"Again Creating Musical History"

The Brunswick Panatrope

and

The Brunswick Panatrope and Radiola

BRUNSWICK PHONOGRAPHICS

BRUNSWICK RADIOLAS

BRUNSWICK RECORDS

The Sign of Musical Prestige

Brunswick

PHONOGRAPHICS • RECORDS • RADIOLAS
"How do you suppose Bill can afford to decorate his entire store and install new show windows?" asked Jim Mims of a fellow Rotarian.

"And, he placed an order with me for a new delivery truck too," chimed in the automotive member of the organization.

"Well," said Jack Donnelly, of the Journal, "if he spends money it is a sure sign he's making it, for Bill is one of the most sober, sensible-minded fellows I do business with, and speaking about doing business, he just signed a $50,000 line contract with our paper and..."

"Here comes Bill now. Let's wring the truth from him. Say, Bill, you old sun-at-a-gun, how come all the sudden prosperity?" "Well, frankly, I learned the secret for selling now. We demonstrate the Sonora Speaker. Improves the tone quality of every radio. It seems to charm each prospect into a purchaser naturally I sell more radios. Then too, I'm playing safe. I am featuring only lines that enjoy the consumers' confidence that really build prestige for me and that have a merchandising policy that insures my profits."

The market for Sonora Speakers is a tremendous one. In addition to the millions of radio sets that will be sold this year, everyone who purchased a radio set last year or the year before, is a prospect— for Sonora advertising is educating the four million present owners of radio that the Sonora Speaker will improve the tone quality of the radio sets they now own.

Tone quality is the dominant factor in radio this season. The keynote of all Sonora advertising for Sonora Radio Speaker is Tone Quality— for after all, who is in a better position to dominate the tone quality field than Sonora, whose name has been synonymous with tone quality in the minds of music lovers during this last decade.

The dealer who sells Sonora merchandise builds prestige and permanent profits. The Sonora merchandising policy protects the dealer always. It is one of the few radio lines that did not subject its dealers to "after season losses." The Sonora radio franchise is a most valuable one for it means insured profits for the dealer. It has demonstrated its worth.
Blackman Co. Appointed DeForest Radio Distributor

Prominent New York Wholesaler Is One of the Oldest Distributors of Victor Co.'s Products—J. N. Blackman Discusses Trade Outlook

The Blackman Talking Machine Co., one of the oldest distributors of the Victor Talking Machine Co.'s products, has fully selected, and this is supplied to the DeForest Radio Co. The selection of the DeForest products was made after considering numerous nationally known lines. J. N. Blackman, president of the Blackman Talking Machine Co., in announcing his firm's activities in behalf of the DeForest products remarked as follows:

"The year 1925-26 should see an elimination of chaotic trade conditions and a decided move towards stabilization. We have selected DeForest because of its conservative, sane merchandising plan. Also, the sound patent situation and the competent research organization, as well as ample financing and arrangements making for permanency, appeal to us."

Buffalo T. M. Co. Now Distributing Federal Line

Federal Radio Mfg. Corp. Has Been Appointed Exclusive Wholesaler in Western New York and Part of Pennsylvania Territory

BUFFALO, N. Y., October 8—The Buffalo Talking Machine Co., Buffalo jobber, has been appointed by the Federal Radio Mfg. Corp. as exclusive distributor for the new Ortho-Sonic radio receiving set, made by the Federal Co. The jobber will have a territory covering all of western New York and northwestern Pennsylvania. The new plan of the Federal Co. in appointing an exclusive jobber for this territory is pleasing news to the retail trade, in that it eliminates confusion, assures quick service, and offers dealers protection.

The new line has met with the approval of dealers who have visited the sample rooms of the Buffalo Talking Machine Co. The sets are pleasing in appearance, and the prices, ranging from $75 to $350, give wide selection for the trade. Dealers who have visited the sample rooms of the Buffalo Talking Machine Co. have been appointed distributors for the new Ortho-Sonic radio receiving set, made by the Federal Co.

Harmony Music Shop Opened

BRIDGEPORT, Conn., October 7—The Harmony Music Shop, 2924 Fairfield avenue, was opened Saturday, October 3, under the able guidance of Eddie Krulokoski, who also owns the E. K. Music Shop, 931 East Main street, Bridgeport. A complete line of Columbia phonographs, Columbia and Harmony records, together with music stands, instruments, sheet music and pianos is handled.

