valued at $1,212,814, as against 29,953 talking machines, valued at $1,559,536, in 1924.

The total exports of records and supplies for July, 1925, were valued at $127,006, as compared with $152,159 in July, 1924. The seven months' total showed that we exported 40,748 talking machines, valued at $1,212,814, as against 29,953 talking machines, valued at $1,559,536, in 1924.

The countries to which these instruments were sent during July and their values were as follows: United Kingdom, $1,891; other Europe, $8,856; Canada, $3,969; Central America, $8,614: Mexico, $10,295; Cuba, $9,158; Argentina, $11,842; Chile, $10,501; Colombia, $16,650; Peru, $907; other South America, $26,702; China, $688; Japan, $367; Philippine Islands, $11,423; Australia, $15,348; New Zealand, $9,494; other countries, $9,498.

Blair Radio Laboratories Presents New Consoles

Two New Model Six-Tube Console Receivers—the "L'Elegante" and "Standish"—Receiver Proper Is Portable and Has Other Features

The Blair Radio Laboratories, New York, is presenting to the trade a series of new console models. This firm, which has for the past few years done a large export business, has up to this time confined its domestic activities to the sale of a six-tube table model.

These console models use the standard Blair six-tube resistance coupled amplification receiver with console table base, enclosing built-in loud speaker with compartments for batteries, chargers, eliminators, etc. The receiver proper is portable and can be carried anywhere. The two console bases are known as the "L'Elegante" and the "Standish" console. The former has a closed door from which is only opened when showing the grilled front loud speaker at the time the set is in use. The "Standish" console, illustrated herewith, has an open front with grill work.

An Appeal to the Senses
That Brings in the Dollars

Eye and ear appeal—beauty of appearance as well as clarity of tone—bring business to the Premier dealer.

THE parts and workmanship used in building the Premier crystal-detector, five-tube-reflex circuit are of such high quality and so perfectly balanced for clarity of tone that the Premier set is in a class alone in its ear appeal.

The cabinets of the Premier have set a style in classical simplicity of design. The wood is mahogany. The new panel is the result of much study to improve the already fine appearance. The eye appeal is strong.

The Premier is sold under an exclusive franchise agreement. The discount is a little more generous than the average.

We want responsible dealers.
Write for complete details.

A demonstration usually sells a Premier.

Price Range
$100—$160—$250—$350

THE PREMIER RADIO CORPORATION
DEFIANCE, OHIO
The elaborate receiving sets produced by Federal for the past four years have won us a wide reputation. While of unquestioned quality—and superlative efficiency—they were instruments especially sought by the technically inclined—the experts—the connoisseurs of art and music.

Federal Quality Simplified

We now announce the new line of Federal receivers for which many requests have been made by the trade. These sets are a real accomplishment. For, though simplified and brought to the level of the average home radio user, they retain all the quality of workmanship and efficiency for which the original Federals are so highly respected.

Again our broad experience as the manufacturers of precision instruments for the transmission of sound has made possible a remarkable improvement.

The Ortho-sonic Principle
An Exclusive Federal Feature

With this new Federal line we introduce the results of a new development—an exclusive Federal feature—the Ortho-sonic principle of natural tone production. Through this principle and the Federal Speaker, tone, whether human voice or instrument, is transmitted and reproduced with amazing fidelity.

Tests in our laboratories and by experts and laymen convince us that in this principle our engineers have worked five years in advance of the industry and come closer to the ultimate perfect, life-like transmission of tone than has yet been accomplished.

We offer this Ortho-sonic principle as a feature of tremendous sales value, added to the hair-line selectivity and sensitivity for which Federal apparatus has been widely sought by critical judges, experts, musicians and other connoisseurs.

A Range of Moderate Prices

The new Federal Ortho-sonic line, with simplified control, is offered in a variety of sizes and types. It is the first time in the history of this company that a radio set of Federal quality has been available at so moderate a price. Listing from $75 to $350 to users, without accessories, they constitute a strictly quality line from which dealers can meet the needs of a wide range of users. And each outfit is a Federal. We guarantee you that. It is built in the same laboratories, to the same high standards, under as strict supervision as our finest quality technical sets. The Federal name and reputation is your assurance that the apparatus is right.

Exclusive Selling Opportunity

Federal will also maintain a force of experienced territorial representatives whose sole function will be to assist wholesalers and retailers to develop a larger and more profitable volume on Federal products.

Field Sales Help

Federal will also maintain a force of experienced territorial representatives whose sole function will be to assist wholesalers and retailers to develop a larger and more profitable volume on Federal products.

Powerful National Advertising Campaign in Magazines and Newspapers

To support Federal retailers and wholesale, a powerful national advertising campaign in magazines and newspapers in many leading cities is already under way. Impressive space and striking copy and illustrations will be used. Through the new and revolutionary Ortho-sonic principle and unique demonstrations, Federal receiving sets and Federal Retailers will be brought strongly into the limelight. Approximately 9,000,000 readers will be reached many times over between now and the holidays. And we are quite certain the story we have to tell will be read with intense interest by the entire public.

We Invite Your Inquiries

Federal wholesalers are now established in many sections. There are still many opportunities—territories where connections are possible. Upon request, we will have a representative call with details.

Retailers who realize the possibilities in a recognized quality line at new moderate prices may receive the name of a wholesaler in territory by writing us.

FEDERAL RADIO CORPORATION
Buffalo, N. Y.

[Signature]

(Distributor of the Federal Telephones and Telephone Company)
THE TALKING MACHINE WORLD

Federal ortho-sonic line


$75.00

B-20 A Five Tube Receiver. Tuned Radio-Frequency type. Extreme simplicity of operation. Station selector located behind glass door of a beautiful, practical, easy to adjust, finished in rich, brown mahogany cabinet. All battery or battery substitutes. The new Ortho-sonic principle provides the farthest advance in tonal quality. Dimensions: length 30 in., height 18 in., depth 15 in.

$100.00

C-20 A Seven Tube Receiver. Tuned Radio-Frequency type. Especially designed for reception on its own internal horn. Station selector and station dials. All batteries or battery substitutes. Completely shielded against mechanical and electrical disturbances. Tuning accomplished by handsome adjustable and detachable cabinet. Finished in rich, brown mahogany. Accommodates all battery and battery substitutes. Dimensions: length 36 in., height 16 in., depth 18 in.

$165.00

B-30 Same as C-20 except that the new Federal adjustable speaker has been built in cabinet. The design of this speaker is such as to blend and soften the brilliance, producing a most harmonious tone. Federal speaker is partially shielded against mechanical and electrical disturbances. The user may enjoy the full benefits of the Ortho-sonic principles of tone production. Dimensions: length 36 in., height 16 in., depth 18 in.

$200.00

C-30 Same as B-35 except that the new Federal adjustable speaker has been built in. Everything in this model has been built to the utmost perfection. Federal speaker is partially shielded against mechanical and electrical disturbances. The user may enjoy the full benefits of the Ortho-sonic principles of tone production. Dimensions: length 36 in., height 16 in., depth 18 in.

$250.00

B-35 Designed with the best operating mechanism and cabinet. All batteries or battery substitutes. The design of this speaker is such as to blend and soften the brilliance, producing a most harmonious tone. Federal speaker is partially shielded against mechanical and electrical disturbances. The user may enjoy the full benefits of the Ortho-sonic principles of tone production. Dimensions: length 36 in., height 16 in., depth 18 in.

$250.00

C-35 Same as C-30 except that the new federal adjustable speaker has been built in. Everything in this model has been built to the utmost perfection. Federal speaker is partially shielded against mechanical and electrical disturbances. The user may enjoy the full benefits of the Ortho-sonic principles of tone production. Dimensions: length 36 in., height 16 in., depth 18 in.

$300.00

C-36 Same as C-30 except that the new Federal adjustable speaker has been built in. Everything in this model has been built to the utmost perfection. Federal speaker is partially shielded against mechanical and electrical disturbances. The user may enjoy the full benefits of the Ortho-sonic principles of tone production. Dimensions: length 36 in., height 16 in., depth 18 in.

$350.00

Note: We are combining our models 111, 111, 111, and 111.
EXCLUSIVE DISTRIBUTOR

IN

Metropolitan New York, Northern New Jersey,
Brooklyn and Long Island

FOR

The New Federal ortho-sonic Line

Now ready

From Every Angle Federal Has Anticipated
This Year's Demand for Quality Radio at
Popular Prices

An opportunity for a very valuable and permanent connection is being offered to a restricted number of accounts in this territory.

Federal by virtue of its years of experience, unequalled facilities for quantity production, financial resources and intensive advertising campaign is destined to become one of the permanent leaders in the radio industry.

Dealers are requested to communicate with us without delay for further information.

MUSICAL PRODUCTS DISTRIBUTING CO., Inc.

22 West 19th Street

New York Headquarters for

POOLEY-ATWATER KENT

Also Cunningham Tubes, Eveready, Philco
Dymac Selecto Five Set Announced to the Trade


PROVIDENCE, R. I., September 10.—The Electrical Products Mfg. Co. recently issued a four-page folder announcing the advent of the Dymac Selecto Five, a new radio receiving set. This company, under the efficient supervision of Frank E. Dyson, president, and H. A. McAvoy, treasurer and general manager, has enjoyed many years of business success in the electrical field. The quality of Dymac loud speakers, loud speaker units, head sets and radio parts is well known throughout the radio industry.

The Selecto Five, a new radio receiving set, was modeled in the Electric Avenue store at 108 South Main street, which has been entered into and appropriate dealer will be carried on.

The increased office space was necessary in order to handle the large volume of business in Ampion speakers, according to S. B. Trainer, president of the company, who recently returned from Europe. The establishing of a factory branch is for the purpose of serving the American trade more readily. Heretofore all of the Amplion products were imported directly from the main branch in Europe, and even the assembling was done there for the most part. While the Amplion speakers will still retain certain of the essential parts manufactured at the home factory, service will be expedited by the maintenance of the branch factory in this country.

The Ampion Corp. has recently organized the Ampion Corp. of Canada, Ltd., with headquarters at Toronto, Ontario, in order to take care of the increase in demand in Canada for the company's products. The branch will import and manufacture. Distribution will be taken care of as heretofore by Burndept of Canada, Ltd., who have been distributing for the Ampion Corp. in Canada for four years.

Mr. Trainer is president of the new company and in commenting on radio conditions as he observed them during his recent European trip, Mr. Trainer said, "In England, conditions of the radio market are more promising for the coming season than ever. On account of the decreased buying power of the public in England, due to after-war conditions, the market is not large for extremely high-priced radio products, but the market is increasing for high-grade medium-priced apparatus. In France radio is not as popular as in England, due to lack of broadcasting stations. It is, however, finding an increased market. In Belgium business conditions appear to be very good.

Benjamin Gould, President of Radio Industries Corp.

Succeeds Hugo Gernsback, Who Resigned Recently.—Mr. Gould Will Continue in Former Capacity as General Sales Manager

Benjamin Gould, who has been general sales manager and treasurer of the Radio Industries Corp., New York, at the last meeting of the board of directors of that organization was made president and general sales manager. Hugo Gernsback, former president of this concern, has resigned from his office as president and director of the corporation. These changes are effective September 1.

In conjunction with the above announcement the Radio Industries Corp. has also announced its line of radio products for the season 1925-26. This will include a number of radio sets, kits, loud speakers, both bell and cabinet type, and many essential accessories.

An advertising program calling for the insertion of display space in publications of national circulation and local newspaper advertising has also been arranged. The company is also negotiating for larger manufacturing space.

Hugh H. Wilkin in Important Post With the Sleeper Radio Corp.—Territory Includes Wisconsin, Minnesota, Iowa and Nebraska

Hugh H. Wilkin has been appointed district manager of the Sleeper Radio Corp. in charge of the territory comprising the States of Wisconsin, Minnesota, Iowa and Nebraska. He has established headquarters at Des Moines, Iowa. Mr. Wilkin has been connected with the Sleeper Radio Corp. for the past year as a sales representative. He is a pioneer in the radio industry, having entered it in 1910 at the naval station at Arlington, Va. This thorough knowledge of merchandising experience places Mr. Wilkin in an excellent position to render valuable services to the Sleeper distributors and dealers.
THE TALKING MACHINE WORLD

September 15, 1925

American Bosch Line of Radio Products Announced

American Bosch Magneto Corp.,Will Exhibit Amborola Set, Ambotone Speakers and Other Products at New York Radio Show

The American Bosch Magneto Corp., manufacturer of electrical and radio products, with headquarters and factory at Springfield, Mass., and branches throughout the country, will exhibit for the first time its new line of radio products.

American Bosch Line of Radio Products Announced

Fall Sonora Line Shown by L. I. Phonograph Co.

Sonora Brooklyn and Long Island Distributors Exhibit Fall Line of Phonographs and Radio Sets to Dealers at Gathering—S. O. Martin Addresses Merchants

The Long Island Phonograph Co., Brooklyn, N. Y., distributor of Sonora products in the Brooklyn and Long Island territories, recently held a luncheon at the Hotel Bonham, Brooklyn, for dealers in its territory.

The luncheon was attended by various officials of the Sonora Phonograph Co., including S. O. Martin, president of the company; Joseph Wolf, vice-president in charge of manufacturing; Frank V. Goodman, general sales manager; and Mr. J. Kyes, treasurer; H. B. Harrison, metropolitan district sales supervisor for the Sonora Co.; F. W. Schneirner, advertising manager of the Sonora Co., all of whom were seated at the speakers' table, as well as Maurice Lindley, president of the Greater City Phonograph Co., and C. H. Baker, of the Long Island Phonograph Co., who presided as host at the luncheon.

Addresses were made to the gathering by Mr. Martin, Mr. Wolf and Mr. Goodman, in which they outlined the various policies and plans of the Sonora Phonograph Co. for the benefit of the dealers present.

The new Sonora models of radio receiving sets and phonographs were on exhibition before and after the luncheon, and created great interest among the dealers present.


Fine-Day-Fan Literature for Consumer Distribution

The Dayton Fan & Motor Co., Dayton, Ohio, manufacturer of Day-Fan receivers and speakers, has issued for consumer distribution a series of pamphlets and circulars describing this product. This material is issued in several colors, and in addition to its advertising value, and in every case allows space for dealers' imprint so that Day-Fan retailers can get the benefit of the publicity.

A. Atwater Kent Predicts Broadcasting "Movies"

A. Atwater Kent, president of the Atwater Kent Mfg. Co., Philadelphia, and a member of Secretary Hoover's Committee on broadcasting, in response to queries recently predicted the possibility of broadcasting "movies.

Recent success in radio vision experiments indicated that by 1935 or perhaps even sooner," he said, in part, "we can sit at home and watch the playing of a baseball game. The possibilities of such apparatus are unlimited."
DAY-FAN
NOYES ELECTRICAL SUPPLY CORP.
Sole Metropolitan Distributor

The Best is None to Good for the Radio Buyer

As the exclusive distributor for Day-Fan in the Metropolitan territory we have a franchise to offer that has a sound background. Each territory is to be served by such a dealer who has qualified as an authorized Day-Fan Dealer.

The outstanding features of this year's models of Day-Fan Radio sets are: ONE DIAL CONTROL, TUNING BY WAVE LENGTH, and CLARITY AND VOLUME OF TONE.

SEE OUR DISPLAY
Day-Fan
RADIO
AT BOTH SHOWS

This method of distribution places the dealer in a position to meet competition at a profit and no fear of cut price in the whole market.

Daytonia
A five tube Console Receiver with Single Dial Control and superior selectivity.
Supplied complete with all battery and also charger.
Without tubes ...............$300

Daycraft
A five tube Cabinet Receiver with single Dial Control; has ample B battery space .......$145
Leg pedestal, $30. Receiver and pedestal complete ...........$165

Day-Fan 5
A five tube Cabinet Receiver with single Dial Control and improved tuning performance. $115
Supplied with Day-Fan Speaker $30 extra

These are a few of the models for 1925-26 which are included in our line of ten different models ranging in price from $75.00 to $300.00 each, and Box Speaker covering every requirement.

Our service facilities on Day-Fan insure perfect satisfaction to both dealers and consumers.

Our representatives will be pleased to call and supply full information. Catalogue sent on request.

NOYES ELECTRICAL SUPPLY CORP.
33 Park Place, New York
Sole Metropolitan Distributor

Jewett
Radio Quality Products
Distributed Solely by
Jewett Distributing Co., of New York, Inc.

Jewett, well known in the radio market, is being included by all dealers in their fall purchases. All those who are in the Metropolitan District, or a fifty-mile radius of New York City, cannot fail to realize the value of a Jewett franchise.

We are here to serve you, help you make your share of profit out of radio.

For Show Announcement

Jewett Cone
Size, quality of tone, and appearance are the features of this cone. A semi-adjustable unit, perfected by Mr. V. E. Morrison, who has made speaker units possible and musical reproducers of quality.
List $18.00

Jewett Receiver
The finest reproduction of man's work. Two years of continued original development has placed before the Radio Public a Product of Quality, worthy of its name, and a pride to every owner ...........................................List $140

You are extended a cordial invitation to consult our representatives at the show who will also take your order or enfranchise you as a JEWETT DEALER.

JEWETT DISTRIBUTING CO.
OF NEW YORK, INC.
16-22 Hudson St., New York City
Sole Metropolitan Distributor

WHITEHALL 9921 Telephones
Advertising Campaign of Unusual Portions to Feature Farrand Activities

Farrand Line of Radio Speakers Now Being Distributed by Leading Wholesalers in Key Cities of the Country—Farrand Junior Speaker Recently Introduced to the Trade

The Farrand Mfg. Co., pioneer builder of cone type speakers, announces a new model, known as the Farrand Junior, which will sell for $16.50. This speaker is a smaller edition of the famous Farrand speaker which has proved so popular during the past year. C. L. Farrand, president of the Farrand Mfg. Co., is one of the originators of the cone type speaker, having since 1918 worked unceasingly in the development of this type of reproduction. His first speaker of this type, the "Phonotron," is well remembered by the old-timers in radio. Every speaker manufactured so far has been designed and furnished by C. L. Farrand, and their intention of devoting their entire facilities to the manufacture of cone speakers. In connection with the announce ment of the new Farrand Junior speaker, the Farrand Mfg. Co. also announce their advertising and distribution plans for the Fall.

The distribution of Farrand speakers is on an exclusive or semi-exclusive basis and embraces all of the logical distributing centers in the United States. In most of these distributing centers, wholesale outlets are confined to one distributor. In the larger cities only are there more than one. The Farrand speakers are to be marketed only through reputable radio dealers who conduct their business along sound ethical business lines and who do nothing in the conduct of their business to either injure the products they sell or the radio industry as a whole.

A careful record is kept by the company of every speaker manufactured so that by consulting the serial number the Farrand Mfg. Co. can tell not only the distributor to whom the speaker was shipped, but the dealer to whom it was sold and the ultimate consumer.

Newspaper advertising has already been estab lished for in the following fifty-five cities:

- San Francisco, Cal.
- Spokane, Wash.
- Portland, Ore.
- Allentown, N. Y.
- Newark, N. J.
- Cleveland, Ohio
- Atlanta, Ga.
- Sioux City, Ia.
- Kansas City, Mo.
- Columbus, Ohio
- Terra Nova, Ind.
- Kenvir, Ky.
- Nashville, Tenn.
- Norfolk, Va.
- Montpelier, Vt.
- Mormon, Tenn.
- Detroit, Colo.
- Tampa, Fla.
- Los Angeles, Cal.
- Boston, Mass.
- Hartford, Conn.
- Lancaster, N. Y.
- Louisville, Ky.
- Pittsburgh, Pa.
- Toledo, Ohio.
- Jacksonville, Fla.
- Omaha, Nebr.
- New Orleans, La.
- Cincinnati, Ohio
- Columbus, O.
- C. L. Nashville.
- Teaneck, N. J.
- Wheeling, W. Va.
- Chicago, Ill.
- Phoenix, Ariz.
- Honolulu, T. H.
- Honolulu, Hawaii
- Fort Worth, Tex.
- Columbus, O.
- Portland, Ore.
- Seattle, Wash.
- Atlanta, Ga.
- Sioux City, Iowa.
- Kansas City, Mo.
- Albany, N. Y.
- Newark, N. J.
- Los Angeles, Cal.
- Seattle, Wash.
- Portland, Me.
- New York, N. Y.
- North Ward, Radio Co., Newark, N. J.
- Harris & Gallipin, Louisville, Ky.
- Whole sale Radio Equipment Co., Buffalo, N. Y.
- C. II. Roberts Electric Co., Baltimore, Md.
- Republic Electric Co., Cleveland, O.
- Roberts-Toczko Co., Toledo, O.
- Perry B. Wissel Co., Columbus, O.
- Ersk & Housh Co., Columbus, O.
- John J. Bratlin Co., Cincinnati, O.
- Ohio Rubber & Traction Co., Cincinnati, O.
- Advance Electric Co., Terre Haute, Ind.
- Army Electric Co., Columbia, S. C.
- Wriccas Electrical Co., Pittsburgh, Pa.
- Carter Electric Co., Atlantic City, N. J.
- Florida Electric Supply Co., Jacksonville, Fl.
- Boston Electric House, Davenport, la.
- McGraw Co., Oswego, N. Y.
- McGraw Co., Utica, N. Y.
- McGraw Co., St. Louis, Mo.
- Electric Products Co., Kansas City, Mo.
- Southern Automotive Supply Co., Wash ington, D. C.
- J. J. McClure Co., Knoxville, Tenn.
- Mills Coffee Co., Memphis, Tenn.
- Southern Electric Co., Nashville, Tenn.
- Johnson Tire & Ace Co., Montgomery, Ala.
- G. Norman Brown Co., Tampa, Fl.
- Reynolds Radio Co., Denver, Cal.
- James A. Blum Co., Ottawa, Ill.
- Ackerman Bros., New York City.
- Charles tor, W. Va.
- Avery & Co., Minneapolis, Minn.
- Harry Alter Co., Chicago, Ill.
- Young, Lathol & Rustich, Chicago, Ill.
- Special Offerings Co.
- Service, Lucas, Tex.
- Bush & Phillips Bros., Dallas, Tex.
- Ten Eyck & Tatham, New York City.

Shipment of the new Farrand Junior speakers started September 10 and will be in the hands of distributors by the middle of the month. The company expects that its speaker business during the coming season will be based on a public desire for cone type equipment, and that the popular price will create record breaking sales.

Develops New Branch Store

El Dimeco, Ark., September 8—The Bensberg Music Shop, which has branches at Camden and Fordyce, has opened a new branch store here, carrying pianos and general music goods. The store is located in the Marks Building, at West Main and Cleveland streets.
NEW EAGLE MODELS

Model D—$125.00

Model F—$150.00

Console Model C-1
With Model F Receiver—$235.00

Model C-2
With Model F Receiver—$250.00

Model C-3
With Model F Receiver—$275.00

The Trade-Mark That Stands for Dealer Co-operation and Profits

Eagle Radio Company
16 Boyden Place, Newark, N. J.
Drastic Reductions in Prices of Machines and Unusual Demand for Records Bring Up Sales Volumes of the Retail Trade

Baltimore, Md., September 8.—Due to the large volume of business done through the drastic reductions on Victrolas and the tremendous demand for records, August, which is usually the dullest month of the year here, was one of the best not only with the Victor dealer but with the dealers in other lines, notably the Brownie and the Columbia.

Columbia Wholesalers Report Big Gains

"It simply shows that the business for the phonograph is there if the dealers go after it," said W. H. Swartz, vice-president of the Columbia Wholesalers, Inc., distributors of the Columbia, and remember our dealers were in direct competition with reduced prices.

"August business in records showed an increase of 119 per cent. over August, 1924, which is a record. I do not believe has ever been equaled by any of our competitors. While the phenomenal increase is due largely to the unusual character of the new electrical recordings, and the increase in sales of machines is also quite gratifying. This is especially true of the $125 console, which is proving the best seller and on which we are completely sold out.

"We have been compelled to hire additional help in order to get our record orders out on time, and for several weeks our shipping department has been working overtime every night."

Victor Dealers Await New Models

Victor dealers here are anxiously awaiting the promised demonstration of the new Victor talking machine, as well as the new radio combination machine, many of them having already taken orders for both just on the strength of the announcement of the company. While a few of the Victor dealers continue to advertise drastic reductions on the Victrolas, the majority have stopped featuring them in either newspaper or window displays and are holding out for the new machine.

"Drastic Reductions in Prices of Machines and Unusual Demand for Records Bring Up Sales Volumes of the Retail Trade"

Radio and music dealers know and talk admiringly of the fine service and square treatment given on the following lines by COLUMBIA WHOLESALERS, INC.

FADA · CROSLEY · MAGNAVOX

Burgess, Cunningham, Philco, Balkite, Brach, Tower

Scientific phones and speakers and all other items necessary for the radio dealer.

1. Exclusive territories
2. Price guarantees
3. Limited Dealers
4. Best Quality only

COLUMBIA WHOLESALERS, INC.

Exclusively Wholesale

205 W. Camden St., Baltimore, Md.

COLUMBIA
"The Best in Music"

The name "Columbia" stands for the best in music. The list of Columbia New Process Records includes the recently issued series of Musical Masterworks (album sets of complete symphonies, recorded in Europe by famous orchestras, conducted by men of world-wide reputation); the popular "hits" of the day; foreign records in all important languages; race records by race stars; "fiddle" records by the artists who are in demand. The best to be had in music.

Let Us Serve You!

Columbia Wholesalers, Inc.

L. L. Andrews  Wm. H. Swartz

Exclusively Wholesale

205 W. Camden St., Baltimore, Md.

From PENNSYLVANIA to FLORIDA

Radio and music dealers know and talk admiringly of the fine service and square treatment given on the following lines by COLUMBIA WHOLESALERS, INC.

FADA · CROSLEY · MAGNAVOX

Burgess, Cunningham, Philco, Balkite, Brach, Tower

Scientific phones and speakers and all other items necessary for the radio dealer.

1. Exclusive territories
2. Price guarantees
3. Limited Dealers
4. Best Quality only

COLUMBIA WHOLESALERS, INC.

Exclusively Wholesale

205 W. Camden St., Baltimore, Md.
Meet
The
CARRYOLA FLAPPER
-your best friend

Here she is! A charming sister to the Carryola Master! Every girl who knows jazz from junkets will love this tantalizing hat-box model on sight! And when she tries it out—when she hears its tone and "gets" its volume—she'll be sold. Don't blame the "Flapper" if you don't know how to close a sale.

You know the Carryola Master, that wonderful, sturdy portable that grew into the million dollar class in less than a year. The "Flapper" is the same machine dolled up a little differently to catch the feminine eye. It has the same sound chamber, the same Add-A-Tone reproducer, the same throw-back tone-arm, the same standard motor that have made the Carryola Master the outstanding success of the portable field. Fully guaranteed of course.

In the Carryola Flapper you have a new and nifty model of a successful machine. There's nothing else like this anywhere. It'll be months before the first imitator can get his few advance models on the market. We're ready now.

You've often heard about opportunities! Here IS one! Grab it while it's new! Cash in on its novelty — backed by actual, exquisite performance. Write or wire us for the name of your nearest Carryola jobber.

The CARRYOLA COMPANY of AMERICA
647 Clinton Street
Milwaukee, Wisconsin
J. A. Fischer Co. Issues Catalog of its Products

Handsomely Illustrated Book Gives Full Detailed Information Regarding the Valley Forge Talking Machine Repair Parts

Strictly simultaneously with the appearance of this issue of The World the initial catalog of the J. A. Fischer Co., Philadelphia, Pa., will make its debut in the talking machine business. Although the J. A. Fischer Co. is a comparatively new organization it has had many years' experience in the trade, as well as his intimate knowledge of the preparation and compilation of other catalogs. In the production of this catalog no time, effort or expense have been spared. The services of six artists and four engravers were enlisted and Mr. Fischer himself personally supervised the photographing of each individual part and has carefully edited the text matter from cover to cover. Over eighty full-page illustrations are used in addition to numerous smaller cuts. An outstanding feature of the Valley Forge catalog is the tabulated index at the side whereby the dealer may instantly turn to the page containing the desired part and there find listed not only that part but every similar part carried. The catalog is attractively bound between covers of double thickness, dull black in color. On the front cover this blackness is artistically contrasted with embossing in red and gold Space is also left on the front cover for the imprinting of the distributor's name.

On the frontispiece the new Valley Forge trade-mark is presented for the first time. The text matter and engraving are printed in black on an ivory tint paper. This has been found particularly valuable in showing contrasts in the photographing of the various metal parts.

The catalog includes the well-known Valley Forge main spring chart and mica diaphragm chart as well. In the section devoted to motors the motor itself is shown on one page with the opposite page devoted to the various parts comprising the motor. It has been stated by an official of the company that this catalog contained practically every known part in the production and repair of the talking machine, including many special tools and kits for the repair man.

In order that this new catalog he received in the best condition the J. A. Fischer Co. is packing each batch to insure its arriving through the mail in perfect condition.

Berg Portable Radio Cases Prove Popular With Trade

Product of Berg Auto Trunk & Specialty Co. for Carrying Portable Radios Has Helped Sale of Those Instruments

The Berg Auto Trunk & Specialty Co., Long Island City, N. Y., well-known manufacturer of quality radio cabinets, loud speakers, portable talking machines and other products, is the originator and manufacturer of the portable cases in which "Radiola No. 39" and "Radiola No. 89" are enclosed. The Berg Co. made these specially designed portable cases at the request of many enterprising dealers.

The increasing demand for portable radios suggested the popular priced Radiola 111-A and Radiola 111-AA and many carrying cases for them. Adding a battery space and compartment for ground and aerial was a simple matter. In fact, the No. 89 (for the 111A) has a loud speaker built in. An ingenious reel similar to a fishing reel was devised for the aerial. This simplified the sale, giving a ground aerial and reel with each case.

The RCA distributors in the New York district sponsored these two new portables by running a series of ads under a "Radiola Portable Week" with so much success that they have cataloged them as an all year round item.

Adds to Warehousing Space

Warehousing facilities upon a large scale not far from its present factories in Newark, N. J., have just been acquired by the Federal Telegraph Co., manufacturers of Kolster radio. The new arrangement provides several thousand feet of floor space for storage alone and is located adjacent to extensive railway and waterway facilities.

The Studner, Cumming Co., Inc., Starts Extensive Campaign

Manufacturers' Agent, Representing the Saal Soft Speaker, Red Top Tubes and Other Products, Advertising Widely

The Studner, Cumming Co., Inc., New York, organized this year by J. M. Studner, well known to the metropolitan talking machine industry, has started an extensive advertising and sales campaign to increase the volume of sales on the radio products which they represent. These products include the Saal soft speaker, manufactured by the H. C. S. Co., of Chicago, Red Top tube, made by the QRS Music Co., Chicago, the Lincoln storage battery, the Twin dry cell "A" and "B" batteries and the products of the Chelsea Radio Co., Chieese Mass., in addition to other radio parts and accessories.

The knowledge of merchandising methods possessed by the executives of the Studner, Cumming Co., backed by the widespread advertising campaign now in progress, assures these products of worth while representation by the trade.

Baltimore Retailers Are Enjoying Brisk Business

(Continued from page 124)

Gordon Parks, president of the MagnetoMarine Co., was toastmaster; George E. Hull, vice-president, and Robert E. Green, chief of the radio department, were at the speakers' tables.

The advance orders received from dealers in the territory by the Columbia Wholesalers, Inc., radio distributors, would tend to show that the coming Fall season would be a busy one for all concerned. This well-known distributing house is exclusive distributor for the Magnavox line made by the Magnavox Co., Oakland, Cal., in the States of Delaware, Maryland, District of Columbia, Virginia and North Carolina, and for the Fada line made by P. A. D. Andrea, Inc., New York City, in part of Delaware, Maryland, District of Columbia and Virginia. In addition to the above named and the Crosley line, Columbia Wholesalers, Inc., are also distributors of a wide range of radio accessories.
Another Bosch triumph. Having announced the Bosch Radio Receiver, the Amborola and the deluxe Bosch Reproducer, the Ambotone, the Junior Ambotone is now announced by Bosch. The Junior Ambotone is a radio reproducer with an unusual tonal quality built to the famous Bosch standard of precision.

Following the Ambotone principles of reproduction, the Junior Ambotone gets its mellowness from wood.

The Bosch ability to manufacture to precision standards accounts for the tone quality. The Bosch ability to build with accuracy in quantities accounts for the remarkably low price. The greatest value in radio — The Junior Ambotone at $14.50.

AMERICAN BOSCH MAGNETO CORP.
SPRINGFIELD

PRICE
$14.50
BOSCH BUILDS RADIO

THE AMERICAN BOSCH MAGNETO CORPORATION PRESENTS "THE AMBOROLA," THE BOSCH RECEIVING SET AND "THE AMBOTONE," THE BOSCH REPRODUCER. THESE INSTRUMENTS HAVE BEEN BUILT TO THE FAMOUS BOSCH LINE OF PRECISION AND ALL THE EXPERIMENTATION ON THEM HAS BEEN ACCOMPLISHED IN THE BOSCH LABORATORIES RATHER THAN IN THE HOMES OF THEIR PURCHASERS.

THE AMERICAN BOSCH MAGNETO CORPORATION
SPRINGFIELD, MASS
BOSCH RADIO POLICY

1. BOSCH PROTECTION FRANCHISE
   NO DISCOUNTS TO OTHER THAN AUTHORIZED DEALERS HOLDING THE BOSCH FRANCHISE.

2. BOSCH TERRITORIAL PROTECTION
   TERRITORIAL FRANCHISE DEFINED AND ALL RIGHTS PROTECTED

3. BOSCH PRICE GUARANTEE
   THE DEALERS PROFITS ARE PROTECTED BY GUARANTEE AGAINST PRICE REDUCTIONS UNLESS DEALER IS REBATED

4. BOSCH RATIFIES DEALER CONTRACTS
   ALL CONTRACTS MUST BE RATIFIED BY THE MANUFACTURER

5. BOSCH CO-OPERATION
   EXTENSIVE CONSUMER AND TRADE ADVERTISING IN NATIONAL PUBLICATIONS, CLOSE LOCAL NEWSPAPER CO-OPERATION.

6. BOSCH STABILITY
   THE BOSCH RADIO POLICY MAINTAINS THE SAME ETHICAL STANDARDS WHICH HAS BEEN THE BOSCH PRACTICE FOR 15 SUCCESSFUL YEARS

7. THE BOSCH DEALER
   THE BOSCH FRANCHISE IS A MAN SIZED, TWO FISTED OPPORTUNITY FOR ONE RECOGNIZED BUSINESS MAN IN A LOCALITY - WHO IS ABLE TO CONDUCT AN INTELLIGENT SUCCESSFUL BUSINESS OVER A COURSE OF YEARS.

ARE YOU THE MAN?

THE AMERICAN BOSCH MAGNETO CORPORATION
SPRINGFIELD, MASS.
The Public Is Wiser

What Will You Offer?

More radio will be sold this season, but more of the business will be on fewer lines. "The public is wiser. Now that much of the mere "craze" is over, established names and established facts will weigh heavily, as they do in every other great line of business.

Thorola dealers will have the Thorola Loud Speaker retailing at $25.00, acknowledged as perhaps the greatest selling item since radio began! For 1925-26 it has new technical refinements, a new horn of burnished Bakelite with gold throat-band, new art in tone reproduction, new grace in appearance.

Thorola dealers will have the Thorola Junior Loud Speaker at $15.00. Thirty days from now you will agree that there has never been a loud speaker value or seller to compare with it just play it against the highest priced speakers!

Thorola dealers will have the 5-tube Thorola Istodyne receiver at $85 and $115, the complete set made possible by sensational Thorola Low-Loss Doughnut Coils. The Thorola Istodyne actually isolates power, concentrating its full strength on the chosen signals only. Selectivity at last is a positive quality which you can demonstrate with every Thorola set. All Thorola sets are alike because Thorola design makes it possible to measure and test the factors of perfect reception. Uniformity in production has at last been attained. Gone are the dealer difficulties of sets that will not perform. Every Thorola Istodyne is good for new distance records, new volume, and tone such as only Thorola has ever provided!

And performance is equally good throughout the range of reception. By another exclusive principle the old difficulties with higher wave lengths are eliminated in the Thorola Istodyne.

Thorola dealers will have Thorola Low-Loss Doughnut Coils, which continue as the center of interest for set-builders and experimenters, making Thorola stores the headquarters for this class of trade. Thorola Low-Loss Doughnut Coils marked the end of interference, intercoupling; pick-up, uncontrollable feedback, excessive loss, and freak wiring. Equally advanced are Thorola Transformers, Condensers and Rheostats.

All these Thorola achievements will work for you and so will Thorola advertising to every class in The Saturday Evening Post, Collier's, Red Book, Atlantic Monthly, Scribner's Magazine, Harper's Magazine, and others; in the radio papers; in newspapers, and on billboards.

A great name, a great line and great selling power put Thorola dealers into the strongest position for 1925-26.

REICHMANN COMPANY. 1725-39 West 74th Street, CHICAGO
Dealers in Mid-West Getting Behind New Lines With Strong Sales Promotion Plans

Manufacturers, Distributors and Dealers Are Optimistic Regarding Fall Business—Latest Models Giving Sales Promotion Efforts New Impetus—Important Trade News and Activities

CHICAGO, ILL., September 9.—With the opening of the Fall season at hand, the talking machine trade appears to be bolder with a feeling of optimism, judging from the spirit displayed alike by manufacturer, distributor and dealer. The new lines of merchandise have been definitely settled upon, and in the great majority of cases have been displayed before the dealers, who, by this time, has largely made his choice, and is aggressively starting upon his Fall and Winter campaign.

The new developments which have been announced during the past month and the increasingly close contact between manufacturer, distributor and dealer have done much to strengthen the feeling of confidence in the trade a feeling of confidence in both manufacturer and dealer.

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Manufacturers of Phonographs, Pianos, Player Pianos.

Reproducing Pianos, Pipe Organs, Distributors of Columbia Records.
FADA
Radio
the
Nationally
Advertised
RADIO
of
Quality

BROADCASTER-FADA
The IDEAL
Phonograph
Radio
Combination

WRITE FOR
OUR COMPLETE
CATALOG AND
PRICES

THE SEASON
IS HERE

BROADCASTER CORP.
2414 W. Cullerton St.
CHICAGO, ILL.
THE BROADCASTER LINE

of

RADIO CABINETS

Quality
Style
Adaptability
for all
Standard Sets

The Prices Are Right

Write for Catalog and Prices

Our
Uprights
Are
Money
Makers

A LEADER
for Stimulating
Radio Cabinet Business

WRITE FOR SAMPLES

BROADCASTER CORP.  Manufacturers 2414 West Cullerton Street  CHICAGO, ILLINOIS
FROM OUR CHICAGO HEADQUARTERS.—(Continued from page 131)

number of radio distributors have added lines of talking machines.

Frank H. Goodman, general sales manager of Sonora, followed Mr. Martin, and in his address stated that he believed a period of stabilization in the radio and talking machine industries was near at hand, although it might consume one or two years in the process. He urged vision and intelligent concentration on the part of the dealers, especially during this period. He stated that the Sonora policy was built upon the intelligent handling of manufacturing and selling, which had cut production costs, and had resulted in the choosiness of dealers in careful selective fashion.

In concluding his address, he outlined the Sonora advertising program, which will include advertisements in the Saturday Evening Post and newspapers in the larger centers of population.

Ray Reilly, Sonora district manager, with headquarters in Chicago, delivered a few interesting remarks, telling of the fine reception accorded the Sonora line throughout the Mid-West territory. He stated that in a number of years spent in the talking machine business he has never before found dealers in such an optimistic frame of mind, and so confident of healthy profitable business as they are at the present time.

The entire Sonora line of talking machines, radio sets, and combination models were displayed for the benefit of the visiting dealers, including the Sonora radio and Console speakers, the Highboy combination console type in brown mahogany, and the Plymouth and Hampden, new combination models in brown mahogany.

Stewart-Warner's Big Publicity Program

The radio division of the Stewart-Warner Speedometer Corp. embarked about two weeks ago upon a very comprehensive advertising campaign in consumer publications. Present plans call for the appearance of a Stewart-Warner announcement in the Saturday Evening Post every other week throughout the Fall, the first being in full-page form in the September 12 issue. A number of the advertisements will contain reproductions of oil paintings by Andrew Loomis, unescrowed in full-page form in the September 12 issue. A call for the appearance of a Stewart-Warner all-combination models in brown mahogany, and the Plymouth and Hampden, new Highboy set, a wall console type in brown mahogany, for the benefit of the visiting dealers, induct-time.

profitable business as they are

mistic frame of mind, and so confident of healthy

ng to the entertainment which

years spent in the talking machine business he

West territory. He stated that in a number of

radio and talking machine industries was

of talking machines.

FROM OUR CHICAGO HEADQUARTERS.—(Continued from page 131)

134
THE TALKING MACHINE WORLD

1925

225-228 W. WASHINGTON ST. CHICAGO, ILL.
Branches: 2587 Gray Ave, Detroit, Mich.
1311 Nicollet Ave., Minneapolis, Minn.

Uninsulated Talking Machine

SUCCESSION
CARTER NEW "FLAT" PLUG 75c

A flat plug that fits snugly against the panel and harmonizes with all loads and dial. Full sets being a plug, rolled without removing the plug. Headset or loud Card tips completely concealed. Cord hangs down—thus adding a distinctive finish to the appearance of the set. Protected by engineers one of radio's best achievements.

Write us for catalog of other Carter radio receivers.

0.75 Cents

In Carts—Carter Radio Co., Limited, Toronto

Half Size

Order from your jobber

Carter Radio Co.

Half Size

Carter NEW "FLAT" PLUG 75c

 dial receiving set to ascertain just what distance he will be able to obtain and how it will compare with other receivers in different parts of the world. The set which Mr. Steilmann took along is one of the late Mohawk models made up in portable style and undoubtedly will create considerable comment in the Old World sports he will visit.

Appointed Eastern Walbert Representative

The Walbert Mfg. Co., 925 Wrightwood avenue, radio part and set manufacturers of this city, recently appointed two Eastern representatives—F. W. Mack will have jurisdiction over sales in eastern New York, New Jersey, Delaware and the District of Columbia. The new office of the Walbert Mfg. Co. is located at 1270 Broadway, where Mr. Mack will maintain his office. A more recent appointment was that of the Electrical Sales Co., of Boston, Mass., which will represent Walbert interests throughout New England.

The Walbert Mfg. Co. manufactures a number of radio products, including the Isolafar six-tube receiving set, Universal six-tube receiving set, the Walbert model, a safety rim socket for tubes, the S. L. F. vernier dial, the "Pentroba," an auxiliary amplifier, and a panel light.

Brunswick Portable Phonograph Folder

The Brunswick-Balke-Collender Co. released a few days ago an attractive folder, illustrated in color, describing the new Brunswick portable phonograph. The new model is equipped with a new type of reproducer and tone arm, has a large tone chamber, and the doors are designed to modulate the volume. It is finished in an attractive blue leatherette, with silver lining, and also in black leatherette with gray lining. The carrying capacity of the instrument has been increased, space for twenty-five discs being allowed in the record compartment. The new Brunswick portable is said to have better tone and to play longer without re-winding. The machine lists at $40.00. Several prepared advertisements portraying the new Brunswick portable have been placed at the disposal of the dealer, mats and electronics being furnished for use in local newspapers.

Broadcast Corp. Introduces New 1925-26 Line

The Broadcast Corp., 2414 West Chelten street, this city, has at the present time introducing to the trade its new 1925-26 line of phonographs, radio phonograph combination cabinets and radio cabinets. Among the new models are the EI, combination phonograph and radio, the HB, Highboy combination, Model C, a new radio console, the Models A and AA, radio cabinets.

The EI, combination phonograph and radio, is finished in Tudor design, in genuine walnut and mahogany, with beautifully figured panels. The compartment at the left is constructed to permit the installation of a receiver in the front. The EI is designed for use in up to 17 inches by 141/4 inches, and adequate space is allowed for batteries and record albums. A door in the rear of the cabinet permits easy access to the motor and batteries. If the dealer so desires, the Fada five-tube transophone receiving set is installed at the Broadcast plant free of charge.

Half Size

The EI, combination phonograph and radio, is finished in Tudor design, in genuine walnut and mahogany, with beautifully figured panels. The compartment at the left is constructed to permit the installation of a receiver in the front. The EI is designed for use in up to 17 inches by 141/4 inches, and adequate space is allowed for batteries and record albums. A door in the rear of the cabinet permits easy access to the motor and batteries. If the dealer so desires, the Fada five-tube transophone receiving set is installed at the Broadcast plant free of charge.
THE JEWEL RADIO LOUD SPEAKER

Strong and substantial in construction; beautiful brown mahogany finish.

Price $25.00, west of the Rockies $27.50.

A new design and principle in loud speakers for the radio. The tone amplifier is of special design, made entirely of wood and the shape is such as to deliver the sound waves in the proper manner to produce the best results. The tonal quality is the finest ever produced by any loud speaker, rich, full and with plenty of volume and with no distortion on either the high or low tone.

Write for details and territory.

THE JEWEL PHONOPARTS CO.

150-160 Whiting St., Chicago, Ill.
The meetings will commence about the mid-
die of September and will be staged at conven-
tient points. The Chicago Talking Machine Co.,
in collaboration with the Victor Co., will hold
gatherings at Louisville, Des Moines, Grand
Rapids, Peoria and other Middle West cities.
D. A. Creed, vice-president and general man-
ger of the Chicago Talking Machine Co., points
out to the dealers the importance of watching
for the dates of these demonstrations, and of
his attendance, in order to gain a full under-
standing of the sales possibilities of the ortho-
phonics Victor." 

Sonora Executives Address Dealers
S. O. Martin, president, and Frank H. Good-
man, sales manager, of the Sonora Phonograph
Co., Inc., New York, visited Chicago on a swing
through the Middle West about the first of
September. During the trip they addressed
Sonora dealers at Detroit and Milwaukee,
where meetings were sponsored by Yahr &
Lange, distributors, and in Chicago, on August
31, where the Tay Sales Co., staged a gather-
ing. The two Sonora executives also visited
Indianapolis, St. Louis and Minneapolis, where
similar meetings were held.

How Stewart-Warner Helps Dealers
The Stewart-Warner Speedometer Corp. has
devised a number of ways to help its authorized
dealers, and one of the most attractive and
holding is an electric sign measuring about three
feet by three feet which will be in the hands
of the dealers late in September. The sign,
which is designed for window display use, shows
a family listening to a Stewart-Warner set.
From the S-W reproducer floats out a visualiza-
tion of the program being received. Singers,
musicians, orchestra and concert companies
and orators float in a sort of haze from the
mouth of the horn, in a constant procession,
and disappear at the top of the picture. The device
is already in the hands of Stewart-Warner serv-
ice stations and will shortly be distributed to
the trade.

Introduces Majestic A and B Current Supply
The Grigsby-Grunow-Hinds Co., 4540 Armit-
age avenue, this city, manufacturer of G-G-H
Majestic reproducers, is at the present time in-
troducing its latest line, Majestic A and B Current
Supply, to the trade. The new prod-
uct eliminates "A" storage batteries, battery
charger, and "B" batteries and is attached
without the light socket or wall outlet.
The Majestic A and B Current Supply will operate
with equal efficiency, according to the manufac-
turer, on any type of radio receiving
set, and will supply ample current for any set
having from one to eight tubes of five-volt one-
fourth amperes rating. A connection is also
provided for four-volt No. 199 type tubes. It
is connected to the set in the same way as are
the mains and batteries, and requires no
change in wiring.

The current supply, which is designated as
Model AB-I, is furnished in a line of metal
finished in a rich mahogany tint crystalized
lacquer. The unit is compact, weighs thirty-five
pounds, and can easily be installed in the
Cabinet.

The AB-I is said to be absolutely quiet in
operation, causing no hum or distortion when
used for loud speaker reception. The manufac-
turer also claims increased receiver range with
its use, superior tone quality and control of
volume, at a cost of one-half cent per hour.
Each Majestic A and B Current Supply is guar-
anteed for one year against defects due to
faulty material or workmanship, a written guar-
antee being furnished with each device. It
re-tails for $47.50 complete, less tubes only.

Lyon & Healy's Operadio Window Scores
The Operadio portable radio receiver recently
appeared at Jackson avenue and Wabash avenue
this city. The entire large corner window fac-
ing on Jackson boulevard and Wabash avenue
was attractively decorated with a background
representing mountainous country. Two wax
figures were used, dressed in camping clothes
and listening to an Operadio, which was the
only instrument in the large window. An un-
usual amount of interest in the Operadio was
stimulated by the display and a number of sales
results were obtained.

Leigh Hunt on Extended Trip
Leigh Hunt, secretary and general manager of
the Oro-Tone Co., manufacturer of tone
arms, 1000 George street, this city, accom-
panied by his wife, recently returned to his
home in Chicago after an extended trip in Europe.

EXCEL PHONOGRAPH MANUFACTURING COMPANY
402-414 West Erie Street • Chicago, Illinois

Excel Phonographs and Radio-Phonograph Combinations

The illustration shows one of many late models of our line, which has been re-
designed, right up to the minute, with especial reference to the Radio-Phonograph
Combination, destined to be the standard household unit. Characterized by

Beauty of Design, Finish and Tonal Quality

These instruments are produced in all the popular finishes and styles, including
Uprights, Consoles and Wall Cabinets, and our facilities enable us to make prompt
deliveries and most attractive trade prices. Catalog and price list mailed on re-
quest.
The Record of Quality

Service
The successful distributor is keenly aware that it is "Service" that the Record Dealer is most in need of; a prompt delivery of records so that their release will coincide with the time when they are most popular. Also he must have a stock large enough to fulfill a Dealer's needs. It is this perfection in service that we are ready to offer any Dealer becoming an agent for Okeh Records. Our years of experience in the selling of records is available to him. We know Okeh Records sell best and we want to show you why they sell best. It does not hurt to write for our plan, you are the one to profit.

THE DEALER'S PROFITS ARE YOURS IF
You Sell Okeh Records

The success of our Okeh Dealers is a reflection of the sincere co-operation in service we give them.

The past year Okeh Records have proven a success to every Dealer selling them.

If you desire to sell in large quantities put Okeh Records in your window. Passersby will be quick to notice them, and come in and show this preference in a sale.

Okeh gives you the most complete assortment of music manufactured by any record company.

There is no individual character of music not recorded on an Okeh Record.

The customer usually wants Okeh because:

An Okeh Dance sounds more brilliant in comparison—the best orchestras play the best selections.

An Okeh Vocal is a perfect reproduction of a beautifully toned voice.

Under the Odeon label are the most exquisite interpretations of the world's classics.

Advertising Service
A generous service is offered Okeh Dealers desiring direct mail advertising. Cuts at all times, illustrating the various Okeh artists, are at their disposal. Every co-operation is given an Okeh Dealer to successfully feature Okeh Records in his store. Each month brilliantly displayed literature is furnished him. An Okeh Dealer has every opportunity through the generous supply of advertising matter to create a large demand for Okeh Records.

Okeh Records
Consolidated Talking Machine Co.
227-229 W. Washington St., Chicago, Ill.

Branches:
2957 Gratiot Avenue, Detroit, Mich.
1121 Nicollet Avenue, Minneapolis, Minn.
THE ALTO
Automatic Stop

For Phonographs.

Nothing needs to be screwed into the top arm. Simple to con-
struction. It has under

its power to correct any errors in carriers, and to reduce to the level cost.

ALTO MFG. CO.

150 F St., Wasecum, Minn.

panied by Mrs. Hunt, left on August 8, for an extended business and pleasure trip through the West and Southwest. They made their first stop at Seattle, Wash., where they visited Mrs. Hunt’s mother, and then proceeded to San Francisco. After visits in Dallas, Tex., and Wichita, Kan., Mr. Hunt expects to return to his desk about the middle of September.

U. S. Navy-Mohawk Exchange of Patents

The U. S. Navy Department recently granted the Mohawk Electric Corp., of Chicago, a license under several foreign patents which it controls and in return the Mohawk Electric Corp. has licensed the Navy Department on several pat-
ents which the firm has and which are pending. Officials of the Mohawk Electric Corp. believe these patents to be of great value, and, in making the announcement, state that their firm is one of the few to which they have been granted.

R. H. Woodford’s Radio Activities

R. H. Woodford, sales manager of the radio division of the Stewart-Warner Speedometer Corp., has been spending a considerable por-
tion of his time in visiting Stewart-Warner branch offices throughout the country this Summer. During the latter part of August he vis-

E X C E L L O

Radio Consoles

Combine highest quality cabinet work with the latest developments in Wall Con-
soles.

The Console shown here is made of Butt Walnut with matched panels in duo-tone

speaker and unit included.

The Excello Line includes all types of cabinets from small table type to Wall

Console type illustrated.

Write for complete catalog

sent free on request

Excello Products Corporation

4824 W. 16th St., Cicero, Ill.
Two Priceless Features Without Extra Cost in Every—

UNITED MOTOR

1st. The operating mechanism of each motor is completely encased by a cast iron housing. This keeps out dust, dirt, slivers, sawdust, needles, etc.; protects in assembling, shipping, demonstration and use. United Motors are always in alignment and always noticeably silent in running.

2nd. Automatic Lubrication. Each United Motor is equipped with a wick oiling feature which insures correct lubrication for years without any attention from the operator. Oil never drips, yet the working parts are supplied constantly with the necessary lubrication.

United Phonograph Motors put a sound heart in your product. They insure quiet easy winding, silent operation, quick pick up and true pitch throughout the record.

There is a United Motor to meet your requirements. Write us for catalog and prices on the quantity you need.

UNITED MANUFACTURING and DISTRIBUTING CO.

9702 Cottage Grove Avenue

Chicago, Ill.
FROM OUR CHICAGO HEADQUARTERS—(Continued from page 138)

also appointed at this time, and Phonotron radio receiving sets will be distributed by that organization through its branches located at Atlanta, Philadelphia, Springfield, Mass., Wichita, Chicago, Minneapolis, Sunny City and San Francisco. Stanley A. Moisbeak & Co., of Cincinnati, were also added to the list of distributors.

Consolidated T. M. Co.'s Activities

The Detroit branch of the Consolidated Talking Machine Co., recently enlarged its quarters and took over a large amount of ground floor space at 2940 Gratiot avenue. The personnel of the Detroit sales force has also been increased, L. J. O'Brien having been added to the list of outside salesmen.

President E. A. Fearn also reports increased activity in the Minneapolis Consolidated branch, and the addition of Fred Eggar to the outside sales force. For the first time in several years the business outlook in Minnesota is decidedly encouraging, and there is every indication of a good crop this Fall. This will bring about better economic conditions, and with it increased capital in the farmers' hands.

A. Thallmayer Visits Okeh Trade in West

A. Thallmayer, head of the foreign record division of the General Phonograph Corp. of New York City, made a swing through the Middle West during the last part of August, laying sales plans for the Fall and Winter. He spent several days at the office of the Chicago distributors, the Consolidated Talking Machine Co., 229 W. Washington street, and then continued his trip, visiting Okeh and Odeon jobbers in St. Louis and Cleveland.

Introduces Attractive New Speaker Unit

The American Electric Co., 6400 South State street, this city, is at present introducing to the trade an attractive new speaker unit, designated as the No. 120 Concert model. The new product is said to have all of the excellent tone qualities of the No. 100 Barns unit, and in addition, is particularly adapted to reach the extremes of the musical scale with its much greater range.

The new unit combines a mellowness of tone with the extreme sensitiveness of the instrument, and the slightest variations of sounds, voices with their shadings, and various musical instruments with their characteristic pitch are reproduced faithfully. Tone volume is regulated to suit the occasion and to harmonize with the subject being reproduced, by a convenient control switch placed on the back of the mechanism case.

No. 120 American Electric Speaker

The Concert unit is arranged with connections for fitting any standard make of phonograph. The manufacturer states that best results are obtainable when the unit is used with the Barns line horn, on which it is now standard equipment.

Visits Vitavola Plant at Saginaw

During the latter part of August, M. C. Schiff, president of the Vitavola Talking Machine Co., accompanied by Seymour W. Schiff, assistant cashier of the Schiff Trust & Savings Bank, of Chicago, visited the Saginaw, Michigan, plant of the Vitavola firm. Seymour Schiff made the trip in the interest of his father, Benjamin J. Schiff, president of the bank, and was greatly interested in the efficiency and industry which he found exhibited in all departments of the Vitavola manufacturing division.

Announcing the Balkite Trickle Charger at $10 and the new Balkite "B" at $35

The popular Balkite Battery Charger is already well known. It is entirely noiseless and can be used while the set is in operation. Balkite "B" II is also well known. It replaces "B" batteries entirely and supplies plate current from the light socket.

We now announce the Balkite Trickle Charger at $10. This low-cost charger is especially adapted to use with sets of relatively low "A" current requirements—any dry cell and storage battery with few tubes. Owners of dry cell sets can now make a very compact and economical installation with a Balkite Trickle Charger and a low capacity storage battery of the system manufactured by battery manufacturers this fall.

We also announce the new "Balkite "B" at $35. This new model will serve practically any 5 tube and most 6 tube sets. It fits in your present "B" battery compartment.

Noises—No bulbs—Permanent

All Balkite Radio Power Units are entirely noiseless in operation. They have no moving parts, no bulbs, and nothing to adjust, break or get out of order. Each is a permanent piece of equipment with nothing to wear out or replace. They require no other attention than the infrequent addition of water. They require no changes or additions to your set.

The Curtis -Leger Fixture Co., 235 West Jackson boulevard, recently released a new series of pamphlets illustrating, in several striking colors, the radio products manufactured by that firm. They include an invisible loud speaker, which is so constructed that it is housed on top of or used as a base for any set. It stands less than 3½ inches high, is made in...
Jewel Radio Loud Speaker Makes Debut

The Jewel plant has been under production for weeks on the new speaker, and it will be ready for delivery to the dealer the latter part of September. It was perfected jointly by T. E. Davidson, president of the firm, J. H. Davis, sales manager, and William Tures, traveling representative.

New Minerva Receivers Announced

The Minerva Radio Co., manufacturers of Minerva radio receiving sets, 827 Irving Park Blvd., this city, recently announced to the music trade its new line of receivers, which include a table model, console and two sets of the wall console type.

Bob's Buckeye Buddies

has taken with them a Gulbransen grand piano purchased from the Meyer Music Co., of Sydney, O. The size of the instrument is five feet four inches long, and is finished in a beautiful brown mahogany.

Jewel Radio Loud Speaker Makes Debut

A new cabinet type reproducer, to be known as the Jewel Radio Loud Speaker, is being introduced by the Jewel Phonoparts Co., the prominent tone arm and portable phonograph manufacturers of this city. The new Jewel product is an upright cabinet, of five-ply veneer in black glass and bakelite bases.

信号 success, playing at some of the most fashionable clubs and resorts. The orchestra

The table model, designated as the Minerva "Distancia DeLuxe" is a five-tube receiver with a mahogany cabinet, designed for use with a separate loud speaker or phonograph tone arm and horn. The "Elite" Console is finished in a duotone finish American walnut cabinet with "B" battery facilities and built-in speaker.

On all Minerva models of the console and console type, the built-in speakers are scientifically constructed and balanced in proportion to the instrument, insuring fine tone quality. All console and console sets are equipped with panel lights for dial illumination.

The Minerva "Grand," a wall console type instrument, is designed and constructed with special attention to beauty, finish and general richness. The cabinet is Stuart style, finished in duotone walnut. The instrument contains a compartment for the installation of all battery and charger equipment. The "Serenade" wall console is similar to the "Grand," though somewhat smaller throughout, and it is also finished in duotone American walnut.

The entire Minerva line is composed of five-tube sets with tuned radio frequency circuits, and is so designed as to represent a variety of styles and prices, and to meet the demands of the buyer. E. H. Schwab, general manager and chief of the Minerva Radio Co., is highly optimistic regarding the reception in the trade of the new products and has already established a number of distributors, who in turn are securing dealer outlets.

Wm. Tures on Extended Trip

William Tures, representative of the Jewel Phonoparts Co., the prominent manufacturers of portable phonographs, tone arms and loud speakers, left the Chicago office of his firm the second week of September on an extended trip throughout the East. He spent several days in New York City about the middle of the month, and while there attended both radio shows. He will visit Boston, Philadelphia and the other leading trade centers of the East before returning to the home office.

A Wonderful Mohawk Window

A new window display which has created a considerable amount of favorable comment in Chicago is that of the Mohawk Electric Corp., manufacturers of the Mohawk single control 3-tube receiver. The display, which occupies the five large ground floor windows of the Mohawk Building, at Diversey Blvd. and Logan Blvd., is chiefly noteworthy for its unique lighting effect and originality of arrangement. In each window is a large white arch adorned with sweet peas, around and under which are grouped various models of the Mohawk set. Two large globes bearing the name "Mohawk" are over the pillars of each arch. The entire display has for a background rich plush hangings and the new mahogany window show cases which were recently completed. As thousands of automobiles and pedestrians pass the Mohawk Building every day and evening the elaborate display is considered well worth the expense and labor entailed in its installation.

Now the Andrews Radio Corp.

The Andrews Radio Co., manufacturer of Andrews Dorensky radio receiving sets, recently incorporated, and changed its name to the Andrews Radio Corp., according to an announcement made by the company last week. Wm. Tures on Extended Trip to Chicago.

He spent several days in Chicago, including Walter A. Strong, managing editor of the Chicago Daily News; Lawrence W. Scudder, president of the Andrews Radio Corp., and head of his own firm, Lawrence W. Scudder & Co., which was recently established;

E. R. Schulz, general manager and chief of the home office. He spent several days in Chicago, including Walter A. Strong, managing editor of the Chicago Daily News; Lawrence W. Scudder, president of the Andrews Radio Corp., and head of his own firm, Lawrence W. Scudder & Co., which was recently established; W. H. Patterson, who holds the position of secretary, and is president of the John H. Dunham Co., advertising agency, E. F. Andrews, vice-president, Frank (Continued on page 142)
USED ALL OVER THE WORLD

There Is a Reason

A Blood Tone Arm on your Phonograph assures you the best. The natural tone reproduction insures the sale of your cabinet.

Dealers Demand Them

BLOOD TONE ARM CO.
BAY CITY, MICHIGAN
Sales Office for Chicago District
BLOOD TONE ARM CO., 222 W. Madison St., Chicago
Two Models

that certainly received their share of the Play at both the Grand Rapids and Chicago Furniture Show.

DID YOU SEE THEM?

A Line from you Mr. Dealer will bring further information as well as illustrations of other Models to you immediately.

The Bordeaux
Genuine Walnut with Rosewood trimmings. Loud speaking unit and horn enclosed; will house any type Radio Panel. 34" wide, 52" high, 16" deep.

The most attractively priced High Grade Cabinet line on the Market.

RADIO MASTER CORP. OF AMERICA

A WARD INDUSTRY

BAY CITY, MICHIGAN
Mr. Quinn lays stress on the fact that the confidence of the public has been undermined by extravagant claims made in advertising, and this sort of propaganda has gained such headway that it is time to call a halt and have radio products presented to prospects in the right manner.

Word From the Arctic Through Zenith

It is a far cry from "Greenland's icy mountains" to cozy living rooms where thousands of radio listeners every night hear interesting tales of the far North from the MacMillan Arctic Expedition. This has been made possible through the Zenith Radio Corp., which has a broadcasting station on the "S. S. Party." The significance of the story is pointedly told in a series of window posters the Zenith Radio Corp. has prepared for its dealers, showing scenes of Greenland and bearing the inscription: "Every word that you read of the MacMillan Expedition is sent back by the Zenith Radio exclusively."

The accompanying illustration is the first of a series of these window posters which offer excellent tie-ups with the interesting tales that are broadcast through Zenith. The posters are being featured by Zenith dealers in Chicago as well as throughout the country.

New Zenith Arctic Poster

The Harry Alter Co., prominent distributor of radio products, located at Ogden Boulevard and Carroll avenue, this city, recently issued the September number of Harry Alter's Pocketbook, a handy pocket size catalog. The booklet shows the complete line of products, together with descriptions and prices, handled by the Harry Alter Co., including Brundell-Jones radio receivers, Frost mustette loud speakers, Brandes speakers and table talkers, Saal loud speakers, the complete line of Utah loud speakers, Cunningham radio tubes, Burgess batteries, the Balkite battery charger and a number of parts. The Pocketbook is published in very convenient size, and since it is so complete, it should serve as a handy reference source for the dealer.

Phonograph Manufacturers' Meeting Postponed

The Phonograph Manufacturers' National Association has been postponed from September 15 to September 22 because of the possibility of a conflict with the radio shows now being held in New York City and the convention of the Ohio Music Merchants' Association held in Cincinnati on September 12, 13 and 14.

Henry A. Otis, secretary of the Association, reports that the several advertisements which have appeared in the talking machine trade publications have been very productive and promises have been received from both manufacturers and dealers, asking for information regarding the purpose and aims of the organization. The announcements have even attracted attention in foreign countries, one music dealer in Paris, France, having addressed Mr. Otis.

In a communication addressed to the members of the Association the first week of September Mr. Otis makes mention of an editorial which appeared in the Chicago Evening American of August 21 in which the writer gave a short resume of the progress made in the radio industry during the past three years. The editorial then goes on to discuss the phonograph situation and the fallacy of the belief that the phonograph manufacturer has not been forced to dump stock. However, in his article, states that trade association members usually ride a wave of depression better than those outside its ranks, since they are given the opportunity to pool by the combined knowledge and experience of the number of producers.

Albert Spaulding Records for Edison

Albert Spaulding, one of the foremost American violinists, was introduced for the first time several weeks ago on Brunswick records, his first two selections being "Ave Maria" and "On Wings of Song." Spaulding is in constant demand for concert engagements throughout Europe, as well as in the United States, and there are doubtless many of the artist's admirers who will welcome his entrance to the Brunswick New Hall of Fame.

Giant "Erla" Receiving Sets

An illuminated sign, so situated as to attract attention from a great distance, is admitted to be one of the greatest publicity and advertising helps which a firm may own. Such is the case with the Electrical Research Laboratories, manufacturers of Erla receiving sets and parts, Home of Erla

at 2500 Cottage Grove avenue, whose giant electric sign rises far above the Erla building. It stands twenty-two feet high and is twenty-eight feet wide. Below the trade name appears the word "Radio" in brilliant red. The sign is visible to a distance of about four miles, pedestrians being able to see it from the Michigan Boulevard bridge over the Chicago River, and almost constantly along the new drive which borders Lake Michigan south of Monroe street. Eight hundred and fifty bulbs of high candle power are used in the sign, shedding a powerful white light from sunset until dawn.

Nominate Piano Club Officers

The Piano Club of Chicago recently announced the selection of a ticket of officers for the coming year, picked by the nominating committee of the organization. The list reads as follows: For president, Henry Hewitt; vice-president, Gordon Laughteadt, secretary, Harry Bibb; treasurer, James V. Sill. The recommendations for the board of governors, which serves a two-year term, include: J. W. Turner, chairman; Albert Spaulding, W. H. Collins, E. V. Galloway and Jack Kapp. The annual meeting for the election of officers will be held on Wednesday, October 7.

New Kimball Phonograph Being Introduced

The W. W. Kimball Co., manufacturer of Kimball phonographs, pianos and pipe organs, 306 South Wabash avenue, Chicago, is announcing to the trade at the present time a new model phonograph designated as Style T-R. The new product is a combination console model in brown finish with a compartment for the installation of a standard size radio panel. The reproduction of natural tone is said to be

We are Direct Factory Distributors
Zenith is here to stay!

The success and prosperity of a music merchant depends to a great extent upon the alliances he makes.

An alliance with the makers of a certain piano of world-wide reputation has meant to many a merchant thousands and thousands of dollars in yearly profits.

So, too, an alliance with the makers of a certain radio set—already widely heralded for distinguished service—is destined to mean, for many a merchant, the foundation of a personal fortune.

During the expansion period of an industry, it is the shrewd merchant who allies himself with a house which places quality and service above mere volume—which respects the merchant's need for exclusive representation—which protects him against fluctuating prices—which supports him with powerful and continuous national advertising—which places in his hands a product distinguished alike for artistic beauty and unexcelled performance.

In your community, the Zenith franchise may still be available to you. If so, it represents too great an opportunity for you to lightly disregard it.

A telegram, or a letter, will bring you full particulars.

Again Commander Donald B. MacMillan chooses Zenith for his Arctic Expedition. When human lives may depend upon the reliability of radio performance, only one reason can explain his choice: Zenith has proved to be the best obtainable at any price.

Zenith Radio Corporation
Straus Building, Chicago

Super-Zenith VII . . . . $240
Super-Zenith VIII . . . . 260
Super-Zenith IX . . . . 355

Also Zenith regenerative sets (non-radiating) licensed under Armstrong U. S. Patent No. 1,113,149
Zenith 4R . . . . . . . . . $100
Zenith 3R . . . . . . . . . 175

IT COSTS MORE . . . BUT . . . IT DOES MORE!
The opening of the new Zenith broadcasting station WJAZ in the Straus Building, Chicago, will be held around the first of October, shortly after the return of the MacMillan Arctic Expedition. J. Lester Haberkorn, both Commanders Donald B. MacMillan and E. F. McDonald, president of the Chicago Musical College, where he was named honors, and studied under a number of noted teachers. He traveled for some time after his graduation with chautauqua and minstrel organizations, always occupying the position of feature baritone. His voice has only been heard twice over radio, and each time the studios were flooded with letters, cards and telegrams from pleased listeners. A number of radio authorities hold that stations which broadcast each night must necessarily suffer from lack of talent at certain times, and cannot guarantee the listening public of high-class entertainment. The officials of the Zenith Radio Corp., of Chicago, in announcing the opening of the new Zenith station WJAZ, state that the station will go on the air for only several hours each week, that each program will be given by singers and musicians of the best type obtainable. This policy will be pursued in the belief that the public is anxious to hear refined entertainment, and will welcome and be on the alert for stations such as WJAZ on the nights appointed for broadcasting.

New Distributors for "Erla" Products

A number of new distributors were recently announced by the Electrical Research Laboratories, manufacturers of Erla Radio receiving sets and parts. Among them are Bryson Radio Co., Dallas, Texas; Fargo Plumbing & Heating Co., Fargo, N. D.; Hall Supply Co., Minneapolis, Minn.; Protective Electric Supply Co., Fort Wayne, Ind., and W. E. Feutlerr Supply Co., of St. Louis, Mo.

Robert Devlin, sales manager of Electrical Research Laboratories, is working closely with the various Erla distributors, and the sales manual which he recently prepared and placed in the hands of every authorized Erla dealer, and is filled with suggestions of proved worth to the distributor. The manual for dealers, containing forty-seven pages, is placed in the hands of every authorized Erla dealer, and is designed to solve his problems in a most satisfactory manner. It suggests to the retailer methods to be used for display, advertising in local newspapers, employment of a part or part-time sales people, closing of sales and service. Mr. Devlin says that the manual has filled a long-felt want, and has met with a splendid reception. It also forms a part of the equipment of every Erla representative.