H. B. Foster Is Perryman Co.'s General Sales Mgr.

Brings to New Post a Thorough Knowledge of Conditions in Phonograph and Electrical Industries—New York Offices Opened

H. B. Foster, who was associated with prominent manufacturers in the phonograph industry for a number of years, has been appointed general sales manager of the Perryman Electric Co., recently formed to manufacture Perryman vacuum tubes. Geo. H. Perryman, formerly associated with the Western Electric Co., was the guest of honor at the opening of the company's new office in New York.

"Zenith Week" Aroused the Interest of the Trade

Week of October 4 Featured by Dealers as "Zenith Week" to Celebrate Return to United States of MacMillan Arctic Expedition

The week of October 4 was celebrated by Zenith dealers throughout the United States as "Zenith Week," as it signified the return of the MacMillan Arctic Expedition to the United States, after a period of three months' exploration in the frozen North. At the time of the return of the "Bowdoin" and the "Perry," the two ships commanded by MacMillan and Commander E. F. McDonald, jr., president of the Zenith Radio Corp., respectively, newspaper, moving picture news reels and periodicals carried publicity on the fortunate return of the explorers. Zenith dealers effected a strong tie-up with this publicity and the keen public interest displayed, with advertising campaigns, special window displays of Zenith radio receiving sets, and an intensive direct by mail drive on their prospective mailing list. An advertisement, prepared especially for the event by the Zenith Radio Corp., was sent to all Zenith jobbers and dealers in order that each might tie up in effective fashion in his local newspaper.

In the near future Commanders E. F. McDonald, jr., and Donald MacMillan will open the new Zenith studio, WJAZ, in the Stras Building, Chicago, with a reception to all jobbers with Mr. McDonald presiding as host at the homecoming event, and Dr. MacMillan as the guest of honor.

Stewart-Warner Radio Sales Managers Are Appointed

George Armstrong in Charge of Manhattan Division—S. J. Levy, Manager of Brooklyn Branch—Franklin M. White Comments on Outlook—Production Facilities Taxed

Announcement was recently made of the appointment of George Armstrong, as sales manager of the radio division of the Stewart-Warner Speedometer Corp. in New York, covering the Manhattan and Bronx territory, and Sol. J. Levy, as sales manager of the Brooklyn radio division area, covering Brooklyn, Staten Island, Staten Island, Westchester and Rockland counties. Mr. Armstrong has been with the Stewart-Warner organization for some time as manager of the city accessories department. He was formerly sales manager for a prominent automobile agency and was at one time connected with the La Salle Extension University. Mr. Armstrong possesses marked executive and sales ability and since taking over the radio division reports good progress made.

Mr. Levy, before his connection with the Stewart-Warner organization was in charge of the radio division of Wurlitzer's and is an electrical engineer with a wide experience in radio merchandising. He has put into effect an extensive drive for high-class Stewart-Warner representation.

Franklin M. White, in charge of all the metropolitan activities of the Stewart-Warner Speedometer Corp., in commenting on the outlook, states that the manner in which progress is being made is more than satisfactory. Dealers are waxing enthusiastic over the complete Stewart-Warner ensemble and orders already received in New York and other cities will tax the factory production for the balance of the year, he declared.

See second last page for Index of Articles of Interest in this issue of The World
Holiday Sales Depend on Promotion Drive

Competition From Merchandisers in Other Lines as Well as Trade

Fight for Sales Intensity Struggle for Fall and Holiday Business

The best selling season of the entire business year is at hand and the talking machine trade will be faced with the keenest competition of the entire twelve months. The "butcher, baker and candlestick maker" will be on the job to push their lines as gifts and to secure as much of the "gift money" as they possibly can. The individual talking machine merchant, in addition to facing this competition, knows that every other merchant handling talking machines, records, radio and other musical merchandise in his community also will be fighting for as large a share of business as he can get. Because of this greatly intensified struggle for sales the retailer who is determined to get his share of the business must go after it harder than ever.