Clyde Washburn Co. Truck

The Clyde Washburn Co., of Memphis, Tenn., distributor for Erla radio sets and parts, believes in equipping its sales representatives thoroughly. The illustration shows one of a fleet of trucks recently purchased by the firm for use in its headquarters and its branches in New Orleans, Little Rock and Birmingham. In the space in the rear of the car there is room for practically everything the salesman needs for a demonstration, including sets, antennas, batteries, etc. The Clyde Washburn Co. is also one of the largest distributors of Hassler shock absorbers in the country.

Gulbransen Display at Piano Tuners' Convention

The Gulbransen Co., of Chicago, manufacturer of Gulbransen registering pianos, played a prominent part in the recent convention of the National Association of Piano Tuners, held in Detroit. The display room of the Gulbransen Co. in the Statler Hotel, convention headquarters, was visited by many delegates. The White House model Gulbransen registering piano was the instrument on which all ex- cepts for membership in the Tuners' Association were examined, and in this connection there was much comment at the convention regarding the Gulbransen policy of advertising in national mediums, consistently, that pianos should be tuned twice a year. This policy is to be further pursued, in a larger list of publications, starting in the September issue.

The many visitors at the convention were interested not only in the Gulbransen registering piano itself, but in the plate glass display case, in which all parts of the mechanism were shown as they appear before being assembled in the completed instrument. The display also included advertising matter, tuners' service literature, and samples of press clippings from newspapers all over the United States showing items prepared by the Gulbransen Co., which had been given press promotion. Sometimes eight-page catalog finished in brown and gold in standard letter size. The booklet is completely illustrated with detail, with illustrations of the various Gulbransen models and detailed specifications. The new catalog is evidently the highest type of "silent" salesman, for one dealer wrote to the Gulbransen Co. that the Gulbransen representative when he called would have to talk fast in order to impart to the dealer any additional information.

The front cover is devoted to a reproduction of the new catalog.
A New Oro-Tone Product at a Low Price

Here is a new Oro-Tone radio tone arm with concealed radio connection. The throw back has a very long bearing that is carefully machined which insures a perfect fit that will never become loose or noisy.

Send for Sample on 30 Days' Approval

The Oro-Tone Company
1000-1010 George Street - Chicago, U. S. A.

Cable Address: "OROTONE"
Bentley Code

When reproducer is turned back, the reproducer intake is closed giving the radio a straight drive through tone arm.

Note the long throw back bearing on the No. 70, made so it cannot break or become loose.
FROM OUR CHICAGO HEADQUARTERS—(Continued from page 146)

Mr. Geyler's change of interests was the subject of an extended article in the Chicago Evening Post of September 1 in which his departure from the automobile field, where he has been active for many years, is announced. Mr. Geyler is a firm believer in advertising, and his incursion into the radio domain will be prolific of splendid results.

The change means his retirement from the automobile field, where he has been active for many years, is announced. Mr. Geyler is a firm believer in advertising, and his incursion into the radio domain will be prolific of splendid results.

Lit Price

50% DISCOUNT

To the Dealer

ON THE NEW

“Aurora 3”

Counterbalanced Radio Receiver

A new idea in radio merchandising when the dealer receives a discount of 50%—the usual jobber's discount. The “Aurora 3” is a 3-tube counterbalanced circuit, and is sold direct from manufacturer to the dealer.

List Price $60

Dealers’ Price $30

$60

AURORA INCORPORATED, Inc., Aurora, Ill.
Dealers — This is the first of a series of full-page national advertisements starting in September and appearing with great frequency all through the selling season. Read it—then write or wire for particulars of the valuable Operadio franchise.

THE OPERADIO CORPORATION, 8 South Dearborn St., Chicago, Ill.
FROM OUR CHICAGO HEADQUARTERS—(Continued from page 148)

The radio having popular demands in a set.

DEPENDABLE PERFORMANCE
QUALITY AND APPEARANCE
REASONABLE PRICE.

MINERVA radio receivers fulfill those demands. Notice how tuning, whereby maximum volume and range plus, combined in a durable instrument, mark the advancement achieved in Minerva engineering.

The Minerva models, with their gold metal trimmings, polished finish cabinets with concave forming backs, reproducing each note pure and clear, have singular refinements which attract the customer's eye. Then, Minerva prices are moderate, considering the astonishing value, represented by each set. Minerva appearance obtains for it a footing; the demonstration requires the listener of its quality, and the price will not frighten him. Large, hard-bound cases, with metal star; the Minerva line is fashioned to suit the buyer. Portable size, it is used in private yachts, a parlour or private room, even as a light radio for the hotel. Portable size, with easily carried case. Add to its convenience and perfection, the additional feature of wireless operation. The Minerva line is full of surprises, and the listener is well satisfied.

Distributors and dealers are invited to write or wire for attractive territories.

MINERVA RADIO CO.
MANUFACTURERS
827 Irving Park Blvd.
CHICAGO, ILL.

MINERVA "Elite" Console Type
Durable cabinet envelope. Has compartment for "E6" batteries. The build-in horns are scientifically constructed and produces perfect sound qualities. Height 15", Length 22", Depth 14". Complete, less batteries and tubes...$45.00

MINERVA "Serenade" Console
Console Berenella In durable finish, Amer-ican Ash. Quartet of lae highest quality, essential at battery and charger equipment. Build- in horns are scientifically constructed and produces perfect sound qualities. Height 42", Width 22", Depth 18". Complete, less batteries and tubes...$125.00

MINERVA "Doutonut Deluxe" Instrument Only with Cabinet
Highly finished cabinet in mahogany or American walnut with Instrument inlaid over wood or photograph attachment. Height 5", Width 2", Depth 9". Less tubes and batteries...$50.00
The SAAL Soft SPEAKER

combines volume with a velvet tone

In buying a radio reproducer your customers need no longer choose between volume and tone quality. You can now sell them a speaker with both. The Saal Soft Speaker combines volume with a velvet tone.

The Saal has no blare, no blast, no metallic ring. It is not a fad. It is a faithful reproducer of radio programs. It is properly constructed for the accurate reproduction of sound. It is not straight-necked like a trumpet. The neck is curved like a saxophone, the most melodious of all instruments. From the reproducing unit to the edge of the bell is one unbroken taper—one even, unbroken enlargement of sound.

The Saal Soft Speaker is made to last a lifetime. The neck is of aluminum. The bell is of genuine Bakelite. There is no wood, no tin, no composition. It has nothing to warp, crack, wear out or deteriorate. The reproducing unit is of all-metal construction, and cannot be harmed or "blasted" by the loudest receiver. It maintains its tone with any volume. There is no adjustment knob to complicate tuning.

In appearance the Saal, with its large black bell, black crackle throat and graceful lines is the aristocrat of horns. Also furnished with a brown bell and gold or silver stippled throat at $5 extra.

The Saal Soft Speaker is manufactured by a company long experienced in the music business. It is guaranteed to give the user satisfaction. It is thoroughly advertised. A large plant insures prompt delivery. Order through your jobber. Jobbers write to us.
FROM OUR CHICAGO HEADQUARTERS—(Continued from page 150)

result was a second demonstration in the pal-

aet,, escort attending being grouped in the back-

ground while the picture was snapped.

One page of the Radiogram is devoted to a
group of pictures showing the Zenith portable
broadcasting station WJAZ climbing Pike's Peak

Mid-Western Atwater Kent Dealers Hear
Addresses and View Fall Line at Meeting

Meeting Sponsored by Sampson Electric Co., Distributor, and Atwater Kent Co., Attended by 400
Trade Managers—1925-1926 Policy Outlined by V. J. Collamore, Atwater Kent Sales Manager

Chicago, Ill., September 1.—The Sampson Electric Co., 330 South Michigan avenue, At-
water Kent distributor in Illinois, and the Illinois Indiana, in collaboration with the Atwater

facturer, distributor and dealer in one big fam-

ily. Mr. Collamore, during the course of his
address, stated that the Sampson Electric Co.
had assumed the largest single contract for

Harry Alter Co. Shows
Fall Line of Radio Sets

Advance Showing of Fall Models by Chicago
Wholesaler at the Hotel La Salle Interests
Trade—Address by Alex Eisemann

Chicago, Ill., September 4.—The Harry Alter Co., prominent Chicago jobber of radio prod-
ucts, in this city, sponsored an advance showing of
radio sets, loud speakers, accessories and
parts in the Red Room of the Hotel La Salle,
on the evening of August 19. The products distributed by the jobbing house were displayed,
including Free-Eisemann receiving sets in both table and console models, Ferrand-Goodley
loud speakers, Brandes loud speakers, cabinets, head sets, phonograph attachments, and audio
transformers, Frost Metuise loud speakers and
parts, Cunningham radio tubes, the “Unipower,”
latest product of the Gould Storage Battery Co., Fansteel chargers and “B” current supply,
and Kolster radio receiving sets, including Model A six-tube, B six-tube, B eight-tube, and E eight-tube styles.

Harry Alter

Harry Alter, Mr. Max, merchandise manager of Gimbel
Brothers, New York, also delivered an address of
merchandising hints and ideas from his address.

The program opened at eight o'clock with en-
tertainment by radio stars from local broad-
casting stations, including Fannie and Eddie
Cavanaugh, popular team from WTS, and the
Langdon Brothers, guitar artists from WFEW.

The entertainers were followed by several
speakers, all men prominent in the radio manu-
facturing and merchandising fields. Alex
Eisemann, president of Free-Eisemann Radio
Corporation, New York, delivered an address to
the visiting dealers, stressing the policy of
his firm, which included a complete guaran-
ted guarantee under which dealers and job-
bers now are privileged to operate. He pointed
out that there are now
forty Free-Eisemann distributors, each pro-
ducing an exclusive territorial franchise, and
that dealers were given the assurance of close
co-operation.

He described various methods which might be
utilized by the dealer in selling radio products.

He described various methods which might be
utilized by the dealer in selling radio products.

A Sound Investment. That's just
what this horn is in the true sense of the word.

A speaker that fills the need of every dealer for a quick selling,
quality article—of every owner who wants a real speaker with
clarity, volume and efficiency, at a low price. Heavy cast
aluminum throat eliminates all raucous "noise," and preserves
original brilliance of tone of voice or instrument. Complete, at
$16 retail. Horn and base sold without unit, if desired. Order
a sample today.

LAKESIDE SUPPLY COMPANY
73 W. Van Buren St.
Chicago, Ill.
The Two Tables Have Broken All Previous Sales Records

**Vitanola Radio Table No. 1032**

**Dealers’ Price**

$15.50

in lots of less than 25. Quantity price, $15.50 less 10% f.o.b. our factory in Saginaw, Mich.

**BOTH** of these cabinet-tables are made of finest, selected gum wood; are finished in mahogany, two tone effect with **gold scratch line**. Both have **built-in horn**. No loud speaker unit. Acoustically correct, attractive, economical.

**Vitanola Radio Table No. 1031**

**Dealers’ Price**

$12.50

in lots of less than 25. Quantity price, $12.50 less 10% f.o.b. our factory in Saginaw, Mich.

Send Today for Samples of these Ready Sellers—Prompt Deliveries!

New Model Vitanola Phonographs Now Ready for Delivery. Send for Illustrations and Exceptionally Attractive Wholesale Discount.

VITANOLA TALKING MACHINE CO.

M. C. SCHIFF, President

829 AMERICAN FURNITURE MART BUILDING :: CHICAGO, ILL.
Reichmann Co. Expands Manufacturing Facilities

Consistent Gains in Demand for Its Radio Products Compelled Expansion—Now Occupies 100,000 Square Feet of Floor Space

CHICAGO, Ill., September 5.—The Reichmann Co., manufacturer of Islodyne radio receiving sets, Thorola loud speakers, and speakers for phonographs, reproducing transformers and coils, recently expanded its plant at 1745 West Seventy-fourth street, this city, to care for additional business until 100,000 square feet of floor space are occupied. The plant is now equipped with modern machine shops, tool shop, bakelite molding plant, woodworking plant, drying room, in addition to the large space devoted to manufacturing and assembling.

"In New York and New England States alone orders have been received for eight carloads of Islodyne receivers and Thorola loud speakers," recently stated E. S. Reidel, sales manager of the Reichmann Co. "In the central West orders have been going in, three of the largest jobbers in Minneapolis sending in for a carload each to take care of present orders. For the first time in four years the farmers of this district are optimistic about their crops and are buying radio apparatus. On the West Coast," he continued, "the Thorola representatives, M. J. Friel, San Francisco; E. P. Denham, Seattle, and W. A. Brenneman, Los Angeles, report the line has just been introduced but is already showing phenomenal sales."

Reichmann Woodworking Plant

The bakelite plant has just been installed to mold loud speaker bells and other parts that require this form of material. The Thorola loud speaker is equipped with a 1½-inch bakelite bell, of the curved type, and remarkable sales are said to have been reported on this model alone. The number four

And now the final radio set

—the Deresnadyne operating from the light socket

A complete receiver employing no batteries

For those who want a radio receiver second to none, both in convenience and performance, the Deresnadyne will settle the question of which set to buy. It is a complete set requiring no added equipment. A set installed by merely plugging in the light socket. A set requiring no attention and always ready to operate at full power. A set which does not choose between tone quality and volume, nor between selectivity and distance.

The Deresnadyne employs no batteries. It is equipped with a power unit which furnishes all necessary current from the light socket. This unit is entirely noiseless—a permanent piece of equipment, with no bulbs and nothing to adjust, wear out, replace, recharge or renew. It performs at all times exactly as do batteries when these are new and fully charged.

The Deresnadyne includes all accessories except tubes. Its compactness has made possible radical improvements in appearance. The power unit and speaker are included in the cabinet. There is nothing more to buy and no further expense other than household current (110-120 AC 60 cycle)—about 10c per hour of actual use. The only connection necessary is the ground wire. Price $65. Also the Deresnadyne II at $135 and III at $165, receivers employing the Deresnadyne circuit but requiring the usual battery and aerial equipment. DEALERS: Order through your jobber. JOBBERS: Write to us.

Reichmann Tool and Machine Shop

Thorola loud speaker is now equipped with a gooseneck-shaped horn with a gold-banded throat. The bell is composed of bakelite and the process is said to be the largest single piece of molding that has ever been attempted.

The Reichmann production schedule for the coming season is planned on a basis of 9,000,000 units minimum, and executives of the firm be...
Whenever perfection is approached in any manufactured product, the qualities of that product soon become known to the great American public. Thus it has been with Cunningham Radio Tubes. From Maine to California, from the Florida Keys to Puget Sound, they have made themselves known in millions of American homes. Throughout the nation these tubes are now associated That you may come to know radio, when every variation ated, install Cunningham socket of your receiver. the laughter of clear, the human voice like something not quite human but divine.

Price
$2.50
Each

Home Office: 182 Second Street
San Francisco

Chicago

New York
Demonstrations of the "Panatrope," New Brunswick Instrument, Creates Interest

The announcement made in The World last month of the new sound-reproducing instrument and recording medium perfected for the market by the Brunswick-Balke-Collender Co. naturally aroused wide interest in trade circles, and this interest was further heightened when shortly thereafter the Brunswick Co. gave a demonstration of the new instrument, called the "Panatrope," at the Eastern headquarters of the company in New York City, where there was a large gathering of newspapermen and prominent members of the trade.

The demonstration served to convince those privileged to witness it that there was still room for some wonderful development in the phonograph, and that that instrument had not by any means run its course as a factor for entertainment and education.

New Type Records Used

The records used in the demonstration were those made by the new electrical recording process, but of a type that may be played on phonographs already on the market. Records made by the new recording process and capable of playing steadily for a half hour or longer arc now in preparation and will be placed on the market shortly, but these will be playable only on the Panatrope.

In carrying on the demonstration, a number of selected records were played on the standard Brunswick phonograph, a Tudor console, and then played again on the Panatrope housed in a similar cabinet. The difference in tone quality, particularly in volume, was striking, for it is possible on the latter instrument to step up the volume according to desire, a feature being provided which permits of five degrees of amplification. The reproduction of both vocal and instrumental selections on the Panatrope appeared to make a strong impression on all who witnessed the demonstration. The first record demonstrated, particularly when played on the Panatrope after having been played on the ordinary machine, proved a genuine surprise to the audience and was received with much applause.

At the start of the proceedings, H. A. Beach, Eastern manager of the phonograph division of the Brunswick Co., made a brief address outlining the purpose of the demonstration and then introduced Ralph H. Townsend, one of the engineers of the Brunswick Co., who has been largely responsible for the development of the new recording method and the new reproducing instrument, and who explained some of the details of the Panatrope.

"Panatrope" Is

Following the demonstration, D. P. Pieri, radio expert with the Brunswick Co., went on to further details regarding the features of the instrument, explaining that it was not designed to compete with or replace radio, but rather to help it. He explained that the outstanding features of the new development were: first, electrical recording by a new process; secondly, magneto reproduction; third, the use of a cone made of paper and operated by electrical impulses in place of the usual horn, which was once used for radio equipment but which is now obsolete, and fourth, the inclusion of a special junk by means of which any radio may be attached to the Panatrope, the cone of which acts as an ideal loud speaker.

The Panatrope embodies among other features three radio tubes to provide for amplification, these tubes being operated from the ordinary lighting circuit, thus eliminating both A and B batteries. The current used to operate the instrument may also be used to operate the radio set, thus making unnecessary the use of batteries.

In reproducing the records made by the electrical recording process, and which in appearance resemble the ordinary type of records, the soundbox is replaced by a special unit in which a needle of the ordinary type is inserted. This needle, it was explained, picks up the mechanical vibrations from the record and through the medium of a reed and suitable magnets in the reproducing unit transforms the mechanical vibrations into electrical impulses. These impulses are amplified through the use of radio tubes, and sent out into the air through the medium of the cone. The instrument is, in a general sense, a combination of the principles of the radio and the phonograph.

It was emphasized that the records made by the new process, such as those demonstrated, were capable of producing unusually excellent results on all types of phonographs, being superior to the ordinary records, but naturally most effective when played on the Panatrope. Likewise, records of ordinary make may be reproduced on the Panatrope with unusually fine effect, a fact that was demonstrated.

"Sneezing Song" Recording Made for Gennett Catalog

Vernon Dalhart recently recorded for Gennett records a "Sneezing Song" that officials of the Starr Piano Co. feel will be an exceptional seller because of the vogue for novelty records. Vernon Dalhart has a large following among Gennett record buyers, as is evidenced by the big sales of his recordings, such as "The Policeman's Song," "The Little Rosewood Casket" and others. "The Blue Ridge Mountain Blues," coupled with "The Lightning Express," both sung by Mr. Dalhart, will be released shortly.
The Great New Marwol
Factory Backs up the unchanging Demand for this outstanding radio success

A complete Line from $36.50 to $130.
Offers greater sales possibilities than ever

The demand for a quality set at popular price, put Marwol into the first rank of best sellers last season.

Quality performance, price maintenance, prompt delivery, no overstock policy, kept it in the front rank.

Now, for 1926, Marwol will be a bigger success than ever, because the Marwol line is now complete in every detail.

There is a Marwol set at every price to meet every radio need and demand, and a manufacturing force behind it to insure its delivery.

The Marwol at $36.50 has the same efficient circuit as the set at $130. No matter what your trade demands in and of radio, the Marwol line enables you to make the sale.

No such radio values have ever been known or ever been offered. No radio retailer is doing justice to himself or his profit sheet, who does not investigate Marwol and consider it in his Fall business building plans.

The complete Marwol line and the powerful Marwol advertising policy behind it, is pictured and described in the Marwol sales book. Write for it.

Marwol Radio Corporation
546-548 Broadway, New York

Represented by
Annual Outing of Talking Machine and Radio Men, Inc., Was Great Success

More Than Two Hundred Dealers and Their Friends Enjoyed Sail to Bear Mountain—Sports and Good Time Reigned—Annual Affair One of Best in History of Association

The annual outing of the Talking Machine & Radio Men, Inc., came off according to schedule on Wednesday, September 2, and proved up to the mark in every respect. Over 200 members of the association and their friends participating in what was a real family picnic, even though a salesman now and then took advantage of an opportunity to book an elusive order.

The party left New York for Bear Mountain on the DeWitt Clinton of the Day LIne in the morning with all the members properly tagged to facilitate identification, and upon arrival at the Park were immediately conveyed by bus to Bear Mountain Inn, where an excellent dinner was served to the accompaniment of much comedy. Fancy paper caps, balloons and noisemakers were distributed to the guests and all were used to the greatest advantage.

Following the dinner the members adjourned to the ball field where a three-inning game was played between the "peddlers" and the "jobbers." The scorekeeper ran out of paper before the end of the second inning so that no figures are available, but although some of the players may have required several days to recover from the strain, it can be said without malice that no one was injured. For those who were inclined to take their exercise moderately, there was provided adequate opportunity in the indoor golf games and the card dealing contests, both at the Park and on the boat. The results of most of the games appeared to bear out the Biblical declaration that "to those that hath shall be given."

After an enjoyable afternoon, the party returned on the Day Line boat New York, well satisfied with the success of the day.

Sol Lazarus was chairman of the entertainment committee, and he and his co-workers are to be congratulated upon the success of their efforts even to the extent of prevailing upon Ben Selvin and His Orchestra to accompany the picnickers and play for dancing on the boat.

Herb Wiedoeft's Orchestra Will Play at Roseland

Herb Wiedoeft and His California Orchestra, exclusive Brunswick artists, will open a limited engagement September 16 at the Roseland, New York, Broadway's leading dance palace. The Brunswick-Balke-Collender Co. is planning to give considerable publicity to this event, for Herb Wiedoeft and his orchestra have attained national success, its musical rendition of popular numbers being entirely different and individual. The first record made by Herb Wiedoeft for the Brunswick library several years ago featuring "Cinderella Blues" and "Shine" is an instantaneous hit, and in fact is still in demand among dance enthusiasts.

Herb Wiedoeft comes from a family of talented musicians, his brother being Rudy Wiedoeft, well-known saxophonist, and two other brothers, Ad and Gay, being members of Herb's orchestra. The saxophone section of Herb Wiedoeft's orchestra has won recognition from coast to coast and is the result of several years' coaching by the leader Gene Rose is the pianist and arranger of this orchestra, being a graduate of the Royal Conservatory of Music at Budapest and a concert pianist of considerable ability. Herb Wiedoeft, Mr. Rose and Jesse Stafford, the trombone player, have composed numerous tunes that have won success as outstanding hits, including "Cinderella Blues," "Chimes Blues," "Moon Caro Moon" and others.

Now! A 100% Service to Okeh Dealers

Okeh Records

They are records of the right kind for your customers. Every Okeh Record is a best seller. Every Okeh Record is a quick seller. Every Okeh Dealer is a Selling Dealer. You can be one too. Write for Details.

General Phonograph Corporation

New York Distributing Division

15-17 West 18th Street :: New York City
Dealers' Stocks Reduced in Anticipation of Good Fall Business in New England

All Factors of the Trade Optimistic Over the Outlook—Satisfactory Sales Gains—Planning Sonora Conference of Dealers—Bob Steinert Spending Honeyymoon in Italy—Other Trade News

Boston, Mass., September 10.—Now that the Summer is practically gone the talking machine and radio trades are reviewing machines accomplishments of the past three months and casting their weather eye on the immediate future, and, one is glad to say, with a large measure of optimism. The Summer, all told, has not been so very bad and August made a very respectable showing. With general trade considerably on the boom the future looks very bright for those who are inclined to look at the cheerful side of things. The reduction in prices of so many lines of talking machines this Summer has been a big factor in stimulating trade and has gone a long way to dispose stocks both at factory and in store. From now on, or at least after Labor Day, which comes late this year, everyone will be on the job and ready to do his damnedest to roll up good sales in his specialties.

Cheney Sales Corp. Ready for Fall

The offices of the Cheney Sales Corp., at 176 Boylston street, have been undergoing quite a transformation, all with an eye to the better handling of business. Manager G. Dunbar Shevell, Jr., finds that already the changes give additional space for the transaction of business, and especially more ample accommodations for the repair department. The Cheney machines have been selling rapidly ever since the reduced prices became operative. This department is now actively engaged in handing several prearrangements, having gone heavily into radio, of which Manager Shevell says his dealers want the very best. His department has become New England distributor to the trade of the Thermionyde, and the parent company is about to start a big advertising campaign. These sets are being disposed of at very attractive prices. The company also is distributing for the Eveready batteries and it handles a complete line of the L. S. Brach devices. One of the latest things that the company has hitched up to is the super-power radio, described as "an electric appliance for relaxation and amusement," which is put out by the Radio Receptap Co., Inc., of New York City.

Unique Form of Radio Service

An important department, which Manager Shewell has just created, and which is subsidiary, is the Aerial Service Co., which issues tickets with coupons each good for one free service call, said ticket to be detached on the completion of the repair work. Through the medium of these tickets or coupons the company agrees to make all necessary installations of radio sets sold by the dealer for the period of one year from time agreement is made valid. To properly handle the increasing business of his concern, Manager Shewell has had to increase his sales force.

Eastern Talking Machine Co. Busy

At the headquarters of the Eastern Talking Machine Co. one learns from Manager Herbert Shoenmaker that the sales of Victor outfits since the new scale of prices went into effect has been tremendous—vast, he said, was the right word. Business has been good so far that Shoenmaker has now had his traveling men go into their territories, but they will start off shortly, now that the Fall season is about on, E. P. Johnson to Springfield and western Massachusetts, and Herman Fleischman into parts of New Hampshire and Rhode Island. Mr. Shoenmaker, who has had a very hard season, and kept pretty close to business, spent the first week in September down on Cape Cod.

Big Gains in Columbia Record Sales

Manager Bill Parks, of the New England department of the Columbia Phonograph Co., says that the public is finally beginning to realize that the New Process Columbia records are of a superior quality and about the best on the market, and accordingly the record business of this branch for August picked up to the tune of 100 per cent in advance of what it was for the same month a year ago. The New Harmony record, of which copies had only just arrived when The World representative was at the office, is bound to make good, for Manager Parks stated that there were orders for 10,000 of them on the books for immediate delivery as soon as the goods arrive. There are nineteen numbers in the list and dealers seem to have great faith in them even in advance of delivery. Those with whom Manager Parks has discussed trade conditions are enthusiastic over the prospects for a healthy Fall business.

Moving Sonora Stocks

The reduced prices placed on the Sonora line have had a marked effect on sales at the Columbus avenue headquarters of the Musical Supply & Equipment Co., and Manager Joe Burke reports that in a single day he was able to dispose of 500 machines to dealers and further than that in a few weeks his quarters will be quite cleaned out of this line. Meanwhile the new types of Sonoras are beginning to arrive—and as a combination of radio and talking machine, made for the most part in the highest key type, there is good reason to believe that this is to be a highly popular line.

Plans Sonora Dealer Conference

Manager Burke is arranging for a conference, toward the middle of September, of all the New England representatives handling the Sonora product. The conference has been called for the Copley-Plaza and will be presided over by Mr. Burke. Among those to be present will be President S. O. Martin, of the Sonora Co., and President V. Goodman, general sales manager of the company, and both of these will address the dealers, focusing their attention on the plans for disposing of goods for the coming year and going into the selling quality of the Sonora line. The conference will be a all day affair and luncheon will be served in the hotel.

Enjoy Strong Radio Demand

Business with M. Steinert & Sons, whose Acre street headquarters are now specializing on radio outlets, has been extremely gratifying and this applies equally to the De Forest, the Freed-Eisenmann and the Grebe sets. In fact business is showing such good results that the third floor, where Henri DuQueness, who joined the staff several months ago, has his office, has had to be considerably enlarged. The improvements will tend to greatly expedite business. Incidentally the Steinert house has some (Continued on page 16)
The Boston Post
Now Leads
by
95,101
lines of
RADIO ADVERTISING
and the lead is constantly increasing

Here Are the RADIO ADVERTISING Figures for the First Eight Months of 1925:

<table>
<thead>
<tr>
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<th>LOCAL Radio Advertising</th>
<th>NATIONAL Radio Advertising</th>
<th>TOTAL Radio Advertising</th>
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<tr>
<td>Advertiser</td>
<td>22,727</td>
<td>13,573</td>
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</tbody>
</table>

For The Eight Months

The Post LEADS the Herald-Traveler by 95,101 lines
The Post LEADS the Globe by 131,985 lines
The Post LEADS the American by 151,228 lines
The Post LEADS the Advertiser by 187,883 lines

Figures Furnished by the Boston Newspapers Statistical Bureau

Tune in on THE BOSTON POST for Radio Results in New England
The territory of the Boston Post is New England, "Where Broadcasting Began," the home of 17 Broadcast stations of 100 watts power and over, the home of the FIRST radio show. New England is the birthplace of radio; radio was developed in this territory.

New England has 1,751,813 families (latest U. S. Census) There are 1,750,000 automobiles registered in this prosperous territory, the per capita bank balance is $375. Yet there are only 250,000 radio sets in New England. There are more than a million families who are radio prospects if YOUR sales message is delivered to them in the correct manner.

Possibilities in New England

Every Radio Fan In New England Will Read

The Territory

The second largest radio show in America, held in the country's second largest exposition hall. The Boston Post Radio Show Section is ALWAYS the year's GREATEST NEW ENGLAND RADIO PUBLICATION. This year it will be bigger and better than ever.

The Radio Show

The circulation of the Boston Post is 372,872 daily — 359,336 Sunday (Net Paid). There is a Boston Post sold for every three out of four homes within the Greater Boston Shopping Zone; for every second home in Massachusetts, every second home in New Hampshire, every third in Maine and every fourth in Vermont.

The Boston Post published 93,869 MORE lines of radio advertising last year than the second Boston paper.

During the first eight months of this year the Post published MORE radio advertising than any TWO Boston papers COMBINED, leading the second paper by 95,101 lines. Analysis of schedules now being drawn up indicates that the Post will finish 1925 with a LEAD of close to 200,000 lines in RADIO ADVERTISING.

The Boston Post publishes the most complete radio programme daily of any newspaper in the United States and maintains its own testing laboratory. The Post's Technical Editor is an instructor in the Massachusetts Institute of Technology. POST radio news is ACCURATE.

You will have a radio season of regret if you are not listed in "The Boston Post Radio Show Section for 1925"

SPECIAL REPRESENTATIVES: Kelby-Smith Co., New York and Chicago
Knowledge of Market Is Important to the Retailer

F. K. Gibbons Gives Some Sound Reasons Why Retailers and Members of Their Organizations Should Know Their Sales Opportunities

One of the essentials vital to the success of the manufacturer is that he should know his market to the fullest extent of his field of operations. Without this knowledge he cannot operate.

How many dealers realize how important it is for them to pursue a similar policy? Whether the retail dealer is small or large he should know his market and if he does not know it he should give some one else a chance. There are dealers handling talking machines and radios in all parts of America, particularly in the larger cities, who have not taken a census of the sales opportunities in their localities, and there has been no intelligent analysis of the situation as far as it concerns them and their business prospects.

The retail merchant differs largely from the manufacturer through the disadvantage he suffers in that he is confined to a local rather than a national field; hence the greater importance of knowing the upswing of his market and knowing it even better than has to go from door to door to try to sell. Too many dealers rely upon random rather than upon trade that must be developed. In New York, for example, there are streets and blocks of apartment houses with probably fifteen thousand people, or more, people to whom the retailer is not selling. Knowing next door to them is a complete stranger, because he fails to make himself known by correspondence, by personal calls, or by advertising.

Merchandising today is a highly competitive proposition and no merchant can afford to sit down and wait for trade to come to him—at least no one in the talking machine or radio field. Every possible advantage that he can find for his house and his product in his locality is vital, because if he does not hold his trade, it naturally gravitates to the big department stores or more attractive establishments elsewhere. Not only should the merchant know his locality and his business opportunities, but he should make an analysis of the sections and the classes from whom he derives the most of his patronage. He should see to it that his store is to price dependencies, service and everything is in the front rank. He should win some individual recognition of his efforts by reason of his window displays and store arrangements. He should have every possible means to make his house the most conducive for those musically inclined. In other words, he should think and that is the secret of success.

The stereotyped old-fashioned idea of opening a store and waiting for people to come in to buy is past. Competition is so keen to-day that the merchant who wins is the man who knows his field and who goes after every possible purchaser in the locality in which he resides. Most important of all, however, is continuous, intelligent application. It means hard work; and that is what retailing means to-day. There are no fairy godmothers bringing gifts to the talking machine and radio merchant who is fighting the battle for trade. He must be up and doing and getting by the use of whatever is going—knowing how to do it. And that's the rub.

Remo Corp. to Exhibit at the Radio World's Fair

Boston, Sept. 8—The Remo Corp., manufacturer of Remo Trumpets and Concert cabinets, will exhibit at the forthcoming radio world's fair to be held in the 258th Field Artillery Armory September 14 to 19. The two new models recently announced will be shown together with the regular line of Remo products.

An Okeh Record Agency

Records for Everybody
They Satisfy Everybody

When it comes to a quick turnover of Records Dealers have discovered Okeh can't be beat. With Okeh Records you have at hand the chance to sell to everybody.

Our prosperity is the result of our service.
Your prosperity will result from our service.

Write for our Dealer Plan

General Phonograph Corporation of New England

126 Summer Street, Boston, Mass.
### Media and Circulation Figures

<table>
<thead>
<tr>
<th>Publication</th>
<th>Circulation</th>
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<tr>
<td>Radio News</td>
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<tr>
<td>Prairie Farmer</td>
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<tr>
<td>Wisconsin Agriculturist</td>
<td>61,877</td>
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<tr>
<td>Wallace's Farmer</td>
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<tr>
<td>Nebraska Farmer</td>
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<tr>
<td>Kansas Farmer</td>
<td>105,677</td>
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<tr>
<td>The Progressive Farmer</td>
<td>113,793</td>
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<tr>
<td>Country Gentleman</td>
<td>120,000</td>
</tr>
</tbody>
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**And—**

**Everybody Is Enthusiastic Over**

**DYMAC Selecto Five**

For it represents the peak of DYMAC accomplishment—everything for which the DYMAC Line has always stood.

Every part in the Selecto Five is a DYMAC-made part, whose performance in the past has built the DYMAC reputation.

We know that the DYMAC Selecto Five will outperform other similarly priced sets and many much higher priced sets under the same reception conditions.

Test it. If you are not convinced, we do not expect you to push it.

The case of the Selecto Five is mahogany doweled in walnut, with the panels and base finished in ebony.

Projected as a window display with the rest of the DYMAC Line built around it, the Selecto Five will pay handsomely for its space allotment.

DYMAC National advertising starts at once. News of a good thing spreads rapidly.

**ELECTRICAL PRODUCTS MFG. CO.**

**Providence, Rhode Island**

New York Office: Metropolitan Tower

Export Office: At. America, Inc., 316 Broad St., N.Y. City

**EVERY DYMCA PRODUCT GUARANTEED FOR ONE YEAR**
The Newest Thing in Radio!

NO-DIAL 5 Tube Receiver
Is Setting Up New Sales Records

Whenever a plant embracing over 20,000 square feet of floor space becomes taxed to full capacity within thirty days after announcing a brand new product

It Must Be Behind a Winner!

REASONS WHY NO-DIAL IS THE BEST SELLER

FROM THE CONSUMERS' POINT OF VIEW
The price is right
ONLY $98.00 (less accessories)
10% additional west of the Rocky Mountains.

EASY TO OPERATE
Anyone can operate a NO-DIAL successfully. Just rotating the cover brings in station after station—far and near, loud and clear.

VISIBLE STATION RECORD
The station register upon the cover permits the owner to make a permanent station record without need of a log book. Stations once found can always be brought in instantly again at the same recording point.

LOUD AND CLEAR AS A BELL
The tonal qualities of the NO-DIAL will please everyone. They are so sweet, so clear, so mellow! Tube for tube the NO-DIAL recognizes no superior and on test it has outperformed many higher priced receivers.

REVOLUTIONIZING RADIO
In form, beauty, performance, simplicity and results, NO-DIAL is positively revolutionary and unique in radio manufacture. The compact, circular case of spun aluminum absolutely shields it from body capacity. Finished in popular bronze crystalline, it is a perfect match for most high-grade loud speakers.

FROM THE DEALERS' AND JOBBERS' POINT OF VIEW
NO-DIAL is something really new—just what you have been looking for.

SIMPLICITY
The simplicity of the NO-DIAL five-tube radio frequency resistance coupled receiver, together with its outstanding performance makes it a set people want—a set they will ask for. Word-of-mouth advertising will do the rest.

IT'S PROFITABLE
Because of a limited number of distributor and dealer franchises, prices will be upheld and each merchant will receive his full and legitimate profit. Our discounts are generous—our prices very popular.

LOW SERVICE COST
Our Guarantee is such that you are protected against losing a big part of your profit through service. Don’t overlook this point—you alone realize its supreme importance.

DOMINANT ADVERTISING PROGRAM
All the important radio papers, newspapers and many national and farm magazines are being used to carry millions of NO-DIAL messages to your prospects. The NO-DIAL simplicity appeal attracts attention—inspires prospects to action.

Centralize That "Action" in YOUR Store
BUT HURRY! DON'T WAIT!

Send your jobber or mail the coupon today.

The Ohio Stamping & Engineering Company
Dayton, Ohio, U. S. A.
Metropolitan Sonora Dealers Attend Meeting to View New 1925-26 Models

Luncheon Meeting in the Hotel Pennsylvania, tributary, as Host, Addressed by S. O. Martin, President of the Shelton Electric Co., Joseph Wolf, vice-president in charge of manufacturing; Co.; Charles W. Down, advertising manager, Long Island Phonograph Co.; L.O. Coulter, sales manager; Warren Martin, president Greater City, Long Island City and New York meeting, a delegation of New Yorkers being present. The display of the new Sonora line was received by Brooklyn and Long Island retailers with the same enthusiasm shown at the last meeting in New York.


Similar Meeting in Brooklyn

This was the second meeting of Sonora dealers in the metropolitan territory, as on the previous day a similar meeting was held at the Hotel Bossert, Brooklyn, wish about forty dealers present, under the auspices of the Long Island Phonograph Co., Sonora distributor. The program was similar to that of the New York meeting, a delegation of New Yorkers being present. The display of the new Sonora line was received by Brooklyn and Long Island retailers with the same enthusiasm shown at the last meeting in New York.


The Shelton Electric Motor

The "Simplicity" electrifies Victor, Edison and Columbia phonographs by simply taking off winding handle and placing motor against turntable. Automatic switch in motor operated when the turntable is started or stopped. Made for AC or DC current of 110 volts. Specify type of current when ordering.

The 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 Co.

Long Island City New York

N. Y. OFFICE, 48TH STREET AND LEXINGTON AVENUE
Do you want to add a high quality, quick selling and extremely profitable item to your line of radio necessities? Do you want to be able to cash in on the demand created by the big national advertising campaign featuring the new Gould Unipower—the latest sensation in radio?

If you do—the new Gould Unipower will be one of your biggest sellers and profit makers this Fall.

Unipower is a perfected radio power unit—a proved triumph in radio engineering, not a hopeful experiment. It is an article that you can freely recommend and endorse. The consumer price is moderate—within the reach of all.

Right in your neighborhood, the potential market for Unipower runs into the thousands. Every new buyer of a multi-tube radio set is also a prospect for Unipower. And, in addition, the hundreds of fans who have already bought sets from you are prospects for Unipower, too.

What Unipower Is

Unipower is a scientifically designed “A” power unit that automatically converts house lighting current into radio power of the highest quality. It is a single compact unit, enclosed in a beautifully finished gas-tight case that fits comfortably and safely inside most radio cabinets. Unipower is not a so-called battery eliminator and should not be confused with any other radio power device.

7 Important Features of Unipower

1. Unique convenience—Unipower banishes dry cell renewals and charging of storage batteries. After installation, Unipower requires no attention except the occasional addition of water.

2. Superlative reception—Unipower gives continuous, unflagging “A” power of highest quality. No hum, no noise, no fluctuation in voltage.

3. Goes inside the cabinet—Because of its compactness and patented gas-tight cover, Unipower is the only complete “A” power unit that can be safely installed inside set cabinets.

4. Definite economy—Compared with dry cell operation or the expense and inconvenience of having storage batteries charged, Unipower pays for itself over and over again. The operating cost is but a few cents a month. No tubes, bulbs, lamps or working parts that require frequent and expensive replacement.

5. Master control switch—Unipower’s master control switch operates both the radio set and Unipower. This switch connects Unipower to the house current and the radio set. When the radio set is on, the house current is off—when the set is off, the house current is on.

6. Charging Unit—Unipower contains a Bakelite charging unit of special design. The Gould Storage Battery Company possesses the exclusive rights to this special charger when used with a battery in a single unit such as Unipower.

7. Automatic Cut-off—It is impossible to damage Unipower through the failure to add water when necessary. When this happens, the charger automatically cuts off and prevents harm to the battery unit.

Our factory is now operating at capacity to meet the demands of the trade for Unipowers. Place your order with your jobber immediately. Be sure of getting your shipment in time for the Fall demand. The Gould Storage Battery Co., Inc., 250 Park Ave., New York; Chicago, Kansas City, San Francisco.
sensation in Radio

$35

Unipower operates from alternating current, 110-125 volt—60 cycle. It is supplied in two types. The 4-volt type is for sets using U V 199 tubes or equivalent and retails for $35.00. The 6-volt type is for sets using U V 201-A tubes or equivalent and retails for $40.00. West of the Rockies, prices are slightly higher.

Unipower

Off when it's on—On when it's off
Mr. Dealer

When a cabinet manufacturer shows you his radio Console, look and see if he has a connection between his and the tone chamber. Then you know he has fitted his cabinet with the best and correct equipment for an efficient Loud Speaker.

Order from your jobber. If he cannot supply you write the BLOOD TONE ARM COMPANY, BAY CITY, MICHIGAN.

Sales Office for Chicago District

Blood Tone Arm Company
222 West Madison Street
Chicago, Illinois

Sonora Dealers View the New 1925-1926 Models

(Continued from page 165)


New Pooley Cabinet, 1120 R-2, to be Featured Model

Medium Priced Cabinet, One of Most Popular in Line, Is Equipped with Atwater Kent 20, But Will Accommodate Any Atwater Kent Set—To Be Displayed at Radio Shows

One of the models to be featured at the Pooley exhibit at the two national radio exposi- tions to be held in New York City will be the Pooley cabinet No. 1120 R-2. This medium priced model has already proved to be one of the most popular numbers in the Pooley line. It has all the high qualities of Pooley con- struction and finish and in addition allows a latitude of selection in the choice of the set in that it is equipped with the Atwater Kent No. 30, but may be also bought arranged to ac- commodate any set in the Atwater Kent line. The Pooley Co. has been exceptionally busy during the past month. A comprehensive sales and advertising port- folio is in course of preparation and is expected to be in the hands of most of the Pooley deal- ers by the middle of the month. It is expected that this will prove to be a valuable sales aid to the dealer for the coming Fall season.

Latham Sales Staff Meets Kolster Radio Officials

Considerable enthusiasm was expressed by the entire sales staff of E. B. Latham & Co., Kolster distributors in the metropolitan dis- trict, following a meeting with Dr. Frederick A. Kolster, at the Arkwright Club on the evening of August 21.

I. F. Latham, secretary and sales manager of E. B. Latham & Co., presided and intro- duced Dr. Kolster, who spoke briefly upon the developments in radio and outlined the at- titude of the company, located in the Wool- worth Building, which is headquarters for Kolster radio. Mr. Stone is now an author of standard books on radio and as an engineer.

1925-26 Radio Models Are Announced by Sunbeam Corp.

The Sunbeam Radio Corp., New York, recently announced to the trade its line of radio receiving sets and speakers for the season of 1925-26. The line incorporates a variety of models.

Alfred Bloom, of the company, in discussing the new models which are being distributed among the dealers at the present time, said: "Our new line is as complete in range of models and price as we could possibly have made it. The sets range in price from a very moderately priced set up to a high-class Console type cabi- net set.

"We are pursuing a new plan of merchandis- ing with our new models, and up until now it has worked out very successfully. Our dis- tributors are advised constantly as to our plans and in a number of cases we received orders for the new models before they were completed. This flows in the opportunity of getting a fair estimate of the requirements of the trade, and we are able to plan our production accordingly, thus eliminating any overproduction and con- sequent cut in price."

Buffalo Retailers Plan Columbia Sales Campaign

BUFFALO, N. Y., Sept. 8—A Columbia ex- ploitation campaign is planned for the early Fall season, to be conducted from Buffalo and covering the western New York and northern Pennsylvania territory. The campaign is under the direction of J. Comer, district manager, with head- quarters at 1700 Main street, this city. Mr. Comer said that dealers are showing a great deal of enthusiasm over the new fifty-cent Co- lumbia records, which will be released this month.

As an added stimulus, he has secured Art. Gillham, Columbia artist, to sing and give some of his original dialogues from WGR, broadcast- ing station of the Federal Radio Co. His pro- grams will be sent out over the air on the evenings of September 6, 7 and 8. Mr. Gillham will also appear at the stores of various Columbia dealers in this territory.

New Pooley Cabinet, 1120 R-2, to be Featured Model

Medium Priced Cabinet, One of Most Popular in Line, Is Equipped with Atwater Kent 20, But Will Accommodate Any Atwater Kent Set—To Be Displayed at Radio Shows

One of the models to be featured at the Pooley exhibit at the two national radio ex- positions to be held in New York City will be the Pooley cabinet No. 1120 R-2. This medium priced model has already proved to be one of the most popular numbers in the Pooley line. It has all the high qualities of Pooley con- struction and finish and in addition allows a latitude of selection in the choice of the set in that it is equipped with the Atwater Kent No. 30, but may be also bought arranged to ac- commodate any set in the Atwater Kent line. The Pooley Co. has been exceptionally busy during the past month. A comprehensive sales and advertising port- folio is in course of preparation and is expected to be in the hands of most of the Pooley deal- ers by the middle of the month. It is expected that this will prove to be a valuable sales aid to the dealer for the coming Fall season.

Latham Sales Staff Meets Kolster Radio Officials

Considerable enthusiasm was expressed by the entire sales staff of E. B. Latham & Co., Kolster distributors in the metropolitan dis- trict, following a meeting with Dr. Frederick A. Kolster, at the Arkwright Club on the evening of August 21.

I. F. Latham, secretary and sales manager of E. B. Latham & Co., presided and intro- duced Dr. Kolster, who spoke briefly upon the developments in radio and outlined the at- titude of the company, located in the Wool- worth Building, which is headquarters for Kolster radio. Mr. Stone is now an author of standard books on radio and as an engineer.

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ALWAYS ONE JUMP AHEAD

New Process Recording

Pathe and the Perfect Record

Wonderful Definition and Wonderful Tone

The Engineers of Compagnie Generale des Machines Parlantes Pathe Freres, of Paris, developed and perfected the new cylindrical recording to a point superior to anything known today. When records can be made still better, Pathe will make them.

PATHE PHONOGRAPH & RADIO CORPORATION

20 GRAND AVENUE, BROOKLYN, N. Y.
Complete Line Now Covers Everything in Radio — Announcement Followed by Orders From Distributors in All Parts of the Country to Care for the Expected Large Fall Demand.

PHILADELPHIA, PA., September 5.—The Music Master Corp. of this city has lately made an announcement and issued a technical description of its new Music Master radio sets which are illustrated in detail on the opposite page. The Music Master line is nationally famous, and although the Music Master radio sets were only comparatively recently introduced, orders on hand from distributors throughout the entire country show their popularity will undoubtedly be great during the coming season.

The line offers a wide variety of styles, circuits and prices and has been designed to meet the widely divergent tastes of the buying public. An idea of the wide range of prices is to be found in the fact that the lowest price Music Master set retail for $50 with intermediate prices ranging up to $460. The type number of the model compares with the retail price of the set.

Type No. 50 is a mahogany cabinet with space for dry cells in the rear and uses four tubes of the Music Master 190 type. All other models of this line employ the 201A type. It is a neon thyatron circuit and two-dial control. Type No. 60 has five tubes with three controls and is also enclosed in a mahogany cabinet. It has a lock and jack combination which cannot be operated when locked. Type 100 also has five tubes and three controls and is enclosed in an attractive mahogany cabinet alone type with space for "B" battery. In the set the jack for the headphones is in the front panel and loud speaker connection is provided in the back.

Type 140 is also a mahogany cabinet five-tube set and a particularly attractive panel arrangement has been given in addition to other distinctions. In this model the panel is attractively etched and contains a single dial with gold-plated pointer controlled by a knob. This dial is under glass, indirectly illuminated and gives particularly striking effects.

The first six-tube model in the Music Master line is to be found in type 125. It has two dials operating on embossed scales of golden bronze finish which give a pleasing contrast to the dull black metal panel which, similar to the foregoing models, is slanted. In this cabinet, which is of mahogany, is included a built-in Music Master loud speaker.

Type 215 is the same as type 125, with a mahogany table to hold the set. The construction of this table is such that it carries an "A" battery and is designed to match the general lines of the radio set. A slide-on board under the top table is provided for an arm rest and the table legs are detachable for knockdown shipment.

THE DAYS OF THE STORAGE; B & C BATTERIES IN RADIO ARE GONE; THE UNIRAD REPLACES THEM ALL.

ON A.C. OR D.C. CURRENT WITHOUT HUM OR RIPPLE

SIMPLICITY ITSELF

UNIRAD IS PRACTICALLY THE SIZE OF TWO 12-VOLT B BATTERIES, SMALL, COMPACT, LIGHT, INEXPENSIVE TO OPERATE. NOTHING TO WEAR OUT OR GET OUT OF ORDER.

THE TALKING MACHINE WORLD

Talkin Machine and Radio Men Will Meet September 16

The September meeting of the Talking Ma- chine and Radio Men, Inc., the dealer organiza- tion for the States of New York, New Jersey and Connecticut, will be held on Wednesday, September 16, in the midst of radio show wits. It is expected that the meeting will be the most important one of the year, for invitations have been issued to visiting trade manufacturers, jobbers and dealers to be present at this gathering as the guests of the association. The meeting will be held at Stromberg-Carlon day and the principal speaker on the program will be E. H. Manson, chief engineer of the Stromberg-Carlson Telephone Mfg. Co., and widely known in radio circles. Mr. Manson will deliver an address entitled "Designing Radio Apparatus," and as he is an exceptionally able speaker it is expected that the dealers will find his address of unusual interest. The new Stromberg-Carlson sets will be displayed at the meeting and a banquet attendance is expected.

Album Demand Under Way

Max Willinger, president of the New York Radio & Carlson Co., reports that orders for the new Music Master Line are already being received at the headquarters of the company in New York City. Both the Nyscopic record albums and the line of Nystro- me receiving sets are complete for the opening of the Fall season. From the quantity of orders already made one would seem that, despite the large manufacturing facilities available, production would be taxed.

Shelton Co. Starts Fall Drive on Simplicity Motor

The Shelton Electric Co., Long Island City, manufacturer of the Shelton Simplicity motor, has inaugurated its Fall campaign on this product. This motor is an electric motor set in contact with the rim of the turntable, and the spring motor does not have to be removed. The company is featuring this motor in anticipation of the debut of the 40-minute record which with the ordinary spring motor would have to be wound a number of times during the playing. There will undoubtedly be a marked demand for a motor of this character at this time.

The Shelton Electric Co. also features a new product to talking machine and radio manufacturers and other large industries where numbers of people are employed. It is an automatic electric dryer which through heated air does away with the use of other kinds of towels. It is reported that this new product is rapidly taking hold.

Lois Marjorie Gross Arrives at Home of Benj. Gross

Benj. Gross, of Gross-Brennan, Inc. New York, East Coast representative for Stromberg-Carlson radio products, is receiving congratulations from his many friends in the trade upon the arrival of his baby daughter, Lois Marjorie Gross, who was born on August 30. Mrs. Gross is now the proud father of two boys and a girl and he states they are all taking a keen interest in the new Stromberg-Carlson 1926 models.

Simplicity ItselI

UNIRAD

IS PRACTICALLY THE SIZE OF TWO 45-VOLT B BATTERIES, SMALL, COMPACT, LIGHT, INEXPENSITIVE TO OPERATE. NOTHING TO WEAR OUT OR GET OUT OF ORDER.
The New Music Master Line

Type 160
Type 400
Type 300
Type 250
Type 215
Type 175
Type 140
Model XI
Type 30
Type 50
Model XIII
Type 40
Type 100
Model XII
Type 35
Type 60
S. W. Lukas Appointed New York Adler Representative

The hosts of friends and business acquaintances of S. W. Lukas will be glad to hear that he has been appointed to the position of special field representative of the Adler Mfg. Co., maker of Adler-Royal phonographs, combinations, radio sets and speakers.

Mr. Lukas will represent the Adler-Royal Co. in his old field of endeavor, the New York metropolitan territory, where he has made such a notable success, especially of late with Adler-Royal.

Mr. Lukas will tie in closely with the Sills E. Peasall Co., metropolitan Adler-Royal distributor, and work with it to the end that Adler-Royal dealers will receive the very finest and most efficient and effective service and cooperation possible.

This new arrangement is sure to be welcomed by the trade and will be looked upon with a great deal of satisfaction by Adler-Royal dealers who know from past experience just what pleasure it is to be in contact with this capable executive.

H. R. Carlisle Resigns From Atwater Kent Staff

Former Member of Atwater Kent Advertising Staff Assumes Position as Manager of Advertising Department of Welsbach Co.

PHILADELPHIA, PA., September 4—H. R. Carlisle, for many years connected with the advertising department of the Atwater Kent Mfg. Co., Philadelphia, Pa., has now joined the forces of the Welsbach Co., of Gloucester, N. J., where he assumes the responsibilities of advertising manager. At the instance of his severing his connection with the Atwater Kent organization this company paid a tribute to Mr. Carlisle in the announcement which reads as follows:

"It is with sincere regret that we record, effective as of this date, the resignation of H. R. Carlisle, one of the oldest and most valued members of the advertising department. Mr. Carlisle leaves us to assume new and greater responsibilities as the advertising manager of the Welsbach Company, Ellis and Essex streets, Gloucester, N. J. We all wish Mr. Carlisle every success and happiness in his new position."

Everybody's T. M. Co. Is Enjoying Brisk Business

Concern Growing Rapidly as Evidenced by Recent Purchase of Building It Occupies—Robert Harris, Eastern Manager of Adler Co., Helps Develop Adler Department

PHILADELPHIA, PA., September 10—Everybody's Talking Machine Co. of this city, reports that summer business in repair material and Honest Quebec main springs has been particularly good and from present indications it would seem as though the fall season would prove a busy one.

The Everybody's Co. has often been referred to as one of the fastest growing organizations in the talking machine industry, and Philip Grubuck, president, and Samuel Fingrutd, treasurer, intimate that the plans for the future call for even further expansion. The purchase of the Everybody's building will provide facilities for this further expansion and the future of the business looks particularly bright.

The distributing end of the organization, which is a separate and distinct department, also reports good business. The Okeb and Odeon record stock is moving fast and telephone calls are being received almost daily from far distant points in the territory for immediate delivery of the many popular hits in the Okeb line.

Robert Harris, Eastern manager of the Adler Mfg. Co., New York City, is spending much time at the headquarters of Everybody's Talking Machine Co., which was recently appointed distributor of the Adler-Royal line, and is heartily co-operating with the Everybody's Co. in the development of this department.

Wiedoeft Orchestra a Hit

CANTON, O., September 8—Herb Wiedoeft and his Brunswick Recording Orchestra, now in its fourth week at Moonlight Ballroom here, has broken all dance hall attendance records in this section. The five-week engagement here of the Wiedoeft band is the longest the orchestra has stopped since it left Los Angeles in the spring. Wiedoeft last week gave three prizes, one a Brunswick phonograph, secured through the local dealer, the D. W. Lorch Music Co., to winners of the fox-trot contest, held at the big pavilion last week and which created a great deal of interest.
Below is a partial list of main chapter headings in The Master Radio Salesman. The book is full of selling helps and proven merchandising plans.

1. Choosing the Line.
2. Building the Prospect List.
3. The Demonstration and Close.
4. Improving Merchandising Methods.
5. Selling Radio to the Farmer.
6. Training Salespeople.

This remarkable book, complete in itself, is but a part of the A-C Dayton plan this year.

It is a plan of business management as well as sales. It puts radio selling on the same highly organized basis as the automobile. It is flexible enough to be used by every type of radio dealer. The book, The Master Radio Salesman, is the backbone of this plan which exhaustively covers the entire field of radio selling.

A-C Dayton shoots straight with its dealers. A-C Dayton Receivers have an established reputation for performance. The line is compact and salable, and will be intensively advertised. This year A-C Dayton dealers will set a national standard for successful radio retailing.

It is a big story for progressive dealers. Let us give it to you.

The A-C Electrical Mfg. Company
Dayton, Ohio

Makers of Electrical Devices for more than Twenty Years.

A-C Dayton

"for the man who believes his own ears"

Retailers of A-C Dayton Sets will go after business this year armed with the most remarkable merchandising method yet developed for radio—a method which organizes their radio departments along proven lines, which assures the personal success of every individual dealer.

The A-C Dayton Phonoset provides the music dealer with a proven receiver in a compact phonograph installation to fit any standard upright cabinet and most console models. By removing the record rack the Phonoset is installed at a convenient height, with ample room below for all batteries and accessories.

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A-C Dayton

"for the man who believes his own ears"
Radio Corp. of America Demonstrates
New 1925-1926 Line to Members of Press

Dr. Alfred N. Goldsmith, Chief Broadcasting Engineer of the Radio Corp., Outlines Manufacturing Policy in Production of RCA Products—Demonstration Proves Merit of the New Line

The first public demonstration of the new 1925-26 line of the Radio Corp. of America products was given at the Hotel Pennsylvania to members of the press on Wednesday, September 2. Prior to the demonstration dinner was served and at the conclusion Dr. Alfred N. Goldsmith, chief broadcasting engineer of the Radio Corp., gave a short explanatory talk, stating that there are five points which the company sought to achieve in the making of the radio apparatus—quality of reproduction, volume, selectivity, range and simplicity of operation. He explained how the advancement in all parts of the line made for the achievement of these points and dwelt on the impressive advances which have been made in the design of loud speakers made for much finer tonal qualities with omni-tonal and equalitonal effects. The advancement in tubes has the result of materially increasing volume and the uni-control and elimination of batteries through the use of Electrons add immeasurably to the simplicity of operation of the sets.

Following this brief talk by Dr. Goldsmith, the audience adjourned to a connecting room where the full line was on display. The actual demonstration was enthusiastically received. The vast strides that have been made by the Radio Corp. in making the radio receiver an instrument that ranks as a fine musical instrument, with attractive cabinets, were evident. The operation is so simple that it is certain to commend itself to the ultimate buyer who is unaccustomed to radio lore and who wishes to purchase a means of entertainment that will operate at his behest with little or no actual knowledge of its workings.

The sets demonstrated were: the Radiola 30, the deluxe set of the line, a six-tube super-heterodyne, operated completely by A-C current, with self-enclosed loud speaker, equipped with a "mini-rectron," eliminating filament batteries; Radiola 26, a desk set super-heterodyne working in conjunction with a loop antenna, with uni-control tuning mechanism, can be operated with either A-C current or dry batteries, according to the loud speaker used; Radiola 25, a five-tube super-heterodyne embodying several new and distinctive features, and the Radiola 20, a five-tube non-radiating tuned radio frequency receiver with regeneration. The RCA loud-speaker model 104 was one of the outstanding features of the demonstration. This speaker is capable of producing a volume that can fill a concert hall with music without distortion and again it can be varied to the nearest whisper.

The Model 100 Cone Loudspeaker and Loudspeaker model 102, which is equipped with a "mini-rectron," were also demonstrated and met with perfect satisfaction. The rectrons and new types of radiotrons came in for their full share of attention. A detailed story dealing with the RCA tubes also is given in the columns of this issue.

Each of the new products was demonstrated to the delight of the metropolitan area, and a great many new sets were received in the factories of Adler-Royal dealers for distribution and for the name of their nearest distributor will be glad to give you an Electrola demonstration. Sold to Selected Dealers Under a Protective Franchise that Really Means Protection

Valuable ELECTROLA Territory Still Open

Adler-Royal Counter Sign for Adler-Royal Dealers

A most attractive counter display sign was recently distributed to Adler-Royal dealers and is now being displayed in hundreds of music stores throughout the country. The sign was made in the factories of the Adler Mfg. Co.

Harry Cohen on Long Trip

Harry Cohen, whose appointment as secretary and sales manager of the Wall-Kane Needle Mfg. Co., Brooklyn, N. Y., was announced last month, is away on his first trip. The trip will probably be of about three months' duration. Orders received en route indicate that the quality of Wall-Kane needle products and the personal Miss Cohen are an excellent combination.
A complete line of Akradyne Radio Receivers and a cabinet loud speaker, all built up to the same high plane that has established Akradyne as the Standard of Comparison.

Year after year we have been urged to produce a complete Akradyne line, but we were steadfast in our determination to hold back until we were convinced that the right moment had arrived,—and here it is!

Akradyne's announcements have always carried important messages to the trade and the public. This one is no exception to the rule. Akradyne will be the set in demand this year, and this year's Akradyne sales will surpass all others.

This complete presentation of Akradyne models is of real value to every dealer and we submit it for his earnest consideration.

Akratone Cabinet Speaker $31.50
Akradyne Cabinet and Console Models $75.00 to $215.00
Akradyne Art Models of Beautiful Design $475.00 to $1475.00

SUNBEAM RADIO CORP.
350 West 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.
Detroit Dealers Have Cleared Floors of Old Stocks in Preparation for Fall

Summer Coming to Close Compares Favorably With Same Period of Last Year—Annual Gathering of Radio Distributing Co. in Hotel Statler a Huge Success—Other Important News

Detroit, Mich., September 8—July and August were quite dull as compared to other months of the year. This was quite typical of August. Compared with the same months of a year ago, Radio business naturally fell off tremendously, yet quite a many sales of the costly combination machines were made. With the return of September, the reopening of schools, people back from vacations and the further fact that Detroit today is more busier than ever, the expectations are that the local business will make a splendid opportunity for the season of this year in its manufacturing and industrial institutions, all of these conditions auger well for the talking machine and radio dealer. Already dealers claim that prospects are beginning to negotiate for the costly combination machine.

Old Stocks Closed Out

The Victor dealers have been doing every thing possible to reduce their stocks in order to prepare for the arrival of the new Victor combination machine. Half off on prices and easy credit terms are the inducements offered the public to buy the stock on hand. Some dealers report that they had good success with those sales; others who did not have much stock on hand to close out, hence it was not necessary to make such drastic reductions. As a matter of fact, so far as Detroit is concerned, we doubt if there are any dealers who have any number of machines left.

Considerable interest is being attached to the new models to be brought out by the Victor Co. as well as the Brunswick. It doesn't take the public long to find out that something new is on the way. Victor and Brunswick dealers are being visited every day by people who ask "when will you have the new models in?"

Fie Up Movie and Record

The indefinite run in Detroit of Charlie Chaplin's latest picture, "The Gold Rush," afforded a splendid opportunity for the Brunswick Shop to advertise Chaplin's latest record and which is now in much larger quantities at 2957 Gratiot avenue, is enjoying very good business on Okeh records; the total for the first eight months showing a nice advance over last year for the same period. J. P. Fearn is in charge of the Detroit office and is very well liked in the trade.

Attend Dealer Meeting

More than 150 dealers attended the annual gathering of the Radio Distribution Co., which was held recently at the Hotel Statler, in this city. The meeting was under the direction of President D. W. Burke, who made a very interesting address, after which he introduced the several speakers. Atwater Kent Mfg. Co., radio sales manager of the Atwater Kent Mfg. Co., in the course of his talk outlined in detail the Atwater Kent sales plans for 1921-22, and discussed the merits of the products in detail. He was followed by V. A. Stauffer, of the Pooley Furniture Co., who spoke on the plans of this company for the coming season. Mr. Pollock and Mr. Jourd also addressed the dealers. They were followed by Dr. Engle, of the Plainfield Radio Corp., whose educational talk was greatly enjoyed.

The dealers and speakers were then entertained at luncheon, during which representatives of Barton, Durstine & Osborne, advertising counsel, supplied the dealers with the results of radio surveys made by their agency, and spoke at some length of the publicity plans for the coming year. In the evening the entire assemblage was entertained at an enjoyable banquet at which there were a number of entertaining features.

Satisfactory Adler-Royal Demand

S. E. Lind, of S. E. Lind Co., distributor for Adler-Royal phonographs and combination machines, doesn't hesitate to say that his business is considerably ahead of last year, that the Summer trade was good and that he looks for very good business during September and October. "Dealers have been buying from hand to mouth and are not loaded up, with the result that when business does break good they are going to find themselves out of luck unless they do order sooner. We are watching the chance to buy at a good place of business because we have a very fine clientele of dealers handling the line," remarked Mr. Lind.

Radio Trade Assn. Elects Officers

The election of officers of the Radio Trade Association was held at the last meeting, with the following results: William Langeling was elected president of the Hotel Statler, first vice-president; R. H. Stewart, second vice-president; Merle Dustan, third vice-president; C. H. Schmidt, fourth vice-president; H. J. Trumbo, director-at-large; A. M. Edwards, secretary, and H. J. Van Deelen, treasurer. These officers will have under their direction the planning of the fourth annual radio show, which is planned for November 3 to 5 at the Arena Gardens.

News Briefs

C. A. Grinnell, president of Grinnell Bros., went to New York September 1 to meet Mrs. Grinnell, who arrived the following day from a two months' trip abroad. They planned to spend at least a week in New York before returning to Detroit.

Jay Grinnell, sales manager of Grinnell Bros., has been elected to the board of directors of the Retail Merchants Bureau for the coming year.

Barnes & Parcell, for several years on East Jefferson, are now at 2121 Charlevoix, which is a much better spot from the standpoint of business. Sales have shown a big jump since the move.

The Artamen Piano Co., which recently took over the Victor and Brunswick franchises downtown owing to the Henry S. Dora Co. going out of business, is finding these lines very valuable assets.

The Stewart-Warner Products Service Station, 7311 Woodward avenue, Detroit, handling the Stewart-Warner radio, is having these days looking up the number of applications that keep pouring in from retailers who want the line.

The J. L. Hudson Music Store which was closed Saturday afternoon during July and August, is now back to regular schedule, that of keeping open Saturday until 6:00 p.m.

D. S. Spector, Kolster Head, Visits Pacific Coast

D. S. Spector, general manager for Kolster radio, is spending several weeks at the home office of the Federal Telegraph Co. in San Francisco. Having launched the new Kolster radio upon the market in a way that bids fair to be one of the signal successes of the season, and having practically completed the organization of an enviable distributorship organization, Mr. Spector for the first time in some months felt that he could release himself from his New York office sufficiently long to make the trip to the Pacific Coast.

In Mr. Spector's absence the New York office of the Federal Telegraph Co., located in the Woolworth Building, will be in charge of H. H. Southgate.

Atwater Kent Mfg. Co. Announces New Model, No. 21

Philadelphia, Sept. 8—The Atwater Kent Mfg. Co. of this city, has announced a new addition to its receiving set line known as Model 21. It is of the compact type and similar in external appearances to the familiar Model 20 compact. It, however, employs the small type of dry battery tubes. Vernon W. Collamore, general sales manager of the company, announced the new set in a way that bids fair to be one of the biggest additions ever made to the Atwater Kent line. A large volume of advance orders has been received and delivery is now being made. A busy Fall season is expected.
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 Gennets" was never truer than it is today, for up-to-the-minute popular dance, vocal and novelty hits are to be had when they are new and at a new price!

Then there are the Gennett standard numbers—without which no dealer's shelves are complete—representing the highest attainment in the art of sound recording.

The new Gennett sales plan eliminates all possibility of dead stock and enables the dealer to have on his shelves selections that are in constant demand, the profits from which are never being jeopardized by left-overs and slow movers.

Every dealer will be interested in this new plan because the Gennett proposition is worth while. Write for further information.

GENNETT RECORDS
Richmond, Indiana
Indications of Increased Activity in the Akron-Canton District as the Summer Wanes

Vigorous Sales Promotion Drives Have Marked Effect on Sales—Betterment in Demand Creates Optimism and Dealers Are Laying Plans for Busy Fall—Trade News and Activities of Month

AKRON-CANTON, O., September 5.—While there has been some recession in many retail lines, the talking machine business in this district during the lag end of Summer picked up slightly, and indications are: the month of September will show a further gain. One of the most marked efforts in dealer circles was the half-price sales drive conducted by Victor dealers in the two cities, which had a stimulating effect at a time when normally business is off, both in talking machine and record departments.

It is a trifle too early to predict what radio will be this Fall, but dealers are of the opinion that sales will be heavier than last year, owing to the advancement of radio in the past 12 months. Many new models are now being displayed in music stores and inquiries have been more frequent than at any time in recent weeks, dealers said. Records have shown some improvement in recent weeks; it is reported Portables are still selling, with continued warm weather and prolonged activity at the nearby lake resorts.

The talking machine trade will not doubt be grieved to learn of the death of John M. H. Leech, for many years identified with his brother in the D. W. Leech Music Co., Canton, O., and well known to the trade. C. M. Allford, and wife, the former manager of the Allford & Fryer Piano Co., Canton, are in the West on an extended vacation, and while there will visit relatives in Montana.

AMPLION

The World's Standard Loud Speaker

ALFRED GRAHAM & CO., London, Esa, Patented

Our Proposal to Dealers

in Musical Instruments

ANY sales of good sets are lost because the loud speaker fails to do justice to the set.

As a specialist in the sale of musical instruments, you keenly appreciate the importance of clear, natural tone in radio demonstrations. You are, no doubt, in search of the finest toned loud speaker and the maker affords--to aid you in sales of sets. You are therefore made this offer: Permit us to send you Amplion on ten days' trial of regular list prices less dealers' discount. Test it entirely in connection with any or all other makes.

If, in your opinion, any other loud speaker can equal The Amplion in clarity, natural tone and volume without equal, remittance or "Ouster," return The Amplion for full credit.

The Amplion is the creation of the actual originators and world's oldest makers of loud speakers. It is the product of more than thirty years' experience in the reproducing of sound. About all has been perfected through years of experience in the science of acoustics. It is the only speaker that can work under identical conditions in different rooms and different parts of the country. It has the ability to reproduce the music of the opera and concerts in other countries. To hear The Amplion--is to understand the reasons for its world-wide preeminence.

The Superior Elegance and Life-Like Quality of its Tone has made THE AMPLION Internationally the Largest Selling Loud Speaker.

This proposal is conditional only upon your giving us your retailer's name and address, as we will expeditiously and only through the jobbing trade. Any future business would go through your jobber.

Amplions are nationally advertised on an extensive scale in leading magazines, radio publications and newspapers throughout the United States. The latest sales list at $12, $23, $30, $50. A most attractive proposition awaits your inquiry.

The Amplion Corporation of America

Executive Offices: Hollee C. 280 Madison Avenue, NEW YORK CITY

Canadian Distribution: R. J. Razack, 55 Beaver Street, TORONTO, Ont.