Next month will be Thanksgiving Day and the month after occurs the great gift day of the year—Christmas. There is no finer gift than the product handled by the talking machine dealer, whether it be a phonograph, a radio set or a small musical instrument or last, but not least, records. The dealer knows this to be true and a portion of the public has also been educated to this belief. But by far the greatest part of the public gives little or no thought to music as the ideal gift. There is a good reason for this, namely, the idea has not been brought home to the public strongly enough. A vigorous holiday sales drive, with two objects in view—selling the idea of music or a musical instrument as a gift and selling the public on the idea that your store is the logical place to purchase that kind of gift—certainly will have a marked effect on sales. The opportunity is there.

At this season the dealer must reach the masses as well as the individuals whom he considers live prospects, and the one best way of doing this by advertising in the newspapers and other forms of publicity. Remember your competitors, both in and out of the talking machine trade, will be advertising in a big way with the object in view of building large holiday sales volume. For this reason the stereotyped advertising will be practically worthless. Plan your advertisements and make them original and striking. It pays always, and most during the holiday season. This applies with equal force to window displays.

In several previous articles on this page of The World the writer has emphasized the fact that never before in the history of the trade has the talking machine dealer been in such an excellent position to attract attention to the products he handles. Improvements of the most striking character in talking machines, radio, records, etc., have placed the dealer in this fortunate position. The public knows little of these wonderful improvements, however, and it is up to the dealer to broadcast the message that will interest them and bring in the business. A talking machine or radio makes the ideal home gift and records are always appreciated.

A single record is a small item in itself, but at this season the time is opportune for bulk sales—i.e., selling selected records of an appropriate character in groups to individuals. Also there are the special record groups by well-known artists in albums which are now being distributed by the leading record companies. That there exists a real market for records during the holiday season was brought home to the writer a few weeks ago. A dealer in a small Connecticut city, in discussing the record situation, mentioned the fact that the bulk of his business in records was done through periodical canvassing of his customers. He declared that immediately preceding each holiday he staged one of these canvasses and his record sales of a single number were sometimes over the five-hundred mark. That is mighty good record business, especially as this dealer has over three hundred names on his list and the variety of records purchased from the canvasser runs the gamut of the entire catalog. The point in this incident is that this dealer's experience proves that there is a real market for records during the holidays, if their worth as a gift is brought home to them.

Musical merchandise offers a similar opportunity. Where there are children in the family the dealer will have no trouble in interesting either the parents or the children themselves in a musical instrument of some kind. Holiday time is selling time.

Are you planning to make the holidays this year real profit producers? Do you realize that the holidays mean more to you as a retailer this year than other years? The accompanying article is an analysis of the holiday sales situation as it affects you.

See NYACCO Radio

before you decide on this season's radio line

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

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

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

New York Album & Card Co., Inc.
23-25 Lispenard Street, New York
Get Ready for Christmas!

The New Brunswick Panatrope

forecasts a season unparalleled in the industry

BRUNSWICK Panatrope—the musical sensation! Music merchants of more than 20 years' experience, declare it the greatest achievement they ever hoped to hear.

Unparalleled in musical reproduction, and in Sales Possibilities.

Offering profits, exclusive business undreamed of hitherto.

For the Brunswick Panatrope appeals to all those who now own other instruments, and who seek something finer; and to those who have awaited the ultimate in musical reproduction for the home—in fact, to every home owner.

Thus with the new Brunswick Panatrope in this Christmas' stocking, the industry turns to a new era of great business.

Brunswick again has made musical history

THE BRUNSWICK-BALKE-COLLENDER CO.
Manufacturers—Established 1845
GENERAL OFFICES: CHICAGO
Branches in all Principal Cities In the United States and Canada

Brunswick Panatrope and Radiola
Brunswick Co. Announces Details of Merchandising Plan of Its New Line

A. J. Kendrick, General Sales Manager of the Brunswick Organization, Outlines New Plan of Merchandising the Panatrope and Other New Products Made by the Company

The Brunswick-Balke-Collender Co., Chicago, has prepared a most intensive, elaborate and practicable plan for merchandising its new line of instruments, and the details of this plan were set forth to the members of the Brunswick organization in a very interesting letter forwarded recently to branch managers, district managers and salesmen by A. J. Kendrick, general sales manager of the Brunswick phonograph division and widely known throughout the industry.

In part, Mr. Kendrick’s announcement said:

"In the preparation, advertising and sales of the new line, we are dropping the word phonographs except as applied to those phonographs which we will, for the time being, continue to merchandize, or, until we have decided to entirely discontinue the production and selling of phonographs. It is not unlikely, however, that we may decide, so far as portables and lower-priced instruments are concerned, to continue to produce such types. This, only time will permit us to determine upon.

"In the development, presentation and sale of the Panatrope and the Panatrope with Radiolas, we are convinced that the trend of the times, both in scientific development as well as public demand and tendency, is entirely toward electrical applications and progress. What we are presenting opens a new field of scientific development which will make for a very marked growth in our business.

"This is the first time, in the writer’s experience in the phonograph business, that any manufacturer has really been justified in asking $400, $500, $600 or more for an instrument, so far as quality of reproduction is concerned, as compared to what the purchaser might secure for $150 or $200. The difference in price has always been determined largely by cabinet value. This alone will be no longer true, as has already been intimated to those to whom we have been privileged to demonstrate the Panatrope. The Panatrope is a most amazing development as you will soon ascertain, and place us now in a position to interest that great part of the music trade who are not interested in radioing, without difficulty, the average retail sale.

"In confirmation of this open market we have recently canvassed several important Middle Western towns, interviewed those who purchased Brunswick Radiolas and found that fifty-two per cent of these purchasers had never previously owned a phonograph, that sixty-one

Columbia Phonograph Price Reductions Are Announced

Price Cut Made to Move Merchandise From Dealers’ Floors to Make Room for the New Columbia Phonograph Models

The Columbia Phonograph Co., Inc., advised its dealers this week of a very important reduction in the prices of current models of Columbia phonographs. This announcement, which was forwarded to the trade over the signature of W. C. Fein, general sales manager of the company, ran as follows:

"We have advised you on October 1 of a new line of Columbia instruments which has been developed in our own laboratories, which we feel assured will meet with the approval of critical experts. This new line will be ready, as stated, after January 1, 1926.

"In order that we may dispose of the present models now on hand, of which there is not a large supply, we have decided to offer them to dealers at very attractive prices, which will net a handsome profit during the season we are now entering. The following prices to dealers will prevail as long as our present stock lasts:

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<th>Model</th>
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We remind dealers of our agreement to rebate them on purchases of the above types billed after date of August 12, 1925, and will issue promptly the credit memo which may be due you from the Columbia branch or distributor whom you pay for purchases of the purchased instruments of the types enumerated. This rebate, as agreed, to be paid to you in Columbia merchandise, either phonographs or records. These special prices on phonographs apply until present stock is sold.”

Joins Chicago Branch of Columbia Phonograph Co.

Harry Allen and D. W. Guthrie Will Visit Trade in Territory Controlled by Chicago

Chas. F. Baer, manager of the Chicago branch of the Columbia Phonograph Co., Inc., announced recently the addition to his sales staff of Harry Allen and D. W. Guthrie, both of whom have been identified with the Columbia organization for a number of years. Mr. Allen, who was formerly associated with the Columbia headquarters in Los Angeles, will visit the trade in Indiana and Missouri, and Mr. Guthrie, who was previously identified with the Columbia organization in Kansas City, will visit the dealers in the Loop and the South side of Chicago. Mr. Baer has added these experienced men to his staff in order to give Columbia dealers in Chicago territory maximum service.

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.
The Amazing, New
Brunswick Panatrope
and
PANATROPE with RADIOLA
—again making musical history

We have reached the conclusion that the field for mechanical reproduction of music has its limitations—that radio, with its application of things electrical, has opened an entirely new world of research and development in musical acoustics.

The Brunswick Panatrope—applying these new scientific principles, the result of three years of experiment and perfection, represents today the ultimate in musical reproduction, an advance which the music trade had not conceived as possible in this generation.

While an appreciable market will continue for the phonograph, we make the prediction here that a far greater new field of business and opportunity is now opened by this amazing new musical instrument.

The whole musical world welcomes the Brunswick Panatrope as the greatest musical achievement of the time.