Associated Compatriots: ALFRED GRAHAM & Co., London, England; CARROUSE FRANCE, PARIS, France; GASTEING, LINZ, Austria; C. M. F. AMPLION, BRUSSELS, Belgium.

Representatives in all leading cities throughout the world.

too the East Mr. Allford plans to visit with several dealers as well as manufacturers whose products he is merchandising here, returning to Canton early next month.

L. O. Beck, manager of East Market Gardens, Akron, one of the best known ball rooms in the Middle West, was successful in securing for three days the original Memphis Five, Victor record artists, for an attraction at the Gardens, three days recently. This was the first invasion of this territory by the well known Memphis band and as the result of its visit to Akron, sales of their records were greatly stimulated, dealers reported.

More than the usual number of talking machine dealers from Canton and Massillon will be in attendance at the annual convention of the Northwest Radio Trade Association, which opens at the Manton early next month. It was announced by officials in charge of the Merchants' Exposition Hall. The William R. Zollinger Co., Victor dealer, Rhine Elvis, Canton, will exhibit at the show. B. T. Siegel, of Akron, and the Arnold Music Co., Massillon, are annual exhibitors at the fair, which opens Labor Day and continues for a week.

Brunswick record dealers of Youngstown reported a good week end business recently, when Ray Miller and his Brunswick record orchestra played a single night's engagement at the Southern Inn.

Don O. Thomas, prominent Barberton, O., music dealer, died recently at the result of burns suffered when the gasoline tank of his automobile exploded.

Don Smith, of the Smith-Phillips Music Co., East Liverpool, visited Canton recently, where he was the guest of Herb Wedderfelt, Brunswick record artist, whose band is playing an engagement here.

It is announced the Home Music Co. North Market avenue, Canton, has added a complete service and repair department for all makes of talking machines. The store, the newest acquisition to the downtown retail music store family, has been in existence over a month.

Elmer H. Hensley, Elyria, O., has opened a new music store at 650 Main Street. Hensley, well known in the retail music business, formerly was manager of the Elyria Starr Music Co. branch.

Twin Cities Radio Show

Plans Rapidly Maturing

MINNEAPOLIS and ST. PAUL, MINN., September 8.—Plans for the second annual Northwest Radio Show to be held in the Twin Cities during the week of October 5 are developing rapidly, with three-fourths of the exhibition space already spoken for and with prospects of an early closing out of available exhibition space. Over 100,000 people are expected to view the estimated 200 exhibits. The Northwest Radio Trade Association, which is sponsoring the event, expects this to be the most successful show of the kind ever staged in this section of the country. No expense is being spared to create a drawing card of the first magnitude. All kinds of entertainment will be provided. Radio manufacturers of national prominence will make addresses at the different convention sessions and a large concert will be an important feature of the week. Among those who are scheduled to date are A. J. Carter, president of the Carter Radio Co., Powell Crosby, Jr., head of the tremendously large radio business bearing his name; Herbert Frost, president of the National Association of Radio Manufacturers, Laurence Gardner, president of the Grand Corp; Colbin B. Kennedy, president of the company of that name, of St. Louis, and others of equal prominence. Wide publicity is heralding the event.

H. J. Hazley opened a new music store at the site of the first of this month at 511 Sixth street, S. A full line of talking machines, pianos and other musical instruments are carried.

The General Music Co., Denver, Colo., was recently incorporated with a capital stock of $100,000. The incorporators are Leonard S. Zall, E. J. Maydeck and W. S. Hirshe.
Lincoln Records

NOW Retailing at 35¢
(formerly 50¢ each)

As good as the best of them and better than most even though the price is so low.

Perfect reproduction of all of the latest vocal and dance hits. Recorded by the foremost artists. Every record's a ten inch double disc and will play on any phonograph.

Highest standards of manufacture maintained throughout.

No wonder Lincoln is the quality record of the industry.

Write today for our proposition.

The Lincoln is a product of the

Cameo Record Corp.
249 West 34th St., New York, N. Y.
Federal Ortho-sonic Sets Announced to the Trade

Federal Radio Corp. announces Line of Eight Models All Operating on New Principle—Extensive Advertising Campaign Planned

BUFFALO, N. Y., Sept. 8.—The Federal Radio Corp. recently announced the new line of Federal Ortho-sonic radio receivers, consisting of eight models, the majority of which embody the new system, an exclusive Federal feature, the Ortho-sonic principle of tone reproduction. A national advertising campaign, which started last week, is designed to familiarize the public with the Ortho-sonic feature, which has been designed to harmonize with home furnishings. All Federal Ortho-sonic models have the one-dial control; the Ortho-sonic principle is involved in the set.

The Federal Ortho-sonic principle of tone reproduction is based on the fact that a record cannot be reproduced exactly as it was made; a phonograph record represents the sound waves of music as they were recorded, and these sound waves are of varying length and are not continuous. The Ortho-sonic system eliminates the lack of continuity, and the result is a reproduction of music that is more lifelike and natural than any phonograph reproduction previously experienced.

New Sonora Dealers

Among the new dealers who have joined the Sonora agency are: Scott Proovell Music Co., Wenatchee, Wash.; Block & Kubi Co., Peoria, Ill.; William Waldman, 601 Ninth avenue, New York; Charles M. Ferri, 115 Marau avenue, Brooklyn, N. Y.; Atlantic Talking Machine Co., 144 Hamilton avenue, Brooklyn, N. Y.; William Gushard Dry Goods Co., Decatur, Ill.; Pietro Catalano, 1335 Division Street, Brooklyn, N. Y.; Tappan, Shob, New York; Charles Edison, son of the famous inventor and manufacturer, has a wealth of experience and knowledge in the field. It is certain that many thousands will attend the show and the exhibits, together with the daily selected records for entertainment and educational purposes that will be given, are certain to arouse an interest that will reflect itself in the local dealers' radio sales.

New With Munson-Rayner Corp.

W. R. Frecmersvord, formerly Western representative of the Magnavox Co., was recently appointed general manager of the Munson-Rayner Corp. of this city. Mr. Frecmersvord brings with him to the Munson-Rayner Corp., distribution, in the music business, the same kind of energy and enthusiasm that will help bring the new company to success in the field. It is certain that many thousands will attend the show and the exhibits, together with the daily selected records for entertainment and educational purposes that will be given, are certain to arouse an interest that will reflect itself in the local dealers' radio sales.

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Personal Changes

Following the death of William M. Meyberg, radio distributor, the following changes have been announced. A. H. Meyer, who manages head offices in Los Angeles, has been appointed general sales manager; J. W. Thompson is now sales manager of the Northwestern California and L. J. Tappan has been appointed assistant sales manager for the Western region.

Yosemite Valley Rangers Presented With Eagle Set

James M. Schwabacher, Eagle Neutrodyne distributor on the Coast, made a gift of a radio to the Yosemite Valley Rangers, in recognition of their recent National Wild Life Refuge week spent in the Yosemite Valley, in which he accompanied by his family.

The Schwabacher Co. is one of the biggest and most successful radio distributor organizations on the Coast and is particularly enthusiastic over the Neutrodyne, the receiver of the Schwabacher Co., which gave a fine performance in Yosemite Valley, Mr. Schwabacher operated daily an Eagle Neutrodyne, which he presented to the Rangers, Chief of the Yosemite Valley Park. He insisted on taking a flashlight of Marie Louise Schwabacher, age three, while operating the Eagle at the club, thus proving the care with which the set can be tuned. The Yosemite Valley is surrounded by a granite cliff over 3,000 feet high and is a most difficult place for radio reception. The Eagle, however, is giving wonderful results, and it impresses the visitors at the Park headquarters.

Max Steinberg Reports Busy Times in New Zealand Trade

A recent visitor to The World sanctum was Max Steinberg, governor of the American Fano Co., Ltd., Wellington, New Zealand, who is making an extended visit to various points of interest in the States. The American Fano Co. is a manufacturer of talking machines and buys a great deal of its parts from American manufacturers upon whom Mr. Steinberg has call during his stay in the States. Mr. Steinberg spoke optimistically of present and prospective business conditions in New Zealand. He is at present on a visit to the West but will return East before leaving for the Pacific Coast, from which he sails for home around the first week in November.

J. R. Kenney Appointed Mgr. of New Record Corp.

J. R. Kenney, well known in the talking machine trade in the East for many years, through his connection with the Silas E. Pease Co., and later with the Brunswick and Acme Co., was recently appointed sales manager of the New Record Corp., Brooklyn, N. Y., manufacturer of records for children.

Chas. Edison Gives Ad Talk

Charles Edison, son of the famous inventor and manufacturer, has been made a member of the Board of Directors of the Thos. A. Edison Industries, recently addressed a group of advertising students at Columbia University, starting the week by the unannounced talk on advertising matters. Mr. Edison is also the author of the article, "America Has Swallowed a Slogan with Blind Unthinking Faith," which recently appeared in the publication, "Advertising & Selling."

Dictogrand-Power-Six Announced to the Trade

The Dictograph Products Corp., New York, manufacturer of Dictogrand loud speakers and phonograph attachments, recently announced, through D. W. Andrews, head of the radio division, the new receiving set to be known as the Dictogrand-Power-Six. The set which has just been perfected operates on 110 volt 60 cycle alternating current or electric light direct. It uses two standard "Recton" RCA rectifying tubes and six standard U.V.199 tubes.

Mr. Andrews, in commenting on the new set, said: "We believe that the radio set which operates directly from the electric light current will be in demand both by the trade and consumer. In making the new set, every effort has been made to produce a set of high quality. The new set will operate with the same efficiency as an ordinary radio set, but it will be more rugged."

In New Post

Howard L. Brown, Southern California Manager of the phonograph division of the Brunswick Co., was on his way home last week after a two week's vacation and return to work after a week's absence only, on account of the big increase of business which threatened to swamp his office. The Brunswick record cutting plant in Los Angeles has been in constant operation eighteen hours per day trying to fill the demand for records.

Pushing Chords

Paul Popp, formerly with the Wylie B. Allen Co.'s San Diego branch store, has been engaged by Manager Brown to specialize in the sale of Vocalion records to the trade.

The greatest enthusiasm and excitement prevails among all Brunswick dealers in regard to the recently announced Brunswick product, the Panatone.

In New Post

Irving C. Andrews, for many years proprietor of the Andrews Talking Machine Co., has been appointed manager of the phonograph and radio departments of the Platt Music Co.
Are You Ready—NOW—to Sell Standardized Radio?

Learn "what’s what" in radio from what happened in the motor field.

Look over current automobile advertising. Look into the cars themselves. You’ll find that while the advertising "plays up" refinements of model and improvements in equipment, the basic appeal to the motor-car buyer is the fully arrived, settled-down, standardized chassis of the car itself.

How about the Radio business? How about your sales and profits on an invention that has won immediate success through the sheer wonder of its accomplishments? The world is now ready to buy standardized radio in volume, and promises this year to bring Radio very near the top of leading national industries.

Give a Thought to THERMIODYNE, for This is THERMIODYNE Year

THERMIODYNE’s Three-Stage Thermionic circuit is several jumps ahead of any "hook-up" on the market—and it cannot be superseded by anything short of a red revolution in radio research.

Put a THERMIODYNE in Every Home!

To say that THERMIODYNE is today’s outstanding example of standardized radio reception means that the THERMIODYNE purchaser of today will be a satisfied THERMIODYNE owner for years to come.

THERMIODYNE is as radio-staple as a Packard chassis is motor-car staple. Each is a standardized product. The purchaser of either owns something that will "stay put" and "go strong" for years to come.

When new accessories and improved equipment come along—as come they will—there will be no worry about "obsolete models" and "discarded types" from either THERMIODYNE public or THERMIODYNE trade. For THERMIODYNE is standardized to discount the future of research and invention—and while tubes and batteries, equipment and accessories will assuredly come and go, each and all of them will "hook up" to THERMIODYNE like new friends in an old home and merely bring out better performance than ever on the same wonderful standardized THERMIODYNE radio "chassis" of 1926—and after!

We Say This to You

THERMIODYNE’s sales policy is backed up by what we believe to be the most comprehensive, most complete and most co-operative merchandising franchise offered to responsible radio merchants in the whole radio field today. Write or wire us for illustrated literature on the full THERMIODYNE line and for information regarding exclusive Dealer Franchise, together with details on the surest and easiest ways to make radio sales—oftentimes with two profits on a single sale. DO IT TODAY! Simply say: "Send Full Information."

This is THERMIODYNE Year

Write or wire your nearest Distributor—or us direct—TODAY—while good territory may be open to you. Tomorrow may be too late. "Do it NOW!"

The Famous Master Control

THERMIODYNE
Radio Corporation
1819 Broadway
NEW YORK CITY

Thermiodyne
RTT is open to the numbers 1,750 are Columbias, representing 3,754 selections. He has several complete Operas and 11 masterpiece sets and began his musical collection in 1908.

In order to test the stability and strength of the cartons, and methods of packing the De Forest-Crosley Musicone, a drop test was recently made from the roof of the Wigley Building, Toronto. A carton containing a phonoscope was forcibly thrown from the roof to the ground, which distance was over seventy feet, without damaging the radio reproducer in any way. The quality of the music was not marred by the drop.

Brunswick-Balke-Collier Co. of Canada, Ltd., sole distributor to the music trades of radio made by Canadian General Electric, have been successful in placing a considerable number of Radiola super-heterodyne portables with the trade throughout Canada, who in turn report favorable sales of this line.

Thursday, September 3, was Music Day at the Canadian National Exhibition at Toronto, when all previous records for attendance were shattered.

MONTREAL, CAN., September 9.—Pursuant to a special act of the Canadian Parliament which received the Royal Assent recently, the name of The Marconi Wireless Telegraph Co. of Canada, Ltd., has been changed to Canadian Marconi Co. The change in name does not mean any change in policy. The company has developed a line of radio accessories to be marketed under the Marconi name and include a Marconi loud speaker, headsets, a straight-line frequency low-loss vernier condenser and a distortionless audio frequency transformer.

New Apex record releases include pipe organ numbers by Jesse Crawford. The Thermidrye Radio Co., Montreal, gives a distributor exclusive territory who only sells to authorized dealers. It guarantees price maintenance on Thermidrye products, for the balance of the radio year, ending March 1, 1926, and in the event of reducing prices agrees to rebate the jobber the full amount of the price reduction on all stock he has on hand at that time.

Starr Phonograph Co. of Quebec Have Wholesale Headquarters—Marconi Co. Changes Name to Canadian Marconi Co.—Brunswick Sales Continue Good—Window Displays Move Sonoras

The Canadian Radio Trades Association recently entertained at luncheon at the Prince George Hotel, Toronto, Roxy and His Gang, the well-known radio entertainers of New York: Russell L. Teppe, wholesale representative of McLagan Phonograph Corp., Ltd., Stratford, Ont., recently joined the ranks of benefactors.

W. A. Cameron, droggist, of Renfrew, Ont., is handling Brunswick Radiolos and records with splendid success. Harry Wallace Tonks, Windsor, Ont., has a private collection of over 2,630 records of which number 1,750 are Columbias, representing

Talking Machine Springs and Repair Parts

NONE BETTER IN QUALITY
NONE LOWER IN PRICE

THE RENE MANUFACTURING CO.
MONTVALE, NEW JERSEY
Both "A" and "B" radio power from your house current

Philco Socket Powers are plugged right into a lamp or wall socket. They transform alternating current into the smooth, hum-free, direct current necessary for radio reception.

One switch controls everything—"A" power, "B" power, even the radio set itself. No recharging to think about—no dry cells to replace. Simply snap the one switch "ON" and "OFF."

Equally important—there are no filaments to burn out—no moving parts to get out of order—no hum—no distortion—no falling off in reception. As dependable as your electric current and turned on just like an electric light.

Think what this means to the thousands of persons who have held off from buying radio sets because of real and imaginary difficulties involved in their operation. They will buy now!

You can obtain Philco Socket Powers from your Jobber or Wholesaler. Order now or write to us for complete details.

Philadelphia Storage Battery Company
Philadelphia

Philco also builds a complete line of rechargeable storage batteries for radio.

Philco Standard "B" Battery—a complete Adam-brown mahogany Radio recharging for 90 volts of dry cells. Price, $13.00.

Philco "A" Batteries in add-light glass cases—for dry cell tubes. 80; 6 volt tubes. $16.

For Dry Cell Tube Sets
Buy Philco Socket Power "A", "B", "A" and "B" power in one attractive mahogany-finished case—controlled by one switch. No hum—no distortion. Costs only one cent per day to operate. Supplies as high as 120 volts of "B" current, ideal for Radiola Super Heterodyne.

For 50-60 cycle 100-125 volt alternating current ........................................ $63.00
For 25-60 cycle 100-125 volt alternating current ........................................ $64.00

For Storage Battery Tube Sets
Wake Philco "A" and "B" Socket Powers may be purchased separately, they should be used together for the greatest possible enjoyment.

Plug the "B" into the "A" and the "A" into a light or other socket. The one "A" switch turns them both on or off. Each "B" power—"A" power—"B" power—even the radio set itself. Nothing else to do. No dry cells to replace—no thought about recharging. Easy as turning on an electric light.

Philco Socket Power "A"—for 50-60 cycle 100-125 volt alternating current ........................................ $75.50
Philco Socket Power "B"—for 50-60 cycle 100-125 volt alternating current ........................................ $77.50
Philco Socket Power "A"—for 50-60 cycle 100-125 volt alternating current ........................................ $79.50
Philco Socket Power "B"—for 50-60 cycle 100-125 volt alternating current ........................................ $81.50

Philo A and B Socket Powers


Philco "A" Batteries in add-light glass cases—for dry cell tubes. 80; 6 volt tubes. $16.

Philco Radio Batteries are Dry—semidry. Their life doesn’t start until you pour in the electrolyte. You handle them as easily as radio tubes or Victrola Records.
Artistic Floor Models in the New Splitdorf Radio Line

The Splitdorf-Electrical Co., Newark, N. J., has announced a complete line of attractively cabineted sets.

The premier receiver in the Splitdorf line is the model called "The Polonaise." It has a five-tube set giving two stages of tuned radio frequency, detector, and two stages of audio amplification. This receiver has been designed to meet the requirements of the average home which demands the utmost in radio reception as far as operation and efficiency are concerned and at the same time desires neatness, compactness and attractive appearance at a popular retail price.

Included in the line is "The Rhapsody," a most attractive five-tube instrument. Fitted with new electric lighting, enclosed dial tuning controls—an innovation, developed by Splitdorf, consisting of concealed electric lights which are operated from "A" battery switch. This feature makes operation of the receiver in darkness practical and simplifies tuning.

The receiver is installed in a desk type cabinet made of solid American walnut, matched and carved and expertly finished. Console includes built-in speaker and has ample space for all batteries and charger. Two additional drawer compartments provide space for headphones, programs, logs, etc. Center drawer may be utilized for writing materials; center leaf makes console instantly available for correspondence purposes. This receiver will harmonize with the furnishings of the finest homes.

The illustration will give an idea of the quality of the cabinets which are being sold at prices not far above cost. There are two Japanese creations in the line which involve cabinet work of the highest craftsmanship and are really works of art. These are known as "The Mikado" and "The Gohka."

The Splitdorf Co. manufactures two models of speakers, "The Grande," a large bell type, equipped with adjustment for controlling volume and tone, and "The Cello," a high-grade moderately priced composition bell type which also has an adjustable feature for controlling volume and tone.

Talking Machines Move in Salt Lake Territory

Increased Interest in Phonographs Noted by Dealers—Drop in Record and Machine Prices an Aid to Sales—Activities of Month

Salt Lake City, Utah, Sept. 5—Everywhere throughout this section reports are being received to the effect that the talking machine business is looking brighter now than there has been for a long time. Specially low prices on high-class records, campaigns such as the Victor Co. put on recently, have done more to make the phonograph popular again, it is believed by many dealers. People got to thinking that high-class phonograph music was within the reach of all, and they not only bought more records, those who already had machines, but more machines have been sold as a result. Art models have been very popular, but others are selling, too.

"Moonlight and Roses" has taken Utah by storm and hundreds of orders for records of this number have been held up or have had to be unfilled. Lester Taylor, manager of the music department of the Taylor Bros. Department Store in Provo, told yesterday that he has not seen such a big hit in Provo since Dardanella in 1920.

R. F. Perry, traveling sales man of the Brunswick Co., with headquarters in the city, reports a fine business everywhere. He said they are selling more straight phonographs than they were, but Brunswick Radiolas were still in good demand. He said the local Brunswick branch would show a nice increase over 1924 if present conditions continue.

It is carrying the Vocalion records and retailing them at all their stores outside of Salt Lake City and Ogden, Utah. The Vocalion records are now distributed in this section by the Brunswick Co.

The John Elliott Clark Co., Victor distributor and dealer, is now located in the handsome new store at 150 South Main Street, one of the nicest and most important music establishments in the State. The location itself is second to none, being in the very heart of the retail district. There are several most attractive demonstration booths, whilst the two windows, one of them a large one, give ample space for window advertising. The repair department will be located in the rear and is easily available from the store.

Music Master Illuminated Sign Flashes on Broadway

The Music Master illuminated sign on the Gay White Way in New York City, which was foretold by President Walter L. Eckhardt, of the Music Master Corp., and two stamp shows, has now become an actuality. The sign was a plan of Mr. Eckhardt's and one of the many ways in which the Music Master line is being strongly featured. The sign is said to cost approximately $50,000 a year to operate and advertise in colorful effect the Music Master line.

Fred Gretsch, head of the manufacturing and importing house bearing his name, recently returned from his annual trip to Europe.
Something to Think About
Mr. Radio Dealer!

This is a fiddle. It is a funny fiddle. It is played with three bows. Why? Frankly, we do not know.

This is a radio. It is like the funny fiddle. It operates with three dials. It was probably made for a man with three hands. We haven't seen him. Have you?

Now here is another radio. It has only one dial. It was made for people like you and me. People who consider radio something to hear, not just to twiddle.

This one-dial radio is called the Mohawk. It will do anything any three-dial radio will do. And a lot more! It will make more women want radios, as well as more men . . . there is only one simple dial to tune.

What do your customers seek in a radio? Selectivity? Distance? Volume? Beauty of tone? Faithfulness of reproduction? They cannot ask for more than the Mohawk gives. All these fundamentals plus unmatched simplicity.

Mohawk engineers did it. They found a way to balance the condensers—to synchronize them perfectly. Mohawk, with only one dial, is as well balanced as the best three-dial set made.

This great Mohawk achievement is being widely advertised in The Saturday Evening Post and other publications. People in fast-growing numbers are learning of Mohawk’s great advantage. These people will not be satisfied with any other type of set. Offer them the Mohawk and you will get their business.

Convince yourself. Test the Mohawk in comparison with any set made. Just use your ears . . . and the fingers of one hand. Write today for literature and list of Mohawk Jobbers.

Selected from among 47 radios as standard equipment on the Pan-American crack train of the L&N Railroad. A test will tell you why.

Mohawk Corporation of Illinois
Independently Organized in 1924
2220 Diversey Parkway - Chicago, Ill.

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

Mohawk cabinets are beautiful in design, rich in appearance. Here are the three Mohawk Models:

- Model 100 (Left) $100
- Model 110 (Blonde) $175
- Model 115 (Right) $225

Mohawk cabinets are beautiful in design, rich in appearance. Here are the three Mohawk Models:

- Model 100 (Left) $100
- Model 110 (Blonde) $175
- Model 115 (Right) $225

Mohawk Radio
Manufactured by Mohawk Corporation of Illinois
Independently Organized in 1924

5 tubes—just ONE dial to tune
Reductions in Prices of Machines Prove Beneficial to the Trade in St. Louis

September Starts With Very Satisfactory Demand for Instruments As a Result of Sales Promotion Drives—Important Changes in the Trade—Month's News and Activities

St. Louis, Mo., September 8.—The mid-Summer chill caused by the Victor reductions last month lapped over into September and the after-effects are quite beneficial to the dealers in other machines as the Victor reductions spurred them to activity at a time when they were disposed to inactivity. Hence the early part of September displayed more animation than was expected.

The Autumn opens with changes in the management of the talking machine departments of the Scruggs, Vandervoort & Barney Co. and the Famous-Barr Co. At the Vandervoort store the talking machines and pianos, after being for a time under joint management, are again separated, with a manager over each. A. W. Hosier was manager of the talking machine department when, a couple of years ago, it was decided to consolidate and he was placed in charge of the pianos. Now he is back in charge of the pianos and talking machines. H. A. Brown, formerly with the Piano Co., of Indianapolis, Ind., and the Cable Piano Co., Chicago, has been placed in charge of the pianos. The return to the old plan is highly satisfactory to Mr. Hosier, whose interest has always been greatest in talking machines, although he made a good record as manager of the combined departments.

The music salon of the Famous-Barr Co. W. P. Geissler has terminated his service as head of the talking machine and piano departments after two and a half years of successful management. He, like Mr. Hosier, was a talking machine man, with the Chicago Talking Machine Co., before he took charge of the pianos and talking machines. Under his direction the piano business grew, but he was even more successful in the merchandising of the talking machines. Immediately after he took charge he had a Columbia sale that was one of the biggest things that the town has seen, and he signaled his retirement with a highly successful Victor sale. He had kept such close watch on his stock that it was low when the reductions were announced, enabling him to buy heavily at the reduced factory prices and make good profits in the sale. His purchases are said to have been about 1200 machines. He has not decided upon his plans for the future. He will spend a month in motoring and golfing in Indiana and other States and will visit Chicago before settling down again. His successor at Famous-Barr has not been announced.

The transformation of the Silverstone Music Co.'s store on Olive street from an exclusive Edison phonograph establishment to a combined furniture and phonograph place has been completed and the remodeled store has been reopened with a fine display of furniture occupying most of the first floor and mezzanine. Preparations are under way for the opening of a larger furniture store on Twelfth street. The firm will continue, however, to be distributor for the Edison line as well as handling radio. The talking machine department of the Lohman Piano Co. is being attractively redecorated, and will be one of the finest in the city when completed.

J. H. Bennett, manager of the phonograph division of the Brunswick Co., on his return from a motor vacation trip through Illinois and Indiana, announced that M. C. Scholz, formerly district manager of the phonograph division at Kansas City, has been transferred to St. Louis to be district manager here. The firm is once again under way for pushing the sale of the new electrical Panatrope. A meeting will be held about the middle of September, to which all Brunswick dealers will be invited with the purpose of having the new product presented to them. General plans for fall business will also be discussed. W. C. Hutchings, assistant general manager of the Chicago office of the Brunswick Co., was here late in August.

P. S. Kantner, in charge of the St. Louis and Kansas City branches of the Columbia Phonograph Co., was in Kansas City the latter part of August superintending the removal from 2006 Wyangauda avenue to the Kansas City Life Building, 840 Grand avenue. A. G. Belts, assistant manager, in charge here during Mr. Kantner's absence, said that business had been good at both branches, in spite of unfavorable conditions, and that the output of the first line of machines, the standard line of machines, he said, was moving better than for five months, and dealers everywhere were optimistic, expecting good business from the end of the month on.

Columbia dealers recently in the city were Mr. Gilb, of the Gillam Co., Blytheville, Ark.; Mr. Hunt, of the Davis Music Co., Farmington, Mo.; Mr. Brute, of the Brute Music Co., Springfield, III.

A carload of 93 Columbia machines was shipped late in August from St. Louis, for the branch at the Finke Furniture Co. Evansville, Ind.

Dealers who announced the new Radiola Super-heterodyne at $116 on September 1 met with a gratifying response. M. Goldberg, vice-president of the Silverstone Music Co., returned late in August from a stay at Green Lake, Wis.

C. R. Salmon, of the Columbia Distributors, reports an exceptionally good business on medium priced console models, especially from the Southern States. Mr. Salmon took a short business trip to Chicago and Detroit.

Business in general with the Columbia Distributors has been very good for the month of August.

The Stewart-Warner Corp., 3206 Locust street, is rapidly opening accounts for its new Matched-Unit Radio, every part of which is made in its own factory. Plans are being prepared for a radio display room where customers will have the opportunity of listening in. A popular-priced set at $80 has been added to the previous list.

A. W. Hosier, manager of the Scruggs, Vandervoort & Barney talking machine department, has returned from a two-weeks' motor trip. Miss Rena Wilson, of the same department, has returned to a trip to Wisconsin.

L. S. Buchanen, president of the Buchanan Fay Music Co., and W. H. Buchanen, secretary, have returned from two months' travel in Europe. E. E. Fay, vice-president of the company, has returned from a motor trip to Atlantic City. The company, which reports the opening of an unusual number of new accounts in July and August, is stressing school work in machines and records, broadening its market for the benefit of dealers. There is a good demand for the new 50-cent Gennett record.

Miss Edna Goetz, of the talking machine department of the Kiesebath Piano Co., has returned from a steamboat trip to Peoria, III., accompanied by her sister and friends.

Mr. and Mrs. Robert W. Harbison recently celebrated their golden wedding. Mrs. Harbison, who retired from active business eight years ago, was the founder of the Harbison Music Co.
QUALITY
Not Price Sells Them

Far-seeing radio dealers and jobbers are beginning to realize the great market for a radio tube of quality. A tube fitting in appearance and performance the most advanced radio receivers — receivers whose sole sales appeal is quality.

More than this—they see the need for a tube far better than the ordinary tube—a tube the discriminating purchaser will always buy. A tube that sells on the basis of quality alone—not price.

That is why more and more of the better dealers and jobbers are asking for Brightson True Blue Radio Tubes. Investigate the value of a True Blue Tube Franchise.


BRIGHTSON LABORATORIES, INC.
Waldorf-Astoria Hotel, 16 West 34th Street
New York City

GEORGE E. BRIGHTSON, President (Founder of the Sonora Phonograph Co.)

For Information Write Our Nearest Representative

Branch Office:
50 N. Eleventh St., Philadelphia, Pa.

New England Representative:
Wm. C. Green, 111 Park Square Bldg., Boston, Mass.

New Jersey Representative:
Fried Steel Co., Trust Co. of N. J. Bldg., Jersey City, N. J.

Brooklyn Representative:
C. J. Sundeen Automobile & Radio Co., Bedford Ave., at Madison St., Brooklyn, N. Y.

Detroit Representative:
A. C. Schutz, 3121 Geddes Ave., Detroit, Mich.

Chicago Representative:
Young, Lath & Sembly, 701 W. Jackson Ave., Chicago, Ill.

Mnneapolis Representative:
Elmes & Lang, 202 E. Water St., Milwaukee, Wis.

St. Louis Representative:
Brown & #ell Supply Co., 1054 Pine St., St. Louis.

Minneapolis Representative:
Williams Model Co., 400 Second Ave., Minneapolis, Minn.

Denver Representative:
Reynolds Radio, 120 Champions St., Denver, Colo.

Australia and New Zealand:
Porter & Whitmore Ltd., 58 Market St., Sydney, N.S.W., Australia.

BRIGHTSON True Blue TUBES
Harmony

RECORDS

A Quality Record at a Popular Price

For that great and growing section of the present day record-buying public which demands a quality product at a moderate price, we announce the

HARMONY RECORD

This record is manufactured from the best materials, has an extremely smooth surface, bears an attractive and distinctive label and will be kept up to date by the monthly or more frequent issue of all the latest dance and popular song selections of the day.

We feel confident that these records will prove very popular with the big public who desire a moderate priced, up-to-the-minute article.

See current list on opposite page

Columbia Phonograph Company
1819 Broadway    New York

COLUMBIA
## Harmony Records

### A Quality Record at a Popular Price

#### FIRST RELEASE

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<td>VES SIR, THAT'S MY BABY (Fox Trot)</td>
<td>Harmony Dance Orch. (Vocal Chorus by Billy Jones)</td>
<td>Harmony Dance Orch. (Vocal Chorus by Billy Jones)</td>
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<td>Joe Friedman's Monte Carlo Orch. (Vocal Chorus by Joe Feletim Man)</td>
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<td>Billy Jones and Private Home</td>
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<td>SMILE ALL THE WHILE, Solo, Orch. Accom., Arthur Fields, Baritone</td>
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<td>The Cathedral Quartet</td>
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<tr>
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<tr>
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<tr>
<td>UNCLE TED, Solo, Orch. Accom., Harry C. Brown</td>
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Pathe Corp. Announces New Recording Process

Eugene A. Widmann, President of Pathé Phonograph & Radio Corp., Describes New and Improved Process of Making Records

Eugene A. Widmann, president of the Pathé Phonograph & Radio Corp., Brooklyn, N. Y., has announced a new recording process for both cylinder and disc recordings. The process has been one of gradual development and is different from that employed by any one else. He believe our records will be superior to any records that have appeared on the market. The new process makes it possible to record effects that have in the past been lost. The tone is truer and sweeter and is not purely a matter of stretched and method found by which these stretched lines could be condensed and transformed by a slow process a better and truer record result. The Compagnie Generale des Machines Parlantes Pathé Frères, Paris, had developed this process. Our plan in recording is to use a huge cylinder wax record and after we have experimented with a four-minute record we transfer this to a flat record. A sapphire is used in cutting the cylinder and this is transposed to a central cut on the disc. It takes us an hour now to get into the original flat wax which formerly took three minutes. It is a well-known fact that in photography the original objects are made large in order to get the detail and then are reduced down to the desired size.

The sixteen-inch record gives better results than the ten-inch records, and the ten-inch better than the three-inch, etc. By our method you get the result on a ten-inch record that might ordinarily be expected from one two or three times as large and with uniform result. President Widmann is shown in the accompanying photographs presenting specimens of cylinder and disc recordings in which the new process has been used.

Pathe Corp. Has Developed New Recording Process

President Widmann With Cylinder Record Pathe and Perfect records. This process, it is stated, is along entirely new lines and is the result of over a year's experimentation in the Pathé Laboratories in Brooklyn, and for some three years by noted acousticians in the Pathé Frères laboratories in Paris, France. The new process is described as resulting from work in electrical and photo-electrical sound wave reproducing methods conducted by both the domestic and foreign organizations.

In discussing the new process for The World, President Widmann stated: "We finally developed the process to a point where we decided definitely to adopt it. The next records released will be made using the new recording process. The process has been one of gradual development and is different from that employed by anyone else. I believe our records will be superior to any records that have appeared on the market. The new process makes it possible to record effects that have in the past been lost. The tone is truer and sweeter and is not purely a matter of stretched and method found by which these stretched lines could be condensed and transformed by a slow process a better and truer record result. The Compagnie Generale des Machines Parlantes Pathé Frères, Paris, had developed this process. Our plan in recording is to use a huge cylinder wax record and after we have experimented with a four-minute record we transfer this to a flat record. A sapphire is used in cutting the cylinder and this is transposed to a central cut on the disc. It takes us an hour now to get into the original flat wax which formerly took three minutes. It is a well-known fact that in photography the original objects are made large in order to get the detail and then are reduced down to the desired size.

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"Domin-Aire" Radio Announced by MacLaren Co.

The MacLaren Mfg. Co. 26-28 Park place, New York City, has just announced a new radio receiver, known as the "Domin-Aire," which operates directly from AC or DC electric current—Dealer Protection Is Feature of Company's Distribution Plan

The new Erla Circloid Five is the most advanced example of modern radio engineering. Write at once for complete information and the remarkable Erla dealer franchise.

Today we offer radio dealers the greatest radio proposition in America. It carries with it advantages found in no other franchise.

A New Type Receiver

The new Erla Circloid Five is a year in advance of its time. It offers 4 vital improvements. (1) Greater distance. (2) Finer Tone. (3) Greater Volume and. (4) Sharper Selectivity. In appearance it surpasses receivers costing $50 to $100 more.