THE BRUNSWICK-BALKE-COLLENDER CO.
Manufacturers—Established 1849
GENERAL OFFICES: CHICAGO
Branches in all Principal Cities in the United States and Canada

Brunswick
Panatrope and Radiola
Systematizing the Canvass and Follow-Up

Blaustein's Method of Canvassing for Prospects, Building Fall Sales by Outside Selling and Keeping Records Brought Success

The dealer who sits in his store waiting time which he might put to use by going out after prospects, especially in a dull season, is missing an opportunity to build up real sales volume. This is the belief of M. Blaustein, proprietor of Blaustein's Music Store, of Syracuse, N. Y., who, even by his competitors, is considered one of the largest canvassers in the music business in that city. Mr. Blaustein has been in the talking machine and general music business for a number of years and his experiences cover every phase of this type of merchandising.

**Canvassing for Prospects**

When this dealer starts out in the Summer on his canvassing drive he does not go out into the territory so much with the idea of making sales as to secure live prospects. Of course if he comes across a prospect who is in the market at the moment for an instrument, whether it be a talking machine, piano, or a small musical instrument, Mr. Blaustein loses no time in closing the deal and securing the name to be dotted line. But his main idea during the hot months right through to the latter part of October is to secure the names of prospects with the idea of making the sale at a more propitious time has another advantage.

Mr. Blaustein goes out to canvass he care. The prospects also are filed according to streets. If he comes across a prospect who is in the market for an instrument of some kind during the Fall and Winter. Naturally in this way a nice prospect list is built up and from the first of November right through holidays and the Winter months Mr. Blaustein goes out with the idea of closing each individual on his list of sales made in this way is surprising, in fact comprising most of the sales made by this dealer.

**House-to-House Drive**

When Blaustein goes out to canvass he carefully makes his plans before starting. That is, he maps out the territory he desires to cover on any particular day and then covers it. He visits every house in a block before going on to the next street. He does not hurry and if he misses one house or family in an apartment he makes note of the name and address and comes back later. Thoroughness is the basis of successful canvassing, he believes. He also is of the opinion that it is better to make ten calls a day and do it right than it is to make twenty or thirty calls and not give the proper attention to each family.

When he interviews a prospect he first attempts to find out what musical instruments, if any, are owned. If there is a piano in the house he strives to get the prospect's attitude toward the ownership of a talking machine or instrument. If both of these instruments are part of the home furnishings he enters his attention on small musical instruments. He sells the prospect on music and he joys it brings. If there are children he calls attention to the enjoyment and cultural advantages of the talking machine, piano or musical instrument. He gets into the most exclusive homes and he gets the data on which to base his future sales effort. A fine front lawn or a better answering the bell does not make him timid or make him swerve from his determination to see the mistress or master of the home. Get what you are after and don't let anything stop you is his slogan.

A special book is kept in the store to keep track of the territory covered. In this book is entered each street covered in the canvass and the date of canvass, so that there is no going over worked territory. Also this canvassing for prospects with the idea of making the sale at a more propitious time has another advantage. It gives Mr. Blaustein time to get a line on the prospect's credit standing before attempting to make the sale.

**Filing Prospects' Names for Follow-Up**

A card system is maintained by Blaustein's Music Store of the prospects for later follow-up. This system differs from most prospect lists in several ways. First, instead of filing the prospects according to names they are filed according to the cities in which they live. For example, if John Smith lives on the North Side his name is filed under N. S. If Mary Brown lives in the South she name is filed under S. H. This form of filing prospects has been found most efficient by Mr. Blaustein because in all cases the follow-up is made by direct contact. There never is any attempt to get in touch with a prospect by mail. Mr. Blaustein personally goes out to try to close the sale. Thus, it is easier for him to get the names of all the people living in a certain section of the city or on a particular street than it would be if he had to wade through the entire file, if the prospects were listed according to their initials. If there are five prospects on Blank street, he takes the five cards with him and visits all of them, in each case doing his utmost to close the deal or making an appointment to bring the prospect into the store. If an appointment is made he calls for the prospect and brings him or her to the store in his machine, a service which is appreciated.

**Twenty Years in Business**

That Mr. Blaustein's methods are sound is evidenced by the fact that he has been in business over a period of twenty years, starting by making a room in his home his warehouse and keeping in that room his entire stock of musical instruments. In addition he was a teacher of music. He plays the piano, violin and banjo, and he is in a position to demonstrate personally what he is trying to sell. He gradually developed his business from this small start until now he has a nice store. His son, who is also musically inclined, will take the store while Mr. Blaustein is canvassing. The son also takes care of the repair service.

**Urges Correct Mail Address**

The United States Post Office Department is urging a campaign among merchants and business organizations, as well as the general public, to have the complete address placed on pieces of mail. Circulaires entitled "Complete Address for Mail" and "An Appeal for Definite Address" have been distributed, explaining the processes which a piece of mail must go through and describing the confusion and delay which are caused by a wrong or incorrect address.

**Times have changed in the Record Business**

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

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

**The Audak System**

The modern method of demonstrating and selling records

**Without the Use of Booths**

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

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

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

Stromberg-Carlson responsibility is two-fold—to users of its product and to dealers whom it authorizes to distribute that product.

Inspectors in the Stromberg-Carlson plant are awarded a bonus for any imperfection that they can detect and reject in every stage of the production of Stromberg-Carlson Apparatus. Workers are given cash awards for suggestions which will improve Stromberg-Carlson Apparatus. These provisions are indicative of the responsibility that the company feels toward users of its product.

Dealers, to become authorized Stromberg-Carlson distributors must measure up to accepted Stromberg-Carlson standards.

To such dealers, in fulfillment of Stromberg-Carlson responsibility, there is accorded a protection which is unique thus far in radio merchandising,—unique as to price stability, freedom from service costs and customers' goodwill.

(Prices quoted are for the United States east of the Rockies)

Stromberg-Carlson Telephone Manufacturing Co.
1060 University Avenue, Rochester, New York
Chicago  Kansas City  Toronto

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

Stromberg-Carlson

No. 605 Table Model
Model  S-1 tube; has an
 internal volume switch;
also key for switching
from direct action to
second audio (interfer
audio).  Solid Mahogen
Price $15.

No. 606 Table Model
Model  5 tubes; has an
 internal volume switch;
also key for switching
from direct action to
second audio (interfer
audio).  Solid Mahogen
Price $25.

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

Stromberg-Carlson

No. 528 Receiver.
price subject.  Finished in Ameri
can oak.  Shipped in
stained mahogany.
Price $15.

No. 606 Table Model
Model  S-1 tube; has an
 internal volume switch;
also key for switching
from direct action to
second audio (interfer
audio).  Solid Mahogen
Price $15.

No. 528 Receiver.
price subject.  Finished in Ameri
can oak.  Shipped in
stained mahogany.
Price $15.
The TALKING MACHINE WORLD

Published by Edward Lyman Bill, Inc.

Frank L. Avery, Circulation Manager

10,000,000 all others, KOS. Single copy, 15c.

NY, NEW YORK OCTOBER 15, 1925

A. Atwater Kent's Great Educational Campaign

On Sunday evening, October 4, there was launched officially a series of thirty radio broadcast programs that will present to over fifty per cent of the radio listeners in the country some of the greatest musical artists of the day, artists of international reputation whose personal performances through matters of circumstance have been enjoyed directly by only a comparatively few of the many millions who are lovers of good music or would be if the opportunity presented itself.

The music industry and the public at large are indebted to A. Atwater Kent, president of the Atwater Kent Manufacturing Co., ranking among the leaders in the making of radio apparatus, for this contribution to radio broadcasting and to the musical entertainment and education of the public. It was Mr. Kent who conceived the idea of signing up and presenting in concert the great group of famous artists and stands sponsor for the expense of the movement, including the cost of the broadcasting facilities.

It is Mr. Kent's plan, which has received wide publicity in the daily press, to present each Sunday evening for thirty weeks through, the medium of records they have made for various talking machine companies, a great majority of whom are well known to the daily press, to present each Sunday evening for thirty weeks through the medium of records they have made for various talking machine companies, a great majority of whom are well known to the daily press.

Considerable work has been done toward such improvement, but the lack of available funds to provide for the payment of competent artists has served to act as a check on the movement. In the engaging of the artists and the providing of funds to compensate them Mr. Kent is rendering a distinct service not only to the public but to the entire music industry, including that highly important radio branch in which, of course, he is primarily interested.

The movement is so big and so well worth while that it seems almost unfair for one individual or one concern to bear the entire burden. If nothing else, it should lead to an earnest discussion of ways and means whereby those interested in the future of radio and music might cooperate effectively to mutually increase their contribution to high-class programs, those two interests that are already so strongly allied.

Distinct Spirit of Trade Optimism Prevails

In most sections of the country there is noted among talking machine and radio dealers, in fact the music trade generally, a distinct spirit of optimism and confidence quite in contrast to the attitude evidenced only a few months ago. No better evidence of this feeling is to be found than in the willingness of the dealers to place orders in anticipation of an active demand during the months to come.

It may be stretching a point to say that the talking machine industry has gone in for a period of rejuvenation, but certainly the new developments in the field and the efforts of the manufacturers to offer to the trade and the public radical improvements in sound recording and reproducing media have had the effect of creating for the dealer a future in which he appears to have a full measure of confidence.

There are, of course, complaints being made in certain quarters, and undoubtedly these complaints will continue regardless of the status of the business, but as the matter stands at the present time by far the great majority of the dealers profess confidence in the future of the industry and a willingness to lend their best efforts as they have in the past to the work of distributing. One thing is certain and that is that there is a likelihood of the merchandising methods in the industry undergoing marked improvement in the near future, a move that is going to benefit all the factors of the trade by producing a greater volume of sales on a more efficient basis.

Prophecies are always dangerous, but there are enough material tangible facts available to make sound the belief that there is going to be much good business for the talking machine dealer to look forward to whether he handles that line exclusively or features other products in his store.

Service as a Business Builder

If the talking machine or radio dealer is going to figure his service department accounts on a cold dollars-and-cents basis with so much each income for so much mechanical work done on the instruments in the homes of his customers, then he will find that the department yields very little profit, if any at all.

On the other hand, if the dealer places on service the proper valuation as a builder of good-will and new business, then he will find that it pays very substantial dividends through the medium of satisfied customers. A talking machine that is out of adjustment, or a radio receiver that does not function properly, represents a dissatisfaction as a builder of good-will and new business. If the dealer places on service the proper valuation as a builder of good-will and new business, then he will find that it pays very substantial dividends through the medium of satisfied customers. A talking machine that is out of adjustment, or a radio receiver that does not function properly, represents a dissatisfaction instead of an asset to the dealer for it discourages rather than encourages prospects to buy.

Dealers who have taken the trouble to inquire of purchasers as to what prompted them to come into that particular store and select a particular machine or set have been surprised to learn that an unbelievably high percentage have been actually sold through having similar instruments in the homes of their friends. It is service work well done that turned these instruments into good advertisements. It means profits through the medium of new prospects.

Shows Augment Public Interest in Radio

By the time this issue of The World reaches its readers the new radio season will be in full swing and a great majority of the dealers will be in a position to display stocks of the improved sets that have been designed to reawaken and maintain public interest.

While it may be said that the public is interested it is obvious that the retailers have to work a little harder to bring buyers to the
There have been held, and are scheduled to be held during the present Fall, close to thirty radio shows in the larger cities of the country, and it is probable that when the smaller exhibitions are counted in, the number of exhibits will increase that figure materially. Perhaps there are too many shows in Chicago and New York, for it would seem that one big exposition would not only serve all useful purposes but would mean the saving of money for those manufacturers who seek to display their wares. At the present time, however, there is no question of the value of the shows from the standpoint of public interest, for in New York last month well over a quarter of a million people visited the two shows held simultaneously to inspect what was new in radio. On this basis it is estimated that between two and a half and three million people will have had the opportunity to examine at first hand new products as they are on display in various sections of the country and a large proportion of these should prove potential purchasers.

One outstanding fact demonstrated by the lines exhibited at the show and elsewhere is that the radio industry has made noteworthy progress towards stabilization, for although the new lines include many new and valuable improvements of various types there is little progress towards stabilization, for although the new lines include many new and valuable improvements of various types there is little of revolutionary character to be discovered. In short, the industry appears to have reached the point where its products have been placed on a solid foundation and subject to only such further developments as are calculated to keep abreast of the times and deserve the help of the trade.