A Year Ahead—Yet Sells Complete for Less than $100

"Domin-Aire" Radio

which operates directly from AC or DC electric current without batteries or eliminators. The product is sold completely equipped with selected tube tested for perfect reception. The product will receive short waves length down to 150 meters and will tune out high powered stations. It is self-encased, including loud speaker in an attractive cabinet that lends itself to home atmosphere. The manufacturers have been developing the "Domin-Aire" for the past two seasons, having placed hundreds of them in homes during the experimental period for the purpose of locating any weak Spencer and bringing the product up to perfection.

The merchandising plan upon which the "Domin-Aire" is distributed is one calling for the highest business standards upon lines that will particularly appeal to the talking machine dealer. "Domin-Aire" will be sold only by authorized dealers, with several protective clauses in the contract that should meet with widespread approval. The plan is a system of registered ownership which protects customers after the sale is made and builds goodwill for the store. "Domin-Aire" engineers and technicians will cylinder wax record and after the completion of a week's sales and assure satisfaction to owners.

The product manufactured by the MacLaren Mfg. Co. is marketed through Thornew-MacLaren Associates, exclusive factory representatives, 26-28 Park place, New York City.

Opens Fine Store

H. J. Hanley recently opened an attractive music store at 51 Eighth street, South Minneapolis, Minn., handling a complete line of musical instruments.
New Teletone Cabinet Speaker

All Wood Construction

Inside, Spruce. Outside, Walnut.

Beautiful Walnut Finish
15 inches High, 3½ inches Deep

Teletone Cabinet Speaker pleases the ear with its sound, delights the eye with its appearance, and pleases the purse with its price. Beautifully finished in Walnut it stands 14 inches high and is only 3½ inches deep. A handsome piece of furniture, fits on top of any receiving set, or any 3½-inch space.

$32.50 Ready to Listen

The interior construction of the Telefone is of seasoned spruce, the same wood used in violins—hence the sweet resonant tones of Telefone Walnut Cabinet—all wood construction. Telefone gives you clarity of tone, large volume, and no distortion at either high or low tones.

Telefone is an acoustical achievement that the trade and public are quickly recognizing—and buying.

Back of the New Teletone Cabinet Speaker is a Powerful Organization and a Sound Policy of Dealer Protection

EVERY legitimate jobber and dealer can have confidence in an organization headed by such a strong man as Gen. Hines—confidence in the product, confidence in the policy of cooperation with the jobber, and price protection to the dealer.

Write or wire us at once for details of the Telefone Franchise which includes a guaranteed advertising campaign over the local dealers' name and address.

Advertise when you wish to see
Telefone Representative

TELETONE CORPORATION
449-453 West 42nd St., New York City
Attractive Literature on
Gould Unipower Prepared

New Product. Which Is Plugged Into House
Current. Is Picturecd In Home Settings In De-
scriptive Booklet Of Artistic Merit

The development of radio sets away from the
mechanical into the artistic has found an ac-
complishing movement in the radio battery
field. The new Gould Unipower battery, made by
the Gould Storage Battery Co., New York,
and which is plugged directly into the house
current, is a forward development in the battery
field. It can be installed in the most artistic
furniture and it is not necessary to remove it
for charging purposes. Accordingly, the de-
scriptive sales literature on the Gould Uni-
power is a departure from the catalog of the
past. The newest booklet produced by the
Gould Storage Battery Co. on the Unipower is
particularly artistic in its make-up. The Uni-
power in most of the illustrations is shown in
an attractive home setting and much attention
has been given to the border and type arrange-
ment. A new four-page leaflet for binding in
the jobber's catalog has been prepared by the
company on the Gould Unipower, Gould Radio
"A" and "B" Batteries and Gould "B" charger.
The Gould Storage Battery Co. will exhibit
at the fourth annual radio exposition held at
the Grand Central Palace during the week be-
ginning September 12.

Feature Brilliantone Needle

Brillianione steel needles, made by the W. H.
Bagshaw Co., Lowell, Mass., the exclusive sales
agent of which is the Brilliantone Steel Neddle
Co., New York City, were featured in a novel
manner at the recent outing of Talking Machine
& Radio Men, Inc. As the boat sailed up the
Hudson River quantities of balloons bearing the
Brillianione advertisement were distributed.
These balloons proved very popular and kept
the Brillianione message before all eyes.

How Many Radios in
Your Neighborhood?

HOW many radios are there in your
neighborhood? Suppose there are
only 500. That in itself is a market for
$3,750 worth of Jefferson Tube Rejuvena-
tors!

Every owner of a radio tube set needs a
Jefferson Rejuvenator. Some dealer is get-
ing this business in your locality. Are you?
Your customers are being told about
this important necessity through our Satur-
day Evening Post and other advertising.

The Jefferson Tube Rejuvenator is built for
home use and priced at a figure that is attrac-
tive to every radio owner. Used once
a month it keeps tubes at full efficiency, in-
suring uniformly good radio reception and
lengthens the life of tubes.

This valuable home device completely re-
stores paralyzed or exhausted tubes. Oper-
ates on a.c. electric light current—rejuvena-
tes tubes in just 10 minutes. Takes large
or small tubes—types 201-A, 301-A, U.V.
199, C-299, 5-VA. Packed four to a car-
ton in an attractive counter display box.
Order from your jobber today.

501 South Green Street
Chicago, Ill.

The Eagle Charger Corp.
Expands Through Purchase

Buys Entire Electrical Division of the Eagle
Carburetor Co., Including Selling Rights of
Foreign and Domestic Electric Commodities

PHILADELPHIA, Pa., September 9.—The Eagle
Charger Corp., of this city, under the direction
of Maurice F. McCarthy, secretary, has pur-
chased outright the entire electrical division of
the Eagle Carburetor Co. of Cleveland, O.
This purchase includes the well-known line of
Eagle battery chargers, together with the entire
selling rights and sales organization of the
Foreign and Domestic Electrical Commodities
which have been consolidated into one com-
pany. Headquarters have been established at
121 North Eighth street, this city.

Frank Holman Joins Sales
Staff of Argus Radio Corp.

The Argus Radio Corp., New York, manu-
facturer of the Power Electric radio set, has
announced the appointment of Frank Holman
as a member of its sales staff. Mr. Holman was
formerly a member of the firm of Ambler Hol-
man, Inc., which manufactured a set of that
name. He brings with him a wealth of expe-
rience in both the manufacture and merchandis-
ing of radio and will cover the mid-West ter-
ritory for the Argus Radio Corp.

The Argus Radio Corp. will exhibit the Power
Electric radio at both shows in New York and
also in Chicago.

Bristol & Barber Push
Unirad Storage Battery

Bristol & Barber, Inc., well known through-
out the talking machine industry, as distribu-
tors of talking machines and accessories, are
also distributing products in the radio field.
They are placing a campaign at this time be-
hind the Unirad storage battery, which is
plugged in AC or DC current and eliminates
"B" and "C" batteries. It is also stated that
the Unirad has been developed to the point
where the hum of the direct current has been
entirely eliminated. The Unirad is on demon-
stration at the headquarters of Bristol & Bar-
ber, at 3 East Fourteenth street, New York.

R. R. Wilson Appointed
Okeh Wholesale Manager

R. S. Peer, director of record production for
the General Phonograph Corp., New York, an-
ounced this week the appointment of R. R.
Wilson as manager of the New York distribut-
ing division of the General Phonograph Corp.,
whose headquarters are located at 15 West
Eighteenth street, New York. Mr. Wilson
needs no introduction to the dealers in metro-
politan territory, for he has been identified with
the phonograph industry for the past twelve
years, having been associated with the General
Phonograph Corp. for three years.

Many New Patent Claims
Granted William H. Priess

Following the granting of patents to William
H. Priess, the well-known radio engineer, by
a number of South American countries, the Press
Radio Corp. announces the granting of 230
Priess claims in New Zealand and England.
The Priess patents cover radio frequency am-
plifiers, both tuned and untuned types; methods
of controlling the amplifiers, construction and
parts and numerous supplementary develop-
ments. All the patents of William H. Priess
are and will be assigned to the company bearing
his name for a period of ten years.
Judge the New Air-Way as a Musical Instrument

When you hear the new Air-Way six-tube resistance-coupled broadcast receiver forget that it is a radio and judge it for tone, volume, beauty as you would a violin, a piano, or any of the instruments by which the soul of music is made audible.

For Air-Way goes beyond the conventional performance of a radio receiver. It not only brings in a recital or a concert, but it reproduces the identical tone of instrumentation, and the most elusive nuances of an artist's interpretation.

Air-Way rests its case with dealer and owner squarely upon this platform: Test the Air-Way in parallel with any radio receiver whatsoever, at any price, anywhere, under any conditions, and we leave the verdict to you without a word of argument.

Air-Way is sold under a unique new merchandising policy that immeasurably benefits dealer and owner. Get the Air-Way story without delay.

BRIEF SPECIFICATIONS

Circuit (all models) tuned radio frequency with four stages resistance-coupled amplification. Two tuning controls only; straight line condensers give uniform separation of wave lengths on selector dial: wave length range 185 to 550 meters, supplied for either storage battery or dry cell tubes.

Model 61. Illustrated above. Cabinet selected American walnut, 29½ inches long, 11⅞ inches high, 15 inches deep, providing space for standard dry "B" batteries—$98.50.

Air-Way Electric Appliance Corporation
TOLEDO, OHIO
Export Department, 220 Broadway, New York, N. Y.
Otto Heineman Analyzes Phonograph and Radio Business on the Continent

President of General Phonograph Corp., Just Returned From Europe, Found Improvement—Guest of Honor at Celebration of Twenty-fifth Anniversary of Phonographischen Zeitschrift

Otto Heineman, president and founder of the General Phonograph Corp., returned to New York on September 3rd, on the S. S. Reliance after spending several weeks in Europe. Recognized internationally as one of the foremost authorities in the phonograph trade and a keen student of economic and industrial conditions, Mr. Heineman’s views regarding the phonograph industry in Europe are worthy of more than passing interest. In a chat with The World, Mr. Heineman was particularly interested in the status of European business conditions:

"...industrial and economic conditions in Germany are not only interesting but very satisfying. They have been developing very strongly during the past two years. The radio business in that country is done mostly with crystal sets and it is a rather interesting fact that 90 per cent of all the radio sets in Germany are of that type. Broadcasting has by no means developed as in this country, and broadcasting is controlled by the German Government under the same suspicion felt in this country concerning the department controlling the postal service.

"There is also a very heavy phonograph business in that country, and it is not due to cut prices. Every member of the German phonograph industry is looking forward to a splendid season this fall, provided, of course, that the money situation will not get more critical than it is at present. The editors in Berlin, where I made my headquarters at the offices of the Carl Lindstrom organization and this progressive company is showing keen activity in securing valuable additions to the Osborn repertoire which the General Phonograph Corp. will get in time for this season’s business.

"During my short stay in England I was delighted to learn of splendid business conditions in the English phonograph trade. This applies both to machines and records, and in talking with manufacturers, jobbers and dealers I found without exception that they were preparing for a banner season beginning in September, 1925, and carrying through the spring of 1926. With the introduction of new customs duties in Great Britain on July first, there was a tremendous importation of phonograph novelties into that country prior to that date and motors of Swiss manufacture were an important factor. In common with Germany the record business in England is going full blast and in this country also I ascertained that radio had in no way interfered with the steady progress of the phonograph industry.

"Upon my return to America, I was greatly pleased to find that important developments in the industry had been introduced by prominent American manufacturers and during my conversations with jobbers and dealers the past ten days I have found a spirit of optimism that is based on something tangible and worth while. It seems to be the consensus of opinion that notwithstanding the keen competition of radio products, there is a healthy future awaiting the phonograph trade and the many new features which have been developed in reproducing machines and records will undoubtedly stimulate the phonograph industry as a whole. Our company is going right ahead with important and extensive plans for the coming year and we expect that the 1925 Fall season will be one of the most successful periods in our history, and this applies to every division of our business.

"...industry conditions are also very gratifying owing to the lack of money, which the companies could not readily lend out as they have in the past. There are a number of industries that are meeting the present situation and I am glad to say that in Germany money rates in January were 12 per cent to 20 per cent, but in spite of these handicaps I found that the potash industry, for example, is in wonderful shape and this industry has made immense strides in the past year.

"The automobile industry is now concentrating the greater part of its activities on the production of low priced cars, and following America’s example, automobiles in Germany are now being recognized more and more as a matter of transportation rather than a form of luxury. The only other industry that is attaining marked prosperity in Germany at the present time is the phonograph trade and it may interest the members of the American phonograph industry to know that in Germany today ten inch records retailing at approximately $41.00 in American money and twelve inch records retailing at about $12.50, are meeting with tremendous success and practically every record manufacturer in Germany showed a very healthy increase in record sales for the first six months of 1925 as compared with the corresponding period of last year.

"In common with Germany the record business in this country is going full blast and in this country also I ascertained that radio had in no way interfered with the steady progress of the phonograph industry. While in Berlin, Mr. Heineman was one of the guests of honor at the celebration of the Twenty-fifth Anniversary of the Phonographischen Zeitschrift, an internationally prominent trade paper devoted to the interests of the phonograph industry in Germany. This publication, founded by Georg Rothlisberger, has been for twenty-five years a valuable guide to the development of the German phonograph trade and the celebration of its twenty-fifth anniversary was marked by the attendance of practically all the prominent manufacturers of the German talking machine industry. Mr. Heineman states that a feature of the celebration was a luncheon for the guests, which was noteworthy for the elimination of all references to the Eighteenth Amendment and which needless to say was thoroughly appreciated by all present.

"This luncheon incidentally was one of the few vacation hours enjoyed by Mr. Heineman abroad, for outside of a very short vacation in Switzerland, he was busy throughout his entire stay in Europe. Mrs. Heineman accompanied Mr. Heineman on his visits to the various European trade centers, and returned with him to this country.

Progressive Corp. Named American Bosch Distributor

Will Handle the Radio Products Made by That Firm in a Large Section of New York State and New Jersey

The Progressive Musical Instrument Corp., wholesale of musical merchandise and radio products, New York, has been appointed wholesale distributor of the radio products manufactured by the American Bosch Magneto Corp., Springfield, Mass., according to announcement made recently by Edward Biel, radio sales manager for Progressive. The Progressive territory for this line will include New York, Nassau, Westchester, Rockland, Putnam, Orange, Dutchess, Ulster, Richmond, Kings, Queens, Nassau and Suffolk counties in New York and Monmouth, Mercer, Middlesex, Somerset, Hunterdon, Union, Hudson, Essex, Orange, Warren, Bergen, Passaic and Sussex counties in New Jersey.

The American Bosch radio products will include a six-tube radio set, two loud speakers of the cone type and a battery eliminator. The sales policy on American Bosch products, according to Mr. Biel’s announcement, will include the granting of exclusive dealer franchises with territorial selling rights. Stability of price is guaranteed through promise of rebates to dealers in case of reduction, although limited production schedules are believed to indicate further development.

The Progressive Musical Instrument Corp. expects to open in the near future a central sales office and warehouse in Newark, N. J., to serve northern New Jersey.

James M. and T. F. Green, sons of Mrs. L. A. Green, president of the Silas E. Pearse Co., leave the latter part of this month for a preparatory school at Swarthmore, Pa.

BEL-CANTO PRODUCTS

Superior in Material, Workmanship, and Performance. Bel-Canto Adjustable Loud Speakers, with massive, mahogany-finish cabinets, at $17.50. Goode-Nick Fibre Horns, at $10.00 and $15.00. Loud Speaker Units incorporating patented Flexible Redone Tone Chamber. The Bel-Canto Recording Unit, $25.00. Magnetic classifying glass, $2.50.

BEL-CANTO RADIO & TEL. EQUIPMENT CO., INC., 1726 Broadway, New York City


MICA DIAPHRAGMS

We are the country’s largest manufacturers of Mica Diaphragms and the only ones in the business with many years of research and experience. Our direct importations insure prompt delivery and our research and development enable us to turn out diaphragms of uniform quality.

Write us for samples and quotations.

Hirsch Mica Company
100 Flushing Ave., BROOKLYN, N.Y.
ANNOUNCING

The Last Word in Radio Equipment

RADELUXE RADIO TABLE
CONCEALS ALL EQUIPMENT. CONVERTS THE UNSIGHTLY HORN TYPE LOUD SPEAKER INTO A CABINET SPEAKER INSTANTLY.
List Price $45.00—Liberal Trade Discounts.

TERRITORY NOW BEING ASSIGNED TO JOBBERS
WRITE FOR PARTICULARS

RIVOLI RADELUXE HIGHBOY
THE FIRST AND LAST WORD IN COMBINATIONS. ADAPTED FOR RADIO PANELS UP TO 10 x 32 INCHES. PLAYS ALL MAKES OF RECORDS. FROM RADIO TO PHONOGRAPH BY SHIFTING LEVER EXTENDING THROUGH GRILL. AN EXCLUSIVE PATENTED FEATURE.

VINCENNES PHONOGRAPH COMPANY
VINCENNES, IND.

NEW YORK OFFICE: 165 W. 40TH
PHILADELPHIA OFFICE: 31 DELONG BLDG.
Mr. Dealer

The list price of Outings is their true value (not inflated value). The discount given dealers permits them to make money.

You make quick turnover because of the popularity given Outings through the great many thousands in homes today.

and something

NEW! NEW! NEW!

All Outings Juniors and Seniors are now equipped with a special tone-arm for playing Edison records (no extra cost).

OUTING TALKING MACHINE CO., Inc.
MT. KISCO, N.Y.

Export Department
No. 44 Whitehall Street, New York City, N.Y., U.S.A.

Cable Address "OUTING" New York

Canadian Distributors:
H. S. WILLIAMS & SONS CO., LTD., Toronto, Winnipeg, Montreal.

Outings are sold in the U.S.A. through distributors only. To our distributors it means protection and co-operation. To dealers it means uniformity of price and more profit.

Our Ship’s Log Reads

Three requests for Jobberships during the first week in September.
Three answers.
Three wire orders.
Three orders promptly filled.
Three new happy customers.
Excellent Prospects for Fall Business
Create Optimism in the Quaker City

Philadephia, Pa., September 9—Present indications of coming events in the talking machine industry are most hopeful and hold forth brighter prospects for the Fall business. Although the coal strike has materially curtailed the distribution of both machines and records in the anthracite regions up-state—although it is not expected to amount to a serious loss—with the present conditions up-state—the distributors have been concentrating sales efforts in the agricultural districts and in other industrial sections with very promising results. Records were doubled in sales in the past month and continues to that record in these early September days. All the recordings of goodly volume for this season and numerous advance orders for Fall delivery have already been booked.

Accessories dealers, with representatives traveling the Southern States and the Middle West as well as New York, report that large orders have been booked for Fall delivery already, and continue to hold to that record in these agricultural districts and in other industries. While the prospects are brighter than for the Fall of 1924 there are even more hopeful expectations for the trade in the advent of the many new types of machines and records which are forecast as being the most perfect reproducing musical and entertaining devices ever marketed since the talking machine came into existence. The new products of the Victor Co., and the Brunswick Co., as well as other types that are to be introduced this season, are eagerly anticipated and the trade believes that they will be of such marvelous reproducing qualities as to warrant a broad revival of interest in the industry somewhat like the old-time boom days.

Dealers to View New Victor Line

With this point in view the Philadelphia Victor Dealers' Association will, in conjunction with the distributors and the Victor Co., hold a special meeting at the Manufacturers' Club in this city, within the next ten days at a date not yet determined upon, for the purpose of exhibiting the new models and latest departure in manufacture of both machines and records. More than sixty-seven dealers from the local territory will be present at this exhibition, which has been arranged under the direction of President Homer C. Davis of the Philadelphia Victor Dealers' Association, in conjunction with the Philadelphia Victor Distributors, Inc., the H. A. Weymann Co., local distributor, and the Victor Co. There will be on display during the days of the exhibition, at the Manufacturers' Club four or five models of the new Victorla and these will be devoted to demonstration concerts of both records and talking machines. Dealers from Philadelphia and surrounding points, such as Norristown, Chester, Wilmington and other nearby cities and towns, will be present, invitations having been sent to the various firms at these places. Following this city display, the Victor Co. and the two local distributors will conduct a series of other exhibitions of the new machines and records in the up-state and South Jersey cities such as Scranton, Wilkes-Barre, Williamsport, Harrisburg, Lancaster, Atlantic City, Camden and other leading centers throughout the month.

Regret Departure of A. W. Rhinow

The Philadelphia trade learned, during the month, of the departure from the ranks of one of its most popular members, who for more than four years was closely linked with the distribution of the Edison phonographs in this territory. He is Arthur W. Rhinow, assistant manager of the Girard Phonograph Co., Broad and Wallace streets, and although the trade regretted his leaving its fold it had the pleasure of congratulating him on his new association as assistant to the sales manager of the concern producing Kolster radios. His duties of assistant to Manager C. R. Halley have been taken over by J. F. Donohue.

Everybody's Starts Aggressive Drive

With the advent of September days the national-tour phonograph managers of Honest Quaker main springs, Everybody's Talking Machine Co., Inc., 810 Arch street, began an aggressive campaign for the promotion of the Adler-Royal record department. In this concentrated sales campaign were taken through the adoption of a broad publicity program which includes extensive ads in the daily press backing the dealers and including the States of Dela-ware, Maryland, south Jersey, Pennsylvania and other Eastern points. New Honest Quaker products, including the Stickerite, an adhesive used to attach lips to the turntables of talking machines, which fills a large and growing want in the industry, have been announced. The other products were the Quaker graphite, spring lubricant, replacement tools, such as spring shapers, springs, spring vises, Quakerette tabletop planer and drill; diamond points and sapphires packed in cases and sapphire balls also safely cartoned, the latter products used with the Edison machines, and others where jeweled points are required. The firm is preparing a handsome new catalog showing more than 2,000 articles used by the repair and manufacturing divisions of the trade. The Quaker record department has been extremely busy meeting trade demands for Fall.

To Exhibit Brunswick Panatrope

Another phonograph manufacturer whose newest addition to the progress of the industry along the lines of perfect tone reproduction and rendition, as well as advertising and mechanical operation and equipment will be shown to the trade during the coming month is that of the Brunswick Co. In the Philadelphia district, 40 Fourth street, there will be shown for demonstration purposes only at this time the Panatrope. The new machines will be exhibited throughout the month for the first time in this city.

Dealers have been lying up successfully with the appearance of the screen production of Charlie Chaplin's latest hit, The Gold Rush, and the recording of Abe Lyman's California Orchestra in which Chaplin appeared as guest conductor and issued during August. Extensive window displays have been made with this record of the Brunswick list and newspaper announcements made through co-operative advertising of the manufacturers with the dealers. The dealers enrolled through the local branch of the Brunswick Co. during the month was the Globe Music Shop, of Palmyra, Pa., which purchased a complete stock of phonographs, Radiola's and recorders.

J. A. Fisher Co Busy

From the Western States and the sunny South there were numerous orders for the Val-ley Forge main springs and repair materials and parts manufactured by the J. A. Fisher Co., 730 Market street, in preparation for the Fall revival in the industry. Travelers for the firm, just returned, found that business in the accessory and repair parts in these sections of the country has materially increased during the past month under E. E. Epstein, who has been (Continued on page 196)
THE TRADE IN PHILADELPHIA AND LOCALITY.—(Continued from page 195)

Making the rounds of the West and returning by way of New York State, encountered a very optimistic attitude on the part of the dealers toward a Fall outlook and there was no hesitancy in placing orders for the materials necessary for a fully equipped repair shop and parts department. William Braiterman, the Braiterman & Felder Co., Baltimore, Md., distributors for the Valley Forge main springs and other Fischer products, visited local headquarters in October and reported that he had just returned from a tour of the South with similar good reports.

Another Atwater Kent Winning Product

The Northwest "Twilight Baseball League has just closed with the Atwater Kent team in the lead, having a record of six

Models of the new Kolster radio were shown and after a brief inspection were given a unanimous vote of approval by those present.

Mr. Southgate addressed the meeting and described at length the intentions of the Federal Telegraph Co. and the necessity of placing particular stress upon the merchandising possibilities of Kolster radio and the policy of limiting dealership representation upon the basis of population. He outlined also, in detail, the tremendous advertising campaign about to be launched, and the numerous plans in preparation for building up those in the field, all of which promise an assured and stable future for those who align themselves with Kolster radio under the present arrangement.

Opens Complete Repair Department

A repair department and other innovations have been made in the talking machine business of the well-known South Philadelphia dealer A. J. Whartnaby, who conducts a Columbia phonograph retail shop at Third street and Snyder avenue, and is one of the largest retailers in that section of the city. The repair department in the rear will carry a complete line of the Guarantee parts and accessories.

Velvaloid Cleaner Popular

The Velvaloid record cleaner, which was originally produced as an advertising novelty, has securely taken its place and been put into production in the talking machine field as a staple. This was pointed out by J. Abrahams, president of the Philadelphia Badge Co., makers of the Velvaloid cleaner. In substantiation of this statement Mr. Abrahams referred to the sales volume of Velvaloid record cleaners, which is even ahead of that of last year. It is expected that the Fall and holiday orders for this record cleaner will make this year a banner one.

To Exhibit at Radio Show

The Lewis Buehn Co., of 1025 Arch street, distributor of radio sets and accessories, will be well represented at the forthcoming radio show to be held in this city. This company has arranged for considerable space, and will attractively display the Atwater Kent line, Pooley cabinets and other lines which it distributes.

T. W. Barnhill in Bermuda

T. W. Barnhill, president of the Penn Phonograph Co., accompanied by Mrs. Barnhill and other dealers, was recently in Bermuda having orders for the Atwater Kent line, Pooley cabinets and other lines which it distributes.

A Victrola for Fifteen Dollars

Every sale of a Victrola No. 1-1 increases your Victor Record business and furnishes a prospect for a cabinet type Victrola.

We are prepared to make immediate delivery of this type.

H. A. WEYMANN & SON, INC.

VICTOR WHOLESALERS
The trade in Philadelphia and locality—(Continued from page 196)

If you break down sales resistance 50% of a sale is consummated. GOOD WILL helps to do this. Velvaloid Record Cleaners Create Good Will

Order for the fall. Every little bit helps. The Cheapest and Best GOOD WILL advertising you ever invested in. A trial will prove it.

Dealer's ad beautifully imprinted on the Pyramids top as he wants it. The cleaning surface is Frieze plush in assorted shades.

Order direct or thru your jobber. A sample for the asking.

Important Music Master

Post for Frank Dorian

Made Assistant to Walter L. Eckhardt, President of the Music Master Corp.—Wide Scope for His Marked Executive Ability

Philadelphia, Pa., September 8—The Music Master Corp., of this city, has announced the appointment of Frank Dorian to the position of assistant to the president, Walter L. Eckhardt. Mr. Dorian joined the Music Master Corp. January 1, 1924, and was sent to the Pittsburgh headquarters of the corporation, from which office he has been transferred to Philadelphia.

He brought with him a valuable experience gained in more than thirty years of activity in the talking machine industry. For several years he served in an executive capacity with the Columbia Phonograph Co., Inc., where he came in close contact with President Eckhardt during the latter's long association with talking machine interests, and became thoroughly familiar with the Eckhardt policies which have brought the latter's long association with talking machines and his many contributions to the commercial phonograph division of the Columbia organization when this company was devoting most of its energies to the development of the commercial gramophone intended for the use of court reporters, official stenographers, etc. He rose rapidly with that company through positions of increasing responsibility and importance. Mr. Dorian later established the first European branch in Paris of the Columbia Phonograph Co., and subsequently opened a branch in Berlin. In 1900, when the European headquarters of the company were transferred to London, Mr. Dorian was appointed European general manager, with direct supervision of branches in many other European capitals. He returned to the United States in 1909 to build up the Dictaphone organization and the phenomenal success which that company has since enjoyed stamps him as one of the foremost executives in the industry to-day.

Mr. Dorian, in his position as assistant to President Eckhardt, will enjoy an even wider scope for his unusual executive ability and broad knowledge of basic merchandising principles in the constantly expanding field of Music Master activities.

Everybody's Co. Introduces "Stick-ite" to the Trade

New Honest Quaker Product for Use in Attaching Felts to Talking Machine Turntables

Philadelphia, Pa., September 8—Everybody's Talking Machine Co., Inc., of this city, which has already made an enviable reputation throughout the trade for its Honest Quaker main springs and talking machine repair materials, has announced a new Honest Quaker product. It is called Quaker Stick-ite. It is stated that this new product solves the problem of attaching turntable felts to turntables. It was found that many dealers and repairmen were using ordinary shears, which was not satisfactory.

Philip Grabuski, president, and Samuel Finger, vice-president and treasurer of the Everybody's Co., succeeded in interesting a prominent chemist in this problem and finally, after a considerable investment, succeeded in getting the formula used in the formation of Quaker Stick-ite. Mr. Finger, in commenting on the Quaker Stick-ite, stated: "It is a product in which no compromise is made and all people are proud to associate with our trade-mark—"Honest Quaker."

From early reports it would seem that Quaker Stick-ite has already developed for itself a considerable market and that it will not be long before this will be found in the repair departments and on the shelves of prominent dealers throughout the country.

Philo Power Socket Units Are Introduced to Trade

Philadelphia, Pa., September 8—Simplicity of operation is a factor which is expected to play an important part in radio sales during the coming season. This is in marked variance from the original sales points used in the merchandising of radio sets where the hook-up and other technical points were featured. It was with this point in view that the Philadelphia Storage Battery Co., of this city, recently introduced its new socket power units to take both "A" and "B" current direct from the electric light wires.

One switch on this new power unit controls everything—"A" power, "B" power, even the radio set itself. Snapped "on" it permits a strong uniform flow of both "A" and "B" power and snapped "off" the power is shut off and accordingly the set is silent. This has eliminated recharging and the renewing of worn-out dry cells.

The Philadelphia Storage Battery Co. reports that a decided demand is being received for the three general types of Philo socket powers which are: socket power "B" to replace "B" batteries; socket power "A" to supply filament current at six volts for all sets having standard storage battery or five-volt tubes; and socket power "AB," which is a combination filament current and plate current supply for the latest super-heterodyne sets using several cells on a circuit.

913 Arch Street

Wholesale Distributor

Australian Factory for Columbia Phonograph Co.

New Plant to Be Devoted to the Manufacture of Phonographs and Records for Trade in the Antipodes—To Record Local Artists

LONDON, ENGLAND, August 19.—Formal announcement was made to the British associates of the Columbia Phonograph Co. at a luncheon at Savoy Hotel here yesterday of the completion of plans for a new phonograph and record factory with most modern equipment to be opened in Sydney, Australia, to take care of the growing demand for Columbia products in the Antipodes.

The matter was considered of such importance that all the leading officials in London of the Australian Commonwealth were present at the luncheon under the chairmanship of the Hon. Sir Arthur Cocks, Agent General for New South Wales. There were also present: Col. R. Eccles Snowden, Agent General for Tasmania; C. H. Rushton, Esq., Secretary for Agent General for West Australia; Hon. J. L. Price, Agent General for South Australia; Hon. J. Husham, Agent General for Queensland; Sir George Croydon Marks, chairman Columbia Graphophone Co., Ltd.; Percy Pitt, Esq., Managing Director Covent Garden Opera, and all the representatives of the Australian press in London, including The Adelaide Register, Australian Press Association, Sydney Sun, Melbourne Herald and Melbourne Argus.

The manager of the new factory will be Harry Parker, who has represented the Columbia Co. in Australia for over seventeen years.

The company's Australian factory will not only manufacture phonographs and records from matrices supplied from the Columbia Co.'s parent, but will also record Australian artists in their success locally.

O. W. Christian Appointed Piano Mgr. of Landay Hall

O. W. Christian, for many years connected with the piano trade in the metropolitan district, has been appointed manager of the piano department of Landay Hall. Mr. Christian, in addition to his wide experience in the merchandising of pianos, is a musician of rare talent, having studied in several of the great European universities. His extensive merchandising experience covers both the retail and wholesale field.

THE MANUFACTURERS OF THE FINEST LOUD SPEAKERS AND PHONOGRAHS 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

Speciale and His Orchestra Recording for the Edison

First Record by Carlton Terrace Orchestra Appears in September List and Makes a Most Favorable Impression

One of the latest additions to the growing list of Edison artists is Mike Speciale and His Hotel Carlton Terrace Orchestra, which has taken rank among the more popular organizations supplying dance music in the metropolis.

Metropolitan Dealers View the New Victor Product


At a meeting sponsored by a number of Victor wholesalers in the New York district, held at the Waldorf-Astoria Hotel on Friday, September II, there was displayed and demonstrated to a number of prominent Victor dealers in the metropolitan district one of the new Victor instruments of the "Orthophonic" type, embodying a number of new principles but not using electrical impulses.

The meeting, a private affair, was addressed by John G. Paine, of the Legal Department of the Victor Co., who outlined something of the other products in preparation by the Victor Co., and of the company's plans.

It is understood that the employers of the various dealers will be given an opportunity to use the new instrument and learn of its details.

Mike Speciale and His Hotel Carlton Terrace Orchestra

The first record by Speciale and his orchestra appears in the September Edison list, and both dealers and public have been liberal in commenting upon the excellence of the music and particularly upon the infectious rhythm that is apparent therein. It is planned to issue other records by Mike Speciale and His Orchestra at frequent intervals.

New DeForest Receivers Demonstrated to Jobbers

New Line Described as Wedding of Science and the Arts—Demonstration Is Culmination of Three-Day Jobbers' Sales Conference

On Wednesday evening, September 9, the De Forest Radio Co. showed and demonstrated for the first time the new De Forest W-6 Broadcast receiver operated by the Weagant circuit, a development of Roy A. Weagant, vice-president and chief engineer of the company. The demonstration was given for the benefit of De Forest jobbers, who attended a three-day sales conference, and the demonstration was preceded by a dinner at which were present the jobbers and their representatives.

H. L. Lamphear, the directing head of the De Forest Radio Co., acted as master of ceremonies, introducing Roy A. Weagant, who described the new circuit as the wedding of the sciences and the arts, the art referring to the music reception through the circuit and to the specially designed cabinet which encloses it, by Elbert McGran Jackson, the painter, sculptor and architect, who also spoke briefly.

Smaller models of De Forest receivers were also displayed in a specially arranged room. Two of the models, the five and six-tube, being exhibited in the new cabinet designs assumed as an exquisite setting for the De Forest concerto-type speaker, the cabinet and mounting being described as the Renaissance type.

The new instrument brought forth musical reproduction and the speaking voice with lifelike accuracy and aroused intense enthusiasm among the De Forest jobbers.

The De Forest Radio Co. has licensed the Colonial Radio Co., Long Island City, N. Y., and the Sparks-Withington Co., of New York, to use the new Weagant circuit.

Mrs. Arthur Hamilton, wife of Arthur Hamilton, formerly connected with the Silus E. Pear- sall Co., died recently at Atlantic Highlands, N. J., where she was spending a vacation with her family.
Better BECAUSE IT'S Practical

The Greatest Loud Speaker Value Today

Considered only as a piece of furniture or only as a loudspeaker the Console Master Speaker is worth the money. But as a combined cabinet and speaker as the greatest loudspeaker value today. The loudspeaker is concealed behind the silk covered grill and has a beautiful natural tone of great volume.

Retail Price $49.50
Complete with Loudspeaker (Adjustable Unit)

An Unusual and Exclusive Feature

The Console Master Speaker with a front that may be opened to give convenient and quick access to batteries and speaker. This is our own exclusive origination, and strong patent claims protect it.

In 2-tone mahogany or walnut.

Either way a beautiful piece of furniture.

The Console Master Speaker

The Console Master Speaker
with the opening front, showing the exceptionally spacious battery compartment, which will hold an "A" battery, a charger, and 2 dry or wet "B" batteries, besides the built-in loudspeaker.

The Console Master Speaker

The Console Master Speaker
showing the front let down, allowing convenient and quick access to batteries and speaker, using the front as a shelf or tray.

THE MOST PRACTICAL CONSOLE SPEAKER

Just a pull of the handle and ALL the batteries, charger, and loud speaker unit are within immediate reach.

ORDER FROM YOUR JOBBER

CONSOLE MASTER SPEAKER CO.

FULL TRADE DISCOUNTS

15 East 40th Street, New York
Miller Amplifying Horns

37 different models

Others in process of development

Deliveries of New Priess Receiver Now Being Made

"Priess Straight 8", an Eight-tube Set, Loop Operated, That Is Particularly Built for Distance Ability—Made in Two Models

Deliveries of the new "Priess Straight 8", the latest development of William H. Priess, manufactured by the Prior Radio Corp., New York City, are now being made. This latest Priess conception of a perfected receiving set is an eight-tube product, loop operated, developed with particular attention to its distance-getting ability. In fact, this latter feature will be one of the captions of the Priess Fall advertising, publicity and exploitation campaign. The new "Priess Straight 8" is housed in two models, a table model with exterior loop operation and a console model enclosing the loop, rotated by a knob, on the panel with built-in loudspeaker, compartment for batteries, etc. The cabinet work of both models is of the same design and dimensions that proved so popular in former Priess sets. There is a single tuning control with visible wave length indicator graduated in one meter division and other simplicity panel controls.

The Priess sales policy gives complete dealer protection, standard discounts, and other features of best business practice. The company won particular honor early this year when it withdrew from the market hundreds of Priess sets giving full allowance to its distributors and dealers and assuring protection against loss. Its latest product is being marketed along the same high standard lines with protection governing clauses written in the distributor and dealer contracts.

Pfanstiehl Distributor

Moves to New Quarters

The radio division of the International Clearing House, New York, Eastern distributor of the Pfanstiehl radio receivers, made by the Pfanstiehl Radio Corp., Chicago, recently moved to new and larger quarters at 303 Fifth avenue, New York. This move was made necessary by the increase of business, and E. L. Brown, sales manager, states that orders for the Pfanstiehl product are coming in in a most satisfactory fashion. The Pfanstiehl line of receivers, which includes six models with a wide price range, will be on exhibit at the current New York Radio Show and Manager Brown and members of his sales force will be on hand to demonstrate the instruments to visiting dealers.

William C. Zabikowski, formerly connected with the metropolitan office of the Brunswick Co., recently joined the sales staff of the International Clearing House and will cover the Manhattan and northern Jersey territory. John S. Constance, New York State representative, is at present covering the territory in the vicinity of Buffalo and reports exceptionally fine progress in securing high grade representation for the Pfanstiehl line.

Gilbert-Keator Dinner to Display Kolster Radio

The Gilbert-Keator Corp., 135 Fifth avenue, New York City, the well-known distributing organization, has arranged a dinner at the Hotel Pennsylvania, New York City, on the evening of September 15, at which time a display of Kolster radio sets will be shown. This line was recently taken over for metropolitan distribution by the above organization. Both Charles W. Gilbert and Randall M. Keator, the executive heads of the Gilbert-Keator Corp., and pioneer radio men, are enthusiastic over the possibilities in the Kolster sets.

The Hannibal Music Co., Hannibal, Mo., recently moved to new and larger quarters at 108 South Main street.

The Miller Rubber Company

of N. Y. OHIO

Made to fit your cabinet.

One by one radio manufacturers are adopting Miller horns as standard equipment, until now Miller is the largest producer of amplifying horns.

Made of composition rubber, which is practically inert, the delivery of tones is practically a producer of amplifying horns.

Terms, until now Miller is the largest producer of amplifying horns.

EUREKA NOISELESS TALKING MACHINE LUBRICANT

Write for special recommendation to usero.

ILLYEY'S GRAPHITE PHONO SPRING LUBRICANT

Everal Lubricant makes the Motor sound good.

In the price of the spring consistency, will not run, fay up or become sticky or clogged. Room in for annual freo inching. Put up in %4, 1 L, 10, and 25-pound cans for dealers.

This lubricant is sold at 25 cents each under the trade name of"EUREKA NOISELESS TALKING MACHINE LUBRICANT"

Important Additions to Grebe Synchrophase Sets

Wave Length Range Extension Circuits and Other Features Included in 1926 Models Just Introduced by A. H. Grebe & Co., Inc.

A. H. Grebe & Co., Inc., of Richmond Hill, N. Y., have announced several important additional features in the Synchrophase for 1926. The main items comprise wave length range extension circuits which give a complete tuning range of from 550 meters to 150 meters and a tone-coloring circuit or "color-tone" for altering the character of the received speech or music. The wave-length range has been divided so that the dial scale is first utilized on the range of 240 to 550 meters and then through the action of an automatic switch the same dial is made to function on the lower range down to 150 meters. With the inevitable extension of the broadcasting range below 200 meters it would seem that the Synchrophase is prepared for the future.

The tone-color circuit or "color-tone" was devised to suit the individual preference of tone reproduction and bring out the best qualities of the loud speaker. This makes possible the control of tone from the set itself. Other features include the flexible unit control arranged to permit all three dials to be operated together or any of them separately at will. An indirect lighting scheme has been provided which illuminates the master dial and gives visible indication that the set is in operation. A fuse lamp for the protection of the set and "B" batteries against the ill effects of defective vacuum tubes completes the list of improvements incorporated in the 1926 Synchrophases.

Douglas Rigney, general manager of A. H. Grebe & Co., Inc., reports that it has come to the attention of the company that several manufacturers are using the words "Binocular Coil" in referring to their apparatus. Mr. Rigney points out that the words "Binocular Coil" had been granted A. H. Grebe & Co., Inc., as evidenced by the United States certificate of registration No. 199,325 dated June 9, 1925.

Incorporation

Mayers Music Shops have recently been granted a charter of incorporation, to operate in New York City. W. Mayers, M. E. Logan and J. S. McSheehy are the incorporators.
The Greatest Musical Instrument among Radio Receivers

YOU cannot sell a violin on its beauty of case. You cannot sell a radio receiver even on so wonderful an ability as picking sound out of the invisible air.

A radio receiver is only as good as its tone.

Yes, the Day-Fan is wonderfully easy to operate. Yes, the five-tube Day-Fan has single dial control. Yes, the company behind it has been making electrical instruments for more than thirty-six years. Yes, Day-Fan is so exactly made that it has the station numbers right on its dial, and you just turn to them. Yes, all wonderful. All quite necessary in radio.

Good points. Essential points.

A man comes into your store. "Someone playing one of your pianos?" he says.

You point silently to the Day-Fan. "That sound from a radio?"

"That's the receiver for me."

A radio receiver is only as good as its tone. We claim Day-Fan tone is the true musical tone with full overtones, better than any other receiver made, regardless of price. Make the Day-Fan meet this standard. It will.

Dayroyal, 5-Tube, Duplex Circuit, Pre-logged, Single Dial Control, $300.00

Mahogany Vertical Type Deck Cabinet: Gold Ornaments, Panel Illuminated.

Daycraft, 5-Tube, Single Dial Control, $145.00. Leg Pedestal, $20.00 Extra. Complete with Pedestal, $165.00

Daygrand, 5-Tube, Single Dial Control, $195.00

Deep Front Two Tone Mahogany Cabinet with Room for B Batteries

Daytonia, 5-Tube, Single Dial Control, $300.00

Complete with All Batteries and Charger but No Tubes.

The Dayton Fan & Motor Co.
Dayton, Ohio

For More Than 36 Years Manufacturers of High Grade Electrical Apparatus
E. W. Guttenberger in Important Columbia Post

Succeeds Kenneth Mills, Resigned, as Manager—N. B. Smith, Formerly With General Phonograph Corp., New Assistant Manager

The Columbia Phonograph Co., New York, announces the resignation of Kenneth Mills, who for a number of years has managed its New York branch at 121 West Twentieth street. Mr. Mills is leaving New York to locate in Miami, Fla., where he has real estate interests of importance. He leaves the Columbia Phonograph Co., with the best wishes and cordial good feelings of his associates and friends in the executive office and in the New York branch.

E. W. Guttenberger, who, while a stranger to the New York trade, has had many years' experience in the phonograph business, has been appointed to succeed Mr. Mills as manager of the New York branch. He has met with success in different sections of the country working with the Columbia Co. and with Victor jobbers.

Associated with Mr. Guttenberger will be Norman B. Smith as assistant manager. Mr. Smith is well known to New York dealers, as for some time past he has been connected with the General Phonograph Corp., as manager of its wholesale branch in New York City.

Purchase Huge Truck to Speed Radio Deliveries

Radio Master Corp.'s New Truck Has Capacity of Sixty Standard Size Console Phonographs—Solves Rush Season Delivery Problem

A huge automobile truck, probably the largest in use in the talking machine and radio fields, was recently purchased by the Radio Master Corp. of America, of Bay City, Mich., to facilitate deliveries during the rush season to Detroit, Toledo and other nearby points. The capacity of the truck is approximately sixty standard size console phonographs or radio cabinets. The purchase of the truck, the size of which can hardly be estimated from the accompanying photograph, is in line with the company's policy of giving its dealers the utmost in service.

Jewett Distributing Co. Exhibits New Products

New Model of Jewett Receiver and Cone Type Loud Speaker on Exhibit at Radio Fair—Appointed Distributor of Storad Batteries

The Jewett Distributing Co., Inc., of New York, distributor of Jewett products in New York City, Brooklyn, Long Island and northern New Jersey, recently announced through Charles W. Noyes, president of the company, its appointment as exclusive distributor in the metropolitan territory for the Cleveland Engineering Laboratories, Cleveland, O., manufacturers of Storad radio batteries.

The Jewett Distributing Co. has advised the dealers in its territory of the display of Jewett products which will be held at the Radio Show now in progress at the 38th Field Artillery Armory, New York. Two new instruments will be featured: one, a Jewett radio receiving set and the other, a speaker of the cone type with a semi-adjustable unit.

Mr. Noyes has undertaken in behalf of his company, an intensive sales and advertising campaign for the purpose of familiarizing dealers with the Jewett products.

Mackenzie Radio Corp., Zenith Jobber, Incorporated


The MacKenzie Radio Corp., 35 West Thirty-first street, New York City, was incorporated on September 2 under the laws of the State of New York, and has purchased the stock, good will, fixtures and contracts of W. MacKenzie, formerly located at 225 Third street in the radio industry, has been appointed general manager of the company.

The offices of the company have been equipped in an original and distinctive way and are ready for Radio Show visitors. One of the showrooms is elaborately equipped as a drawing room and has been furnished at a cost of $10,000. There is only one instrument displayed in this room, a deluxe Zenith set, the purpose of the display being to give dealers an opportunity to visualize the appearance of this handsome instrument in the home of a prosperous citizen. A second showroom will feature the other products distributed by the Mackenzie Radio Corp., including the complete Zenith line and other lines to be announced very shortly.

D. F. Goldman Reports Big Demand for Company's Line

David F. Goldman, president of the North American Radio Corp., New York, metropolitan distributor of the Music Master and King radio lines, reports exceptional business in both lines with a good demand for all other products distributed by the North American Radio Corp.

"Burt built" cabinets made by Burt Bros., Inc., Philadelphia, adaptable to any radio set have been added to the line. Four models will shortly be ready.

Entertains Radio Dealers

The Sunbeam Radio Corp., New York, manufacturer of Akradyne radio receiving sets, entertained members of the radio industry and representatives of the press at a dinner during the week of the Radio Show. The dinner was held at the Empire Hotel, Broadway and Sixty-third street, New York. The dinner was followed by entertainment.
See how easy it is to tune in distance

ONE tuning control with a visible wave length indicator graduated in one meter divisions

WHEN you demonstrate the Priess Straight Eight, note how the prospec's attention will focus on the visible wavelength indicator. No multiplicity of tuning controls. No meaningless numbered dials. No logs to keep. Turn the indicator to the wavelength of the station you want to hear.

The interest of your prospect in this simple tuning feature will turn to amazement with the outstanding distance performance of the set. Sales are made by the remarkable ease and the great volume with which far distance stations are brought in.

The great distance range and unusual volume and clarity of the Priess Straight Eight is due to the use of a revolutionary principle never before used in radio. No other set even approaches its great radio energy amplification—an amplification of over 4,000,000 before the detector. After its performance you will measure every other set by the new standard the Priess Straight Eight has established.

Our liberal discount, plus full protective features will interest progressive dealers. Write or wire us to arrange for the earliest possible demonstration by our distributor in your territory.

PRIESS RADIO CORPORATION
693 BROADWAY  NEW YORK, N.Y.

Priess
TRADE MARK
STRAIGHT
8 EIGHT
J. B. Price Home From an Extended Trip Abroad
Sales and Advertising Manager of Neufeldt & Kuhnke, Manufacturers of N & K Loud Speakers, Visited Factory and Branches

J. B. Price, sales and advertising manager of the American division of Neufeldt & Kuhnke, manufacturer of N & K loud speaker units, loud speakers and head phones, returned to his desk recently after spending several months in Europe. While abroad Mr. Price made his headquarters at the mammoth N & K factories at Kiel, Germany, which are recognized internationally as comprising one of the greatest plants in the world devoted to the manufacture of electrical products.

Mr. Price made this trip abroad primarily to ascertain just how the N & K factories were equipped to take care of the requirements of the trade in this country for N & K loud speakers and phones, and he was delighted to find that the factory had ample facilities to give exceptional service to the requirements of the dealers and jobbers in America. Neufeldt & Kuhnke are displaying at their booth in the Grand Central Palace this week new head phones with many distinctive features and a new loud speaker unit that has been praised enthusiastically by members of the trade who have investigated it under trying conditions.

While in Europe Mr. Price visited the N & K branches at Essen, Berlin, Munich, Hamburg, Bremen and London, and received a cordial welcome from the executives in all of these cities. Upon his return to New York he was delighted to find that the new N & K loud speaker model, introduced to the trade only a few months ago, had been meeting with a hearty welcome from jobbers and dealers everywhere and that the demand for this speaker had far exceeded all expectations.

Argus Radio Corp. Finds Big Demand for Product

Power Electric Radio Receivers Proving Popular With Trade—Wide Distribution Achieved—Model No. 300 a Big Seller

The Argus Radio Corp., manufacturer of the Power Electric Radio, New York City, although comparatively a new company, has achieved a wide distribution for its product in time for the opening of the Fall season. Ira Greene, head of the Argus organization, has made a number of extensive trips throughout the country with excellent results. Particularly gratifying to Mr. Greene is the number of re-orders that have been received for the Power line which, it will be remembered, is a self-contained electric radio set which eliminates batteries and is plugged into the socket of the house wiring circuit. Although the season is still young the demand for Model No. 300 of the Power electric radio has been heavy and it undoubtedly will be very popular during the coming Fall and Winter. In addition to the qualities of the radio set itself, Model No. 300 provides a particularly attractive piece of furniture in the form of a wooden cabinet, which is sold separately.
CONCERT GRAND MODEL CABINET SPEAKER

$35

STUDIO MODEL CABINET SPEAKER
Covered with rich red imitation of beautiful hand-painted beaver. Round edge. Flat top design. Dimensions 16x19x20.

$25

BERG RADIO TABLE
MODEL No. 24
Curved front, covered with De lux plush in rich polished reproduction of hand-painted leather, harmonizing with any interior decoration. Covered with any desired fabric. $45.00

Hinged Top Model... $52.50

BERG A.T. & S. COMPANY, Inc.
Buyers and Makers of Fine Phonographs for 30 Years
LONG ISLAND CITY NEW YORK
(New York City Showroom, 253 Fifth Avenue)

BERG RDER TABLE
MODEL No. 1
Curved front, covered with De lux plush in rich polished reproduction of hand-painted leather, harmonizing with any interior decoration. Covered with any desired fabric. $35.00

Hinged Top Model... $42.50

NOTE: The Jones prices on Berg Radio Tables do not in- clude units. Units are supplied at the following list prices:

Studio Unit... $35.00
Console Grand Unit... $45.00

BERG A.T. & S. COMPANY, Inc.
"Delicately and Makers of Fine Phonographs for 30 Years"
LONG ISLAND CITY . NEW YORK
(New York City Showroom, 253 Fifth Avenue)

BERG A. T. & S. COMPANY, Inc.
"Delicately and Makers of Fine Phonographs for 30 Years"
LONG ISLAND CITY . NEW YORK
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BERG A.T. & S. COMPANY, Inc.
Buyers and Makers of Fine Phonographs for 30 Years
LONG ISLAND CITY NEW YORK
(New York City Showroom, 253 Fifth Avenue)
Concerted Effort Increased Sales of J. R. Reed Co. to the $20,000 Mark

The Methods by Which Prominent Austin, Tex., Retailer Increased His Sales of Band Instruments Outlined by John S. Caldwell, Manager— ’NAT. "What good do you get from it?" he asked. "Anybody ever heard of Reed?"

If you have ever taken the trouble to make a note of the various things which lead up to the conducting of a successful business, you will no doubt agree that that firm which is continuously striving to do the unusual in the way of creating more sales and rendering better service to their customers is the firm which is always in the lead in sales. It matters not where a store is located, if the management has the ability to give the something a little better or a little different way from which they have been accustomed to receiving it, that firm can be put down as a successful business organization.

A short time ago the J. R. Reed Music Co. of Austin, Texas, made a change in the line of musical instruments which they had been carrying. Whether it was on account of the quality of the instruments, the service between the manufacturer and the firm, or because they could not become enthused over the line is not known and is not essential in this article. The fact remains, however, that as soon as they made the change they began to put new life into their sales force; they began to give a touch of difference and distinction to their store; and they added those little features which are essential in order to give a musical store the right atmosphere to draw the trade. During the time since they made the change up to the present writing, their sales in musical instruments, not counting pianos and phonographs but merely orchestra and band instruments, have increased about $20,000. Inasmuch as a store is located only about nine months since the change, it can be readily seen that they have enjoyed an unusual success.

"We got after the trade in the right manner," John S. Caldwell, manager of the company, stated in an interview recently. "We got started right and when we had made a good start we kept it up. Here's how we did it:

"We got the right man from the right man—first from the right man and sold him some of our new instruments—which, by the way, is a standard line. This man held an influential position among the musical circles in Austin. He was the first to bring the new kind of jazz music to Austin and he is looked up to by the majority of musicians as a person of authority and knowledge.

"We got this man in our store and asked his opinion on the instruments. We did not try to sell him anything, but merely told him that his opinion would be of great value to us. Naturally, he was quite pleased about it and before we had finished with him we had sold him some of the 'Gold' instruments. This gave us a start, for with this one man taking the lead in buying we were able to bring the others in in pretty good shape.

"We did not, however, take advantage of the musicians in this way to sell them a lot of instruments that we could not guarantee; nor did we go after them on a strictly cold-blooded commercial proposition. Instead, we made our store the headquarters for all the orchestras in the city. The young men and the young ladies from the State University began to use our store as a meeting place, and we had little social events and other affairs which would keep them coming to our store and keep the name of 'Reed' ever present in their minds whenever anything in the music line was desired. "But further than this we began to give them little publicity boosts. We had photographs made of some of the leading musicians who had bought their instruments from us at our expense and hung the photos along the walls of our store. It gave rather a similar effect and a much more personal and musical atmosphere. Then whenever any of our customers who were amateur or professionals gave a little concert or appeared in public at any time, we saw to it that a little piece appeared in the local papers mentioning the fact.

"All of these little things are big helps. People have a natural liking for a little praise now and then, and if you go about it in the right manner you'll make more of them customers out of them, for you'll have them working for you stronger than the best salesman you could hire, no matter what you pay them.

(Continued on page 207)

A Plan for Financing Payment Sales of KING Band Instruments

HAVEN'T you sometimes said "We don't handle band instruments" when some customer inquired about a saxophone, etc., just because of the difficulties in selling on time payments?

With the new plan for financing payment sales which we can now offer to "King" dealers, this obstacle is removed. You can have a small-poods 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 to you 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

SEND COUPON FOR BOOKLETS!
Concerted Effort Boosts
Sales of J. R. Reed Co.
(Continued from page 206)

"By placing the photos of all the musicians of any prominence along our walls, it soon became noted around that Reed's was the only good place for music. It also brought out a little courtesy which was due to those who had purchased their instruments from us and had earned such good will and prestige through noting that it was only right that they should enjoy all the help and publicity we could give them.

"In regards to orchestras and bands, we took one at a time and did not give up until we had completely equipped the whole organization. We kept a sharp outlook for an orchestra which was completely equipped one at a time and did not give up until we had give them.

"We do not have a booking office in connection with our store, but we do endeavor to fill engagements for those with who we are acquainted. In this way we are quite often able to furnish entertainment for a party or dance as well as find paying engagements for them.

"I think the greatest thing that a music dealer can do to stimulate his trade is to give such courteous treatment to the trade that comes into his store that they will do his advertising and selling for him. The trouble with a great many merchants is that it is too easy to get into a rut. I know from experience that unless you get out and try to do so much all the time to increase your sales or better your business you'll soon be sitting back and waiting for your trade to come to you."

Prominent Position
The J. R. Reed Music Co. holds a prominent position in the city where it is located both commercially and personally. As you enter the store you are at once attracted by its atmosphere of difference. You see people standing in groups chatting with each other and appearing as though they belonged there. It is almost astonishing when you learn that they are merely customers who have dropped in to meet some of their friends there.

Another thing that this firm does that makes a favorable impression on their trade is the way in which they seek the advice of their patrons whenever they get in a new line of musical instruments or have a new shipment arrive.

In each instance when one or the other of these events occur, the firm sends out notices to its various patrons to come in and see the new instruments and try them out.

The store is the place which has been used in building up a good will and prestige among the patrons and has been used in creating an efficient sales force. To begin with, the store has been made a center of interest for those who play the harmonica. It is cool and comfortable on the hottest days, and it has an excellent lighting system which gives an added attractiveness to both the interior and merchandise.

Under such conditions there is no reason why a sales person should not be able to turn out profit-giving service and that is just what they are doing. They are ably assisted at all times through the efforts of Mr. Caldwell and are further aided through the attractive windows which are kept clean and the displays are varied and changed often enough to keep up an added interest for all who pass the store.

With such incentive it is not surprising that they have done well with their sales. They have not only built up a large volume of business, but they have created a consistent volume as well. They have gone at it in the right manner when they give first consideration to their patrons, and the patrons are showing their appreciation through generous buying. It is through such methods that successful business institutions are created.

Who Is Making The Dealer Profit in Drums?

The

Ludwig

Dealer

You are primarily interested in profits. Not a "paper"
profit nor profits that you think you may get but actual
dollars that swell the cash box totals.

If you want such profits to be yours. If you want the
continued patronage of the professional player. If you
want the new business of the drum performer in the
home, the school and the playground, then we ask you
to investigate the profit performance of the Ludwig line.

Send for full details and prices now.

LUDWIG & LUDWIG
World's Foremost and Largest Makers of Drums and
Drum Accessories

1611 NO. LINCOLN STREET CHICAGO, ILL.

Landau's Music Store to Hold Harmonica Contest

HARLAN, PA., September 10—Enough applica-
tions have already been received at Landau's
Music & Jewelry Store to make the harmonica
contest, which it is conducting, an assured suc-
cess. This contest is open to everyone in this
city and vicinity, and the only condition of
centering is that the applicant purchase a Holiner
harmonica at the Landau establishment, upon
which purchase he will be prorated with a copy
of "How to Play the Harmonica."

The first elimination contest will be held at
the Landau store on September 16, and the
finals will be held at the Peacey Theatre. An
expert harmonica player will be one of the com-
mittee of judges to select the "champion har-
monica player" of this vicinity. Valuable prizes
to the three best players will be awarded by the
Landau establishment and the Peacey Theatre.

Eight orchestras representing different play-
groups of Johnstown, PA., are to compete for
prizes being offered by Steele & Harris, music
dealers of that city.
Silver Bell News Contains Interesting Information

Another issue of Silver Bell News, the house organ of the Bacon Banjo Co., Inc., Groton, Conn., has just been issued. This number compares with previous issues of this publication in attractiveness, and is replete with the photographs and endorsements of prominent banjoists and banjo organizations throughout the country. Included in the latest issue of Silver Bell News is the new price list of Bacon banjos, effective September 1, 1925. This price list gives the details of a number of new styles and changes for the coming season.

The Bacon Banjo Co., reports having received some splendid orders within the past few weeks.

A "Little Wonder" Outfit

Here is a new outfit that has particular appeal to the student. It comprises the well-known "Little Wonder Model" tenor banjo equipped with gear pegs, tension tailpiece and Magnatone resonator, complete with keritol case.

The student desires such an outfit that is up-to-date in every detail. You can benefit by the sales of this complete outfit with the assurance that you are offering an exceptional value for superior tone, construction and appearance.

Retail $80.00 with case (List $100.00)

Write for complete information and dealer proposition

The VEGA Co.
155 Columbus Ave. Boston, Mass.

Among them Sherman, Clay & Co., of San Francisco, ordered a large number of Bacon banjos; many of them the Silver Bell model, gold or silver plated and engraved.

David L. Day recently spent three days with the Canadian agent, George A. Peate, of Montreal. Mr. Day found prospects in that country most encouraging for Bacon banjos. He found Montreal itself a 100 per cent Bacon banjo professional and orchestra city and stated it was quite a pleasure to have the opportunity of looking over four orchestras which had Bacon style No. 6 Ne Plus Ultra banjos.

Frederick J. Bacon left the first of the month for his annual Fall trip. On Tuesday, September 8th, Mr. Bacon broadcast his playing from radio broadcasting station KDKA, Pittsburgh, and duplicated his program in St. Louis a week later.

The Bacon Banjo Co. is now using a particularly attractive four-page letterhead in colors. The first page is used for general correspondence, the center spread and last page are attractively printed in colors and show various styles of Bacon banjos, appropriately illustrated with scenes depicting their use at the camp, in the ballroom and club room.

Popularity of Vegaphone Banjo Steadily Growing

Prominent Orchestra Artists and Soloists Using Vegaphone Banjo—"Soloist" Banjo Makes Bow—Bright Outlook for the Fall.

Benson, Miss., September 8.—The popularity of the Vegaphone banjo among artist performers is steadily growing. The Vega Co., of this city, manufacturer of this well-known banjo, reports a number of artists recently purchasing the Vegaphone. Among them is Bob Phelan, who plays with Warner's Seven Aces; Morley Alswang, stellar performer with Dell Lampe's Orchestra; J. H. Hulsen, of Jack Hylton's Orchestra, London; Joseph Petrecza, with Biese's Orchestra, of Cleveland; Pete Fitzgerald, with Paul Specht's Orchestra, R. Holman Flick, banjo performer of the Keith's Circuit, and Jack Pet, of Rotterdam, Holland.

The Vega Co. has also introduced a new banjo termed the "Soloist," which, it is announced, has been made especially for professionals who are not ready to buy expensive instruments.

The Little Wonder Student outfit, which the Vega Co. announced a short time ago, has aroused great interest and heavy orders have been received for it. This outfit offers a combination of particular interest to the beginner and it would seem that many of the buying public are availing themselves of this opportunity.

Hausner Music Co. Holds Leedy Drum Exhibitions

Minneapolis and St. Paul, Minn., September 9.—One of the best-known music establishments in this territory is the Hausner Music Co., which operates two stores and which does an exceptionally large musical merchandise business. The Hausner establishments enjoy about 90 per cent of the professional drum business in these cities and also secure a large percentage of the non-professional trade. The secret of this success is that the drummers receive proper treatment, the instruments they need are always in stock and the salesmen have an understanding of the needs of their clientele.

Gus A. Hausner, founder of the business, is a professional musician and all of the staff of the two establishments are well known musicians throughout the sections they serve. The Leedy line of drums is carried and recently drum shows were held in both stores, which hundreds of drummers attended, and which resulted in wide interest in Leedy drums.

C. Bruno & Son Introduce the "Bon Ton" Ukulele

C. Bruno & Son, Inc., importers and wholesale dealers of musical merchandise, have introduced a novel ukulele which through its variety in color distinguishes it from other ukuleles on the market. The new product is known as the "Bon Ton" and has a maple top back and neck of a natural finish with the sides finished in brilliant blue color. The edges and sound holes are bordered with red celluloid and patent pegs. It is expected that the general attractiveness of this instrument will generate a ready market.

Denton, Cottier & Daniels, Buffalo, N. Y., have recently featured Buescher band instruments in their window displays with remarkable success.
Special Made Ludwig Drum Sold Prominent Movie Star

Instrument Sold by Southern California Music Co. for $650 Cash—Presented by Actor to Son, Bill Hart, Jr., as Birthday Gift.

Los Angeles, Cal., September 4—The Southern California Music Co. reports the sale of a specially made drum to William S. Hart, prominent moving picture actor, and the price received for the instrument and the instrument itself make the sale one worth receiving special mention. The drum, it is claimed, is the finest and highest grade ever made or sold. It was made especially for Mr. Hart by Ludwig & Ludwig, Chicago, makers of the famous Ludwig drums, and sold to Mr. Hart by the Southern California Music Co., for $650 cash.

The instrument is a special 4x14-inch snare drum with deposit gold plating in satin finish, all hoops, lugs and trimmings burnedished gold; raised swastika design on shell as per photograph, burnedished and made of solid sterling silver, with a raised heart design of silver, with engraving as follows: “Bill Hart, Jr., from his dad, on his third birthday, September 6, 1925”; with the finest selected white calf head, special gold-plated wire snares, special drum stand, gold-plated and polished, special gold mounted rosewood snare drum sticks, with gold tips, also one pair of special snakewood sticks selected by Mr. Ludwig personally, gold trimmed.

The instrument was delivered to Mr. Hart’s three-year-old son, Bill Hart, Jr., on September 6, and is a birthday present from his father.


A recent visitor to The World sanctum was L. L. Fox, who has recently been appointed sales manager of the H. N. White Co., manufacturer of King band instruments, Cleveland, O. He spoke optimistically regarding the upper trend of sales in band instruments throughout the United States. On this subject he is unquestionably an authority, as he has made two trips across the country this year, visiting music dealers. Mr. Fox spent his week in New York with William Fort, head of the King-Slater Co., distributor for the King band instruments for the metropolis.

Discuss Increase of Duty on Wood-wind Instruments

The wood-wind instrument manufacturing industry, which until a few years ago was comparatively insignificant, has grown to such proportions that some members of the trade feel that the import duty on these instruments should be increased and that a high tariff would give the American manufacturers an opportunity of supplanting Europe as the wood-wind center of the world.

On the other hand many in the trade believe that it would be a mistake to increase the duty on these instruments, for it would tend to increase prices to the consumer. Their contention is that this would deflect public interest from these instruments just at a time when they are gradually becoming very popular and that it would be a blow to the development of musical interest in America.

The attempt to bring about the increased tariff is made under the “flexibility” clause in the present tariff act by which the President is empowered to lower or raise the existing rate upon the recommendation of the tariff commission. It is pointed out, however, that the President is limited in any increase in tariff rate to a maximum increase of 50 per cent over the present rate which would set a limit of 60 per cent on wood-winds. It is reported in official circles that the President has no desire to meddle with the tariff at this time, so that the wood-wind change seems to offer little more than an interesting discussion.

Music in Dallas Schools

DALLAS, TEX., September 4—Co-operation by music dealers with the school authorities of this city has had the effect of greatly stimulating the interest of the pupils in good music and has also had the effect of increasing the dealers’ sales. Even the children of the kindergartens receive music instruction under the supervision of Sadie L. Williams, supervisor of music in the elementary schools.

Saxophone Shoppe Moves

BIRMINGHAM, ALA., September 8—The Saxophone Shoppe, general music shop specializing in musical merchandise and band instruments and equipping orchestras, recently moved to a new location at 204 Twentieth street. The move was made necessary by the rapid growth of the business, which called for considerably larger floor space.

Vegaphone Patent Granted

BOSTON, MASS., September 7—A patent on the Vegaphone construction of banjos was recently approved and awarded to Carl ntton, head of the Veg Co., manufacturer of Vegaphone banjos, by the patent office at Washington. The Vegaphone is made in four models and is one of the most popular high-grade banjos on the market.

Shows Skill as Golfer

William J. Haussler, general manager of M. Holner, manufacturer of Holner harmonicas and accordions, recently played in the golf tournament at the Quaker Ridge Golf Club, Mamaroneck, N. Y., and finished in a tie for third out of 225 entrants.

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 208)
IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 209)

Every Dealer Will Want a Copy of the New Leedy Catalog

Distributing New Method of Harmonica Instructions

C. Bruno & Son, Inc., Wholesale Volume which has been endorsed by M. Hohner, Inc., Harmonica Manufacturer

Cooperating with M. Hohner, Inc., manufacturer of the well-known Höhner brand of harmonicas in addition to some twenty selected songs with words, this book contains a complete advanced method of harmonica instructions. Much care has evidently been exercised in this compilation and arrangement and it also contains ample accompagnement for each song.

The popularity of the harmonica is sweeping the country due to the extensive sales campaign employed by M. Höhner, Inc., during the past few years. These campaigns have included in addition to the regular forms of advertising in newspapers and magazines, billboards, harmonica contests, vaudeville engagements and broadcasting. Höhner dealers have reported tremendous sales in response to the demand that was created. With such strong interest in harmonicas as has been manifested during the past it would seem that there would be a decided market for this new book on harmonica instructions.

Big Bacon Banjo Order

GROTON, CONN., September 9.—On his return from his vacation, David L. Day, general manager of the Bacon Banjo Co., was pleasantly greeted with an order for 180 banjos, a goodly proportion of them for Silver Bells in gold and silver finishes. Sherman, Clay & Co., San Francisco, distributors of Bacon banjos on the Coast, were the senders of the order.

Mr. Day, on his vacation spent several days in Montreal visiting George Pente, Canadian Bacon country manager, and also visiting with Miss Anna, the cowboy banjoist at Meredith, N. H. Mr. Day reports that orders are flowing in steadily and his organization has all it can do to keep up with the demand.

You Can Make 126% Profit!

This beautiful display brings music players to your store—boosts your sales and makes an excellent attention-getting case. The size is 8 x 15 x 3 1/2 inches. An automatic sales producer that will be a real asset to your string business. The name and price of the strings are clearly marked. No knowledge of music strings is necessary to sell from this display case.

Fitted with Armour's quality music strings, you will have no difficulty making this proposition pay.

These Goods Retail at $35.80

YOUR PROFIT $20.00

Bigger Profits on Refills

ARMOUR AND COMPANY

Music String Dept., Sec. W 9

CHICAGO
Meeting Syndicate Store Competition by the Talking Machine Merchant

Hundreds of the Latter Throughout the Country Have Successfully Met the Syndicate Music Department in Competition—Varying the Numbers That Are Used for Current Displays

Recently it was pointed out that the gross sales of popular music by syndicate stores reached only 20 per cent of the volume. Often the gross totals are less and this is particularly true of slow music. Records in the trade were under the impression that the syndicate store popular music business was very much greater.

Of course, the volume of business by syndicates fluctuates in different territories. A dealer whose establishment is adjacent to a syndicate store might justifiably feel that the per centage of gross sales by syndicates in his locally was much greater. With this in mind, but which only covers specific instances, what is the best method of obtaining the larger share of popular sales by the competitive legitimate dealer?

It can be done and is being done by dealers in hundreds of towns throughout the United States. Some dealers meet the syndicate on price and, in addition, place their popular music counters in a more accessible part of the store. Thus they render a service which the syndicate store does not have and which a dealer to follow in the footsteps of the syndicate store happens.