Radio of course is more or less of an uncertain quantity so far as its developments go, for its growth has been rapid and there may yet be new discoveries of a radical nature, but just at present the progress has reached a satisfactory point where those who demand the latest or who have waited for the final products may buy with confidence and those who were among the early purchasers may enjoy the satisfaction of knowing that their sets are not obsolete even though they, may not embody the latest improvements. This keeping faith with the public should have a distinct influence on business.

With the new lines completed and delivered, and the manufacturers engaging in widespread advertising of a national character, the question of final distribution is now up to the dealer. He has been assured in most cases of sound and protective merchandising policies put into effect by the manufacturers and of their support in his work of selling. Local progress, however, depends entirely upon the dealer himself, for it has reached the point where he must sell radio rather than have the public buy it. It means a knowledge of the field and its products—a knowledge of sound selling methods and the ability to demonstrate in a manner that will arouse interest to the buying point.

Flat Carrying Charge on Instalment Accounts

INSTALLMENT selling in the talking machine field has always brought its problems, for it has meant the careful checking of credits, the watching of collections and the proper handling of instalment paper on a basis calculated to give the dealer proper protection and maintain as much of his capital as possible in liquid form for carrying on and expanding his business.

Not so many years ago dealers with foresight, who were charging interest on instalment accounts, had great difficulty in persuading competitors to do likewise, for there was a distinct feeling that the offering of terms without interest would mean increased sales and that business would be lost were the customer called on to pay more than the established and, for a time, fixed price on talking machines.

It has been determined, however, by careful investigation, and in some cases painful experience, that even interest at the rate of 6 per cent on instalment accounts does not begin to compensate the dealer for the trouble and expense incident to handling such an account. There lies, therefore, grown up a widespread interest in the establishment of a flat carrying charge on time sales calculated to at least give the retailer an even break financially.

It is quite common for the dealer to figure that the charging of the legal interest rate, whether it be six, seven or eight per cent, permits him to realize finally the full cash price of the instrument without reduction. As a matter of fact, he is not only tying up a very substantial portion of his capital at the common six per cent rate, which is not in any sense profitable because it hinders expansion, but is faced with the heavy expense incident to credit investigations, collections, extra bookkeeping, and the losses caused by bad accounts even though they may be few, all these being factors not met with in the cash sale.

The carrying charge as adapted by many dealers, including the members of the Music Trades Association of Southern California, is designed to provide a sufficient increase in price to offset in some measure at least the increased expenses. For instance, it provides, we will say, a flat three per cent charge on balances running six months, an equitable proportion of which amount is collected with each monthly payment, and when the account runs over that period a definite charge ranging from one-half to one percent a month is made for the extra accommodation. Under the usual interest plan when an instrument is repurchased after the third or fourth month the dealer is lucky if he has collected a half dollar in interest, while under the carrying charge he has very probably collected from three to four times that sum, or sufficient to cover the cost of transporting the machine to the store.

Another phase is that the carrying charge can be easily explained to the average customer, for he sees the justice in paying for the privilege of carrying an account and appreciates knowing just what the extra charge will be instead of having unexpected interest charges written on his monthly bill. The main factor is that the carrying charge means that the dealer realizes a sum ranging from twenty-five to thirty per cent more than the amount that would be realized on interest, which helps a lot in covering expenses, particularly if it is found necessary to discount instalment paper through outside channels.

It is interesting to note that the music trade is probably the only trade that does not already make general use of the carrying charge on term sales. On automobiles sold on instalments there is a carrying charge. There is a cash and term price on vacuum cleaners and even on electric irons. It is the logical way of handling a class of sales that is continually growing and fortunately many members of the industry are realizing the fact.

RADIO CABINETS PHONOGRAPH

Quality Cabinets on a Quantity Basis

Your inquiries will receive prompt attention.

QUALITY—SERVICE—PRICE

JORDAN CABINET CORPORATION

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

For thirty years the name Jordan has stood for quality in cabinet work
Neglecting Any Department of the Talking