What is the best method of obtaining the larger share of popular sales by the legitimate dealer? Remember, it is not to feature a novelty fox-trot or the dealer can all but shut the window. The dealer has been taught that popular sales must be made while the popularity of the number is at its height—when it is exceptionally active in order to produce volume. A week's difference, however, in presenting a particular popular issue in window display or in making it a feature of the popular counter activities can be made without risk.

An instance was given some time ago by a traveling representative of a popular house in visiting a city where the dealers complained not only of competition but the tactics of the local syndicate stores. Making an analysis of the situation in order to offer something constructive, and if possible aid the legitimate dealers, the traveling representative made a tour of the city. On this he found that in almost every instance the syndicate store displayed the same numbers. The consumers looking for the latest popular music normally would be impressed with the feeling that those three numbers were all anybody had to offer, and they might just as well buy them from the syndicate store as from the dealer. Now as a matter of fact there are always six or eight good numbers. The records show that from week to week three or four numbers are fighting for first place in the volume sales reports which are available to interested parties. These include all publishers' popular publications. These three or four numbers, for example, are closely followed by other offerings, some of which are just arriving at their greatest popularity. Selecting one of these for a feature display not only helps the number along and brings in the added sales for which the display is made, but also stamps the merchant as one who has a flair for selecting hits.

However it is done there is need for any dealer to follow in the footsteps of the syndicate store. Rather his business should be operated on lines totally different. He must not rely on the popularity of a particular number. He should not be deterred by some unusual possibilities in "I Miss My Swiss." The fact that so many of the record companies have taken the Jones and Hare rendition demonstrates that these two well known entertainers are heard at their best in "I Miss My Swiss."

Irrving Berlin, Inc., Now Has Lengthy Active Catalog

Irrving Berlin, Inc., has probably one of the most lengthy active catalogues of popular prints in its history. It is being exploited most intensively with the result that Berlin publications are having a healthy sale everywhere.

Walter Douglas Is Given the General Direction of Waterson, Berlin & Snyder

Frank Clark, Formerly of Chicago Office, to Be General Professional Manager—Addy Britt to Be in Charge of Orchestra Department—Joe Hiller to Direct Mid-West

Henry Waterson, Sr. (founder of the Waterson Co.) has recently turned over the direction of his popular music publishing business to Walter Douglas. Mr. Douglas has been general sales manager for the Waterson Co. for the past eight years, in which time he has also been associated in the exploitation of a number of enterprises in which Mr. Waterson was interested. In conjunction with the above arrangement, Waterson, Berlin & Snyder also announce, as professional manager of the company, Frank Clark, who, for a number of years, has been in charge of the Chicago office and the mid-West territory. Addy Britt has taken entire charge of the orchestra department. He has a wide acquaintance in orchestra circles in all parts of the country. He has appeared as a solo artist in a great number of broadcasting stations, having made several tours of the country in past seasons for that purpose. Joe Hiller, who has been in charge of the New York professional offices of the Waterson organization, will now confine his activities to the territory east of Chicago and west of Philadelphia, including Waterson, Berlin & Snyder branches.

"Ogo-Pogo" a Hit

"Ogo-Pogo" the funny fox-trot and song which was an original English success, is fast repeating its performance in this country. The Sam Fox Publishing Co., which has issued the number, is hearing from orchestra leaders from different sections of the country in which the number is favorably commented upon. The first record release of "Ogo-Pogo" was made for the Victor Co., by Paul Whiteman, released the middle of last month. Since that time the popularity of this novelty has increased at a rapid rate and indicates that this unusual offering will be one of the big numbers of the Fall season.

A Genuine Popular Hit

"Yes Sir! That's My Baby" has proved one of the most popular numbers of the present season. It is a lively dance air and assures crowded dance floors. As a song it has also proved successful in solo, duet and in quartet form. The number is published by Irving Berlin, Inc.

B. C. Hilliam, New York, was recently incorporated at Albany to publish music, with a capital stock of $5,000. The incorporators include F. W. Proctor, L. H. Bradshaw and B. C. Hilliam.

15—POSITIVE SONG HITS—15

The Greatest Catalog Ever Recorded

Collegiate

If You Knew Suee, Like I Know Suee

The Prisoner's Song

AH! HA!

Who Takes Care of the Caretaker's Daughter, Etc.

Oh! Boy, What a Girl

If You Hadn't Gone Away

If I Can't Have You

SEMINOLA

Breezin' Along

Want a Little Lovin'

Save Your Sorrow (For To-morrow)

Pretty Puppy

Ev'ry Sunday Afternoon

"Way Down South in Chicago (By the Old Pacific Shore)"

Published By

Shapiro Bernstein & Co., Inc., Broadway and 47th St., New York
Exceptional August Trade
Presages Active Fall

Hits Selling in Large Quantities and Reflect to Advantage of Other Print—Every Reason for Optimism Over the Outlook

The leading music jobbers report the most exceptional August business for some seasons. Not only are the hits selling but they are moving in quantities. A lobjob shipping department is at present as active as during the height of the Fall season.

The bulk of this activity is confined to a half dozen catalogs, although such sales are naturally reflected in the movement of much other goods. The same sort of activity applies to popular records which have passed through a Summer season (July and August) with unexpected activity. This is so true that those interested are doing much talk about the comeback in the music making department. Whether this latter conclusion is true or not, there has certainly been a business revival.

One popular publisher who has just issued a well-known dance folio has also added to the season’s activities. The advance orders on this particular issue, which seems eagerly awaited, were the largest in the firm’s history. Since its release its shipping department has been pressed to get out the material on time.

The present activity certainly would indicate an unusual movement of catalogs in large quantities in August certainly establishes a precedent. It demonstrates that meritorious material when released will bring music purchasers into the store. Such August business should smother for all time any mention of “what’s wrong with the music business.” Seemingly there is nothing at all radically wrong with it except that occasionally we have a period in which none of the current issues are powerful enough to influence a large gathering of music purchasers in warerooms.

Mehner Wins First Prize in Swift Contest

Pennsylvania Composer’s Setting of Milton’s “Blest Fair of Sirens” Winning Work in the Firm’s Annual Contest

CHICAGO, I. L., September 5—Gustave Mehner, of Grove City, Penn., won the fifth annual competition in music composition offered by the Swift & Co. Male Chorus.

Mr. Mehner’s composition sets to music the poem, “Blest Fair of Sirens,” by John Milton. He has had honorable mention in previous competitions of the Swift chorus, but this is the first time he has taken a prize. The chorus offers annually $100 for the best musical setting of a poem and composers from all over the United States enter the contests each year. It is announced that the chorus is arranging to have Mr. Mehner’s composition published.

American Composers to Encourage Orchestral Music

New Firm, Headed by Henry Waterton as President, to Devote Its Energies to the Development of Orchestral Music

The announcement is made of the formation of a new music publishing company which is to be known as American Composers, Inc. The officers are in New York, Henry Waterton, president, and George W. Feist, vice-president. The other officers are Samuel Chotzinoff, treasurer, and Harry Signy, secretary. The object of the firm is to encourage the American composer by according him the same recognition that is given the foreign composer of equal merit.

Open New Department

CLEAN, N. Y., September 8.—A new music department was recently opened in the Capital store here, operated by outside management. At the opening all the latest musical hits were introduced to the local public by home talent. Lloyd Milliken and Vincent Moran, widely known musicians having played with orchestras for several years, and Billy Powers, the juvenile singer, who has appeared in public concerts, were among those on the program. Mr. Milliken rendered piano selections and Mr. Moran accompanied on the banjo.

Kahn Writing Comedy

The score for a musical comedy, tentatively titled “Miss Moonbeam,” is being written by Roger Wolfe Kahn, millionaire leader of the Hotel Biltmore orchestra. A duo of well-known librettists, whose names will be announced later, are collaborating with young Kahn in the writing of the musical. Kahn, incidentally, has placed one of his compositions, a song entitled “Nobody Loves Me.”

Jack Mills recently left on a trip throughout the Middle West to visit branch offices in distant cities.

Sousa Marches in Paris

Paris, September 4—The Associated Press says John Philip Sousa’s stirring marches of Spanish-American War days are enjoying an unusual revival in the dancing resorts of the Montmartre and the newly opened pleasure haunts in the Latin quarters and Montparnasse. It is not the visiting Americans who demand encore of such old favorites as “The Stars and Stripes Forever” and “National Emblem,” but the native French and Europeans attracted to Paris by the exposition. The revival has amply proved that the old works of the band master are just as good for the modern audience as they were for the music lovers of earlier days. Furthermore they provide a welcome change from overdone jazz, languorous tangos and “the Java.”
Brunswick Recording of Grey Number by Chamlee

"Give Me One Rose to Remember," a Witmark Number, Makes Fine Record in Company's Catalog—Satisfactory Sales Recorded

The recent release on Brunswick records of "Give Me One Rose to Remember," sung by the famous Metropolitan tenor, Mario Chamlee, is another evidence of the success that is being achieved by that now popular ballad, published by M. Witmark & Sons. Mr. Chamlee's rendition of the number is unusually fine, his clear tenor bringing out all of the sentiment of lyric and melody. The accompaniment by the orchestra is also well done, and adds to, as it is not always the case, the beauty of the record as a whole. J. Will Callahan and Frank H. Gray, writers of the song, are both enthusiastic over this and other record releases of "Give Me One Rose to Remember," as well as the popularity the song has achieved with vaudeville and concert artists.

Marks Numbers Popular

The Edward B. Marks Music Co. songs "Sentimental Me" and "April Fool," which are the musical features in "Garrick Galeties," the Theatre Guild show now playing New York, are considered among the outstanding songs from the season's musical shows. The Marks firm is exploiting these numbers on a wide scale, with great effectiveness.

"Flapper Wife" Still Being Widely Exploited

Story on Which Number Is Based to Appear in Book Form and Also To Be Made Into Moving Pictures—Demand Continues

"The Flapper Wife," the song issued in conjunction with the serial story of the same name which ran in hundreds of newspapers, continues to be an active seller. Many newspapers

Max Kortlander and Victor Arden throughout the country are still running the story. It is now in preparation for issuance in book form and in its new dress will be widely advertised. Later it is to be made into a photo-play. All of this will keep it alive for many months.

Herewith are shown Max Kortlander and Victor Arden, the QRS executive and pianist. Mr. Arden is seated at the Steinway grand and Mr. Kortlander, holding a piano copy of "The Flapper Wife," is giving his idea of how this song should appear on the popular QRS rolls. The QRS Music Co. made a feature of "The Flapper Wife," as did all of the other leading roll and talking machine record companies.

Brings Three Suits Against Copyright Law Violators

Milwaukee Attorney Starts Actions in Interests of Music Publishers Against Dance Halls

Milwaukee, Wis., September 8.—That many entertainers in cafés, dance halls and broadcasting stations of Wisconsin are unaware of the provisions of the copyright law which demand payment of royalties to publishers for use of copyrighted music, is the belief expressed by Attorney Leo Heilbron, who has filed three copyright infringement suits in the Federal court here. Attorney Heilbron states that approximately 200 purveyors of music in the State are now paying royalties, but that further suits against those who are violating the law will probably be started if the present ones are successful.

Leo Feist, Inc., is plaintiff in two of the suits charging the Goodrich Transit Co., and Ross F. Wright, proprietor of the Grasshopper dance pavilion, at Sturgeon Bay, Wis., with unwarranted use of "Honest and Truly," by Fred Rose. Irving Berlin, Inc., is plaintiff in the third suit against E. Conzelmann, proprietor of the Terrace Gardens, at Appleton, for unwarranted use of Irving Berlin's "All Alone."

Record of "Footloose" Released by Victor Co.

The Victor Talking Machine Co. released on August 14, the record No. 19720, bearing on one side the Sam Fox Publishing Co. number, "Footloose," which is being exploited in connection with the serial story of the same name that appeared in newspapers throughout the country. It is believed that the music of "Footloose" will duplicate the great success that attended the song: "The Flapper Wife."

Paul Whiteman

and His Orchestra

Presents

Three Remarkable Numbers on Victor Records!—These Extraordinary Melodies Combined With Beautiful Orchestral Arrangements are a Revolution in Modern Dance Music

The Ogo Pogo

A Funny Fox Trot Song—This Brilliant Victory in the Progress of the Fox Trot Makes the Story of the Most Successful of the Latest Dance Numbers.

Footloose

The Original Footloose Strut—A Fox Trot Published in Conjunction With the Sensational Movement of the Same Name. The Latest Number on Victor—The Latest Movement of the Century in Dance Music

Indian Dawn

The Indian Love Song Classic—A Fox Trot Version of the Popular Indian Love Song of the Year. A Predicted Hit With the Best Orchestra and Concert Singers.
This is the slogan adopted by

Phonograph Manufacturers National Association

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Orco Tone Company, Chicago
Portables, D. T. Allen
Carriyula Company of America, Milwaukee, Wis.
Standardization of Materials
Anton Clemmerer
Anton Clemmerer & Co., Chicago
F. F. Paul, United Mfg. and Distributing Co., Chicago
Membership, W. J. Mcnamara
Empire Phonograph Parts Co., Cleveland, Ohio
Credit, Audits and Costs
V. Clemmerer
519-219 N. Wood Street, Chicago

Founded February 19, 1925
To stimulate consumer demand for the phonograph by bringing to the public a true appreciation of its value as an instrument of entertainment and education.

To formulate a plan of cooperative national advertising.

To foster the interests of its members by the establishment of trade standards.

To establish and maintain uniformity and certainty in the customs and commercial usages of the industry.

To promote a more enlarged and friendly intercourse among those engaged in the industry.

To the Dealer:
Do you think the classifications on your freight shipments are right when compared with similar commodities? Join with us in trying to get your rights.

Have you in the use of tone arms and radio loud speakers had difficulty in getting the parts to intermember? Write your manufacturers to make this part to fit 706/1000 diameter. Let this be the standard. Use no other.

What can this Association do for you?
Are you in favor of our suggestion for a slogan and advertising?
Let us all co-operate in the interest of the PHONOGRAPH.
Write our Secretary today.

Our Members:
Do you know them? Over 50% of the total number of Manufacturers of Phonographs, making 1,000 machines per day, not including portables, are members.

These factories are complete in their equipment. Employees experienced by long training build the products.

Their merchandise is up-to-date in design as well as quality.

Ask our Secretary for a list.

All manufacturers are cordially invited to attend the meeting to be held on Tuesday, September 22nd. A dinner at 6.00 P. M. in the Furniture Club of America's Rooms on the 17th floor of the American Furniture Mart Building, 666 Lake Shore Drive, Chicago.

Address all correspondence to the Secretary, HENRY A. OTIS, 500 Diversey Parkway, Chicago, Illinois, Telephone Lakeview 7680.

Manufacturers of Phonographs, Portables, Phonograph Cabinets, Motors, Tone Arms and Records are eligible.
Opportunity for Dealers to Tie Up With Artists

The Peerless Quartette and the Sterling Trio, a combination of well known talking machine record and radio artists, are now arranging bookings for the fall season. In cooperation with talking machine retailers throughout the county these two groups for the last seasons past have appeared locally, with the result that record sales were greatly increased.

Talking machine dealers who arrange to have these well-known vocal artists appear in their cities will find that not only will the appearance be profitable in itself but that it will be the means of adding considerably to record sales and talking machine interest. Another angle that should not be overlooked by the retailer is the fact that these artists have appeared on radio programs and have demonstrated the reason that local appearance should prove an added advantage in bringing radio sales to the talking machine store.

The Peerless Quartette is composed of Albert Campbell, lyric tenor; Charles Harrison, tenor...
British Factors Optimistic as the Trade Becomes More Active After Vacations

Re-imposition of McKenna Duties and Large Importations of Machines and Accessories Fail to Dampen Spirits of Trade—Manufacturers' Operations Increase—News of the Month

LONDON, ENGLAND, September 5—Despite the reimposition of the so-called McKenna Duties on July 1 last, and the rapid inflow of imported gramophones and accessories in the two months preceding the reimposition, the most optimistic reports reach me from all sections of the industry. To be sure, manufacturing circles were quiet for a week or two at the beginning of last month, owing to the factories being closed for the Summer vacation. Considerable activity has been manifest since, however, and some factories are already working considerably overtime. It is significant as to how the "portable" habit has been fostered here that on visits to three different seaside resorts recently I saw no less than two sand particles, in each place regarding themselves with music by the aid of the ubiquitous portable. Significant, too, that in the programs of each party both "popular" and classical music was featured. A few years ago the Summer season spelled a considerable decrease in the gramophone trade, but these last two years have seen a remarkable change. The increasing activity of the big companies, emulated by a large number of the smaller houses, in catering for the increasing recognition by the general public of music, undoubtedly very much stimulated by the broadcasting programs, will tend to nullify any harmful effect of the inflated importations during the two months prior to the reimposition of the duties. The demand is ever growing and the British manufactured instruments and records are unlikely seriously to suffer by reason of the two months' vacillation given by the Chancellor of the Exchequer to foreign exporters.

Gramophone Exhibits at Wembley

The gramophone and record section of the music industries is far better represented at the British Empire Exhibition than all the other sections of the music trade put together, but even this section is not so amply representative as might be expected and as would be really consonant with the growth of the industry in recent years. As is perhaps natural, the exhibit of the Gramophone Co., Ltd., dominates the gramophone section, and, indeed, that of the whole music section, again held in the Palace of Industry. Manufacturers of portable machines are well represented in the Pixie Grippa portable, which was brought to this country and exhibited by the Peter Pan range, exhibited by the Peter Pan Gramophone Co., Ltd. Good business, I understand, is being done by the British Homophone Co., with the Homochord records; these are being demonstrated on the Stereo models, made by the Stereo Mfg. Co. The Homochord record is rapidly increasing in popularity here, the sound being particularly fine and gaining for the company considerable attention. Britton & Co., newcomers to the trade, are introducing a "Rapido Record Receiver," a liquid which imparts a thin glare to the surface of the record, enabling the needle to travel lightly over scratches, etc. Norman R. C. Wright is showing a fine range of "Albion" models, and, finally, the Linguaphone Institute is giving special demonstrations of its language records.

An Infringement of Copyright Action

The issuing of "popular" songs on Gramophone records is not always to be regarded as a help to the sale of the songs in sheet music form, and record importers and the factors of imported records in this country have particularly to be careful to see that such records do not infringe the existing copyrights held by the song publishers. This was exemplified here recently when a motion was heard before Justice Roche, in the King's Bench Division, for judgment in default of defense in the action of Francis, Day & Hunter (the well-known publishers), versus Lewis Citrin and the Gramophone record accessories. Infringement of copyright was alleged in the four "popular" songs "O Katharina," "Hunting Melody," "Follow the Swallow," and "Let It Pour." All four were American-made records, which were brought to this country and offered for sale. An injunction was granted (Continued on page 218)

Pigix Grippa SENSATIONAL

is the only word to apply when talking of the success of the Pixie Grippa all over the world. You can't get away from facts. Our Mail week by week adds fresh orders and repeats from every quarter of the Globe. Our Testimonial Dossier is wonderful reading. It all means that Pixie Grippas get right ahead of all other small Portable Talking Machines on sheer merit for really powerful Tone Quality. Downright Foolproof design and unbeatable workmanship. It's a big Gramophone in a small box. Not an "assembled" contraption. Every part our own exclusive manufacture. World's patent and registrations pending. Plays all 12 inch records.

Made to suit every known Market.

SHIPPING PRICES:

(Minimum order 4 machines. Packed free our Factory.) Available where territory not already closed. Canada and Australia excepted.

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<th>Case Type</th>
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<td>Fine Leatherette Case, Weatherproof</td>
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<tr>
<td>Solid Oak Case, Weatherproof</td>
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<td>English Cowhide Case, Weatherproof</td>
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<td>Teak Case, Insect proof</td>
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<tr>
<td>Andaman Podouk Case, Insect proof</td>
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Sole Licensees and Manufacturers

PEROPHONE, Ltd., 76-78 City Road

Cables Perowood
LONDON, ENGLAND
Bentleys Code
restraining defendants from selling or distributing any of the records, and an enquiry was ordered as to damages, and delivery up of all recorded disks.

Chappell & Co. Issue Warning

Bearing directly on the question raised by the above action, Chappell & Co. recently issued an important warning to the trade against the importation of grammophone records and player-piano rolls (manufactured abroad) contrary to the provisions and regulations of the Copyright Act of 1911, which provides that importation of copyright works in any form is not permissible without the written consent of the owners of the copyrights. Even when permission has been obtained, every record or roll must bear the royalty stamp supplied by the owners of the copyright. Chappell & Co. state that they have information of a number of infringing records and rolls of American and other makes being sold in England and the Colonies, and that, after this warning, they intend to take action against any subsequent offenders.

Cameraphone Co. in Trouble

Following an extraordinary meeting of the directors of the Cameraphone Co., called for July 28, it was decided that the present directors of the company should call a meeting of its creditors, on which the creditors of the company would be given a warning, that the company should call a meeting of its creditors, on which the creditors of the company were given notice that the company was becoming insolvent. The meeting was called for August 10, and the management of the company was handed over to Messrs. Marshall & Snelgrove, who are acting as exclusive agents for the firm.

The Columbia Graphophone Co. announces that it has reduced prices in its "Celebrity" records to a uniform 20% reduction. This is the first time in the history of the company that such a reduction has been made.

The Columbia Co. also announces that the firm has reduced its prices in its "Celebrity" records to a uniform 20% reduction. This is the first time in the history of the company that such a reduction has been made.

THE TALKING MACHINE WORLD

218

September 15, 1925

FROM OUR EUROPEAN HEADQUARTERS—(Continued from page 217)

POUNDS ABOUT SPRINGS No. 3

Before it leaves the factory every "Walcan" Main spring is placed under a far greater strain than is possible in an ordinary gramophone, and any inequalities in the temper are readily detected. Each spring is wound tight, and if it is too high in temper, it will break under the strain. If there are places in the steel where the temper is too low, they will be seen in the body of the spring, where small links will show between the coils. If either case, the spring will be rejected.

Sell and Buy

BRITISH MAINSPRINGS

"BEST IN THE LONG RUN"

Send for Lists

J. STEAD & CO., LTD.

SHEFFIELD

ENGLAND

Sold by all the leading factors
Prizes are being awarded. The Music Trades' Association of Great Britain has arranged a conference of music dealers, to be held at the British Empire Exhibition, Wembley, on September 23. Among other items on the program is a lecture by the Secretary of the Associated Bookellers of Great Britain and Ireland; also a general discussion on important trade matters, Professional Discounts, etc.

The latest talking machine firm to secure the advantages of incorporation under the Companies' Act is the British Polyphon Co., Ltd., and which was registered on August 12 to take over the business hitherto carried on by Robert Willis at 23 Newman street. The nominal capital is £50,000 in 10,000 "A" shares and 20,000 "B" shares of £1. The firm will carry on as before, under the same direction and management, with no change of staff or policy. Mr. Willis's two sons, Robert Gordon Willis and Charles Reginald Willis, are appointed directors of the company.

Preparing Plans for 1925

Census of Manufactures

In inaugurating its new records the Duophone Syndicate, Ltd., now located at 18 Saville Row, W. I., is formulating a list of standard works made by this firm, which will be on view in the new showrooms.

In welcoming Albert T. Lack to the management of the English branch of the Gramophone Co., the trade here greeted no stranger. Already he is well known to most in his capacity as general sales manager, and he assumes control with the English branch in addition to his sales activities. His experience with "His Master's Voice" Co. is international, having traveled in many countries, thus acquiring an exhaustive knowledge of the problems and conditions existing in all branches of the talking machine industry.

Introducing the Duophone Records

In inaugurating its new records the Duophone Syndicate, Ltd., now located at 18 Saville Row, W. I., is formulating a list of standard works made by this firm, and to assist in this is organizing a competition amongst the staffs of recognized gramophone dealers in Great Britain, to decide which fifty titles are considered the most suitable for this purpose. The Autumn Leipzig Messe is being held from August 30 to September 9. It is anticipated that the English attendance this year will fall short of that in recent years.

Registration of new companies during the first six months of this year shows an increase compared with the corresponding period of 1924. The number of new music trade companies registered was twenty-five, with an aggregate capital of £884,300.

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Preparing Plans for 1925

Census of Manufactures

 Inquiry Forms Will Shortly Be Sent to Members of Various Industries—Information Expected to Be Available in November

WASHINGTON, D. C., September 8.—Schedules for the 1925 census of manufactures, to be taken as of December 31, next, are now being prepared by officials of the Census Bureau for submission to the industries affected, with a request for such changes as are believed desirable. The 1925 census will cover every manufacturing establishment in the country with an annual production valued at $5,000 or over, and will show the changes in employment, production, values and other factors that have occurred since the last census, which covered the year 1923. Originally taken every five years, it has been brought into active co-operation with the Government's statistical service, their assistance resulting in the publication of statistics which are far more valuable than any of those formerly issued.

It is anticipated that the schedules will be completed and in the hands of the Government printer by October, and their distribution will begin probably late in November. Manufacturers will be requested to complete and return schedules with as little delay as possible, in order that the statistics may be analyzed, coordinated and published at an early date.

Luebtow Music Co. Chartered

MILWAUKEE, Wis., September 5.—Papers of incorporation have been filed recently by the Luebtow Music Co., of this city, of which Emile Luebtow, Olga Luebtow and Lillian A. Luebtow are the proprietors. The concern has an authorized capital of $75,000.
This invention relates to talking machines embodying a novel sound amplifier. The primary object of the invention is the provision in a talking machine of a cabinet type, of an amplifier, the cross-sectional outline of which is rounded, whereby the sound waves are used to expand spherically without interference by plane surfaces and sharp corners and which is sufficiently compact to be mounted in the space usually allotted to the amplifier in a modern talking machine cabinet.

A further object is the provision in a cabinet talking machine of means for limiting the amplitude of the vibrations set up in the walls of the amplifier, whereby the tone quality is preserved and the sounds issuing from the amplifier are rendered more natural. A further object resides in the provision of a wood amplifier of novel construction and resonating properties.

Figure 1 is a front elevation of a talking machine according to the invention, with a portion of the grill removed. Fig. 2 is a side elevation, partially in section, of the talking machine. Fig. 3 is a detail in perspective of the amplifier. Fig. 4 is a longitudinal section through the amplifier. Fig. 5 is a transverse section on the line 5-5 of Fig. 4. Fig. 6 is a horizontal section through the talking machine cabinet. Fig. 7 is a detail in section, illustrating the support for the mouth of the amplifier. Fig. 8 is a plan view of a blank from which the board portion of the amplifier is formed, and Fig. 9 is an edge view of the blank, the layers of veneer being separated at one end for the purpose of illustration.


Herald-B Loud Speaker
Herald Electric Co., Inc., New York
29 East End Avenue
$12


This invention relates to talking machines embodying a novel sound amplifier. The primary object of the invention is the provision in a talking machine of a cabinet type, of an amplifier, the cross-sectional outline of which is rounded, whereby the sound waves are used to expand spherically without interference by plane surfaces and sharp corners and which is sufficiently compact to be mounted in the space usually allotted to the amplifier in a modern talking machine cabinet.

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Herald-B Loud Speaker
Herald Electric Co., Inc., New York
29 East End Avenue
$12
"Red Hot Henry Brown"

A Red Hot Struttin' For Trot Song

by FRED ROSE

(C) 1925 U.S. Copyright Sec.

You Can't Go Wrong

Joe Burke's Comic Absurdity

He Left Her Broke In Hartford

With Any FEIST Song

(C) 1925 FEIST INC.
ADVANCE RECORD BULLETINS FOR OCTOBER—(Continued from page 223)

Lincoln Records

DANCE RECORDS

1935 The Prisoner's Song—Wallace Lincoln Dance Orch., Sol. Lewis
1983 The Prisoner's Song—Wallace Lincoln Dance Orch., Sol. Lewis
1936 Nuns (You, Aye, Yonder)—Hodge's Unique Orch.
1937 I'm Tired of Everything But You—Quinn's Unique Orch.
1938 I Won't Ever Meet Again—Quinn's Unique Orch.
1939 I Want You—Quinn's Unique Orch.
1940 I Want You—Quinn's Unique Orch.
1941 I Want You—Quinn's Unique Orch.
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2023 I Want You—Quinn's Unique Orch.
2024 I Want You—Quinn's Unique Orch.
CONSTRUCTIVE ARTICLES IN THIS ISSUE OF THE WORLD

Ready Reference for Salesmen, Dealers and Department Heads

New Model Speakers Added to Hamburg Bros. Line

PITTSBURGH, PA., September 8—Hamburg Bros., of this city, manufacturers of Pennsylvania loud speakers and head sets, have augmented their list of combinations with two additional models of loud speakers. The first is known as the Pennsylvania Mantlepiece speaker and the second, the Pennsylvania Deluxe speaker. The ceiling of each speaker constitutes an attractive piece of woodwork and both have floating wooden sound chambers with adjustable units. As the decision advanced by Hamburg Bros. report a steady increase of orders from established dealers and a large number of new dealers taking on the line for the fall season.

New Junius Hart Co. Branch

NEW ORLEANS, LA., September 8—The Junius Hart Piano Co., Southern distributor for the West, has opened a new store and talking machine manufacturer, opened a branch in Boscusa, La., August 15. The concern will retain the entire line of Kimball instruments. The location chosen for the branch is the Weissman Building. A. J. Rogers is manager.

The Hart Co is one of the leading New Orleans manufacturers with a modern factory building, special display rooms, and a complete rebuilding and repair department. Kimball instruments and service are enjoyed considerable popularity both in New Orleans and out in the State, which fact, coupled with the healthy business conditions, good crops and general prosperity, indicates expansion.

Dan De Foe Is Off to Europe on Vacation

Daniel De Foe, foreign language record sales manager of the Columbia Phonograph Co., Inc., recently left for a vacation in Europe. He plans to visit France, Germany, Austria, Italy, and Switzerland. While his trip is not for business purposes, we know that he will seek "atmosphere" for future Columbia foreign language records.

Where the Retail Trade Stands This Fall

4 Where the Retail Trade Stands This Fall

Traces Ninety Per Cent Sales Gain to Service

The Neediness of Real Merchandising Effort

Conclusions From Recent Decision on Freight Classification

New Era in the Talking Machine Industry

Steady Improvement in Demand for Records

Mapping Out a Sales Campaign for Radio

Where Too Much Help May Be Harmful

Important Policy Changes Announced by the Columbia Phonograph Co.

Turning Foreign Records Into Real Cash

Beneficial Effect of Broadcasting on Radio Industry

Saleswoman Reveals Valuable Hints on Retail Selling

Record System for the Credit Department

C. H. Sambine a Believer in Advertising

Live Dealer Moved Stock of 30,000 Foreign Language Records in a Month

How Correct Store Door Playing Increases Record Sales

How a Store Auditorium May Draw Potential Customers and Interest Them in Talking Machines and Records

Conditional Sales Law Now in Pennsylvania

Radio Stability Depends on Sound Credit

Columbia Co. Announces Celebrity Series of Records by Famous Artists

Witches' Revels Featured in Special Sales Drive

Jewett Broadcasting Station Opened With Brilliant Phonograph System Selling the Phonograph as an Art Product

Knowledge Is the Basis of Radio Selling

How Northwestern Trade Tour Brought Million Dollars in Business

Featuring the Musical Possibilities of the Talking Machine

Live Covington, Ky., Dealer Cuts

Radio Service by Intelligent Selling

Trade Quality and Woman Influencing Dominating Factors in Radio Selling

New Types of Radiotrons and Receivers Introduced by Radio Corporation of America

Lack of Standardization of Wave Lengths Retarding Radio Progress in Europe

Gulbransen Co. Announces Extensive Publicity Campaign for Fall, Instate Commerce Commission Issues Freight Schedules on Radio Receivers

Limited Free Radio Service and Charge Thereafter Solves Lushier's Problem

Victor Co.'s New Fall Line Subject to Recent Decision

Selective Dealer Distribution Plan Announced by Radio Corporation of America

Latest Figures on Imports and Exports of Talking Machines

Advertising Campaign of Unusual Proportion Features of Fall Activities

22 Dealers in Mid-West Behind New Lines With Strong Sales Promotion Plans

Demonstrations of Panoraphone, the New Brunswick Instrument, Create Unusual Interest

Dealers' Stocks Reduced in Anticipation of Good Fall Business in New England

Recent Advance List of Talking Machine Dealer's Stocks for 1925-1926 Models

Excellent Prospects for Fall Business Create Optimism Among Quaker City Dealers

How Concerted Effort Increased Sales of J. R. Reed Co. to $20,000 Mark

Happenings in the Musical Merchandise Field

Meeting Syndicate Store Competition by the Thomason Merchandising System

Gleanings From the World of Music

Radio Factors Optimistic as the Trade Becomes More Active After Vacations

Latest Patents Relating to Talking Machines and Records

Advance Lists of Talking Machine Records for October

CORRESPONDENCE FROM LEADING CITIES


Acme "B" Makes Bow

J. A. Goldstein, music dealer of Niagara Falls, N. Y., has moved to 203 Fall street.

SOUTHERN VICTOR WHOLESALERS

The Mother Company

RICHMOND, VIRGINIA
The Cheney
The Master Phonograph
The most perfect music-reproducing instrument

When buyers of phonographs are discriminating

Merchants who are selling The Cheney are discovering in the present highly competitive market that The Cheney possesses outstanding selling advantages.

Its superior tone quality is acknowledged. A wide range of beautiful cabinets meets any requirement. Its selling points can be duplicated by no other phonograph.

CHENEY TALKING MACHINE COMPANY - CHICAGO
Made complete in our own factories at Grand Rapids, Michigan
THOMAS A. EDISON, INC.
Musical Phonograph Division

Announces

STABILITY

We are glad to be able to announce:

1. That there will be no change this year in the list prices of Edison Disc Phonographs or Records.
2. That there will be no change this year in this Company's policy in regard to discounts.
3. That we do NOT contemplate entering the radio field.

These decisions have been reached after carefully considering the best interests of all. They are final—and you are safe in planning for your Fall business accordingly.

THOMAS A. EDISON

Jobbers of the New Edison, Edison Records, the Edison Diamond Amberola and Blue Amberol Records

CALIFORNIA
San Francisco—Edison Phonographs, Ltd.

COLORADO
Denver—Edison Phonograph Distributing Co.

GEORGIA
Atlanta—Photographs, Inc.

ILLINOIS
Chicago—Edison Phonograph Distributing Co.

LOUISIANA
New Orleans—Diamond Music Co., Inc.

MASSACHUSETTS
Boston—Franklin Phonograph Co., Iver Johnson Sporting Goods Co. (Amberola only).

MICHIGAN
Detroit—Phonograph Co. of Detroit.

MINNESOTA
Minneapolis—Laurence H. Locker.

MISSOURI
Kansas City—Edison Phonograph Distributing Co.
St. Louis—Silvercrest Music Co.

MONTANA
Helena—Montana Phonograph Co.

NEW JERSEY
Orange—Edison Phonograph Distributing Co.

NEW YORK
Albany—American Phonograph Co.
New York City—J. W. Blackman & Son (Amberola only).

OHIO
Cleveland—The Phonograph Co.

PENNSYLVANIA
Philadelphia—Girard Phonograph Co.

RHODE ISLAND
Providence—J. A. Foster Co. (Amberola only).

TEXAS
Dallas—Texas-Oklahoma Phonograph Co.

UTAH
Ogden—Prescott Sporting Goods Co.

VIRGINIA
Richmond—The C. B. Haynes Co., Inc.

CANADA
St. John—W. H. Thorpe & Co., Ltd.
Toronto—R. S. Williams & Sons Co., Ltd.
Vancouver—Kent Piano Co., Ltd.

WASHINGTON
Bellingham—R. S. Williams & Sons Co., Ltd.

You don't need a fortune to become an Edison Dealer. Ask nearest Edison Jobber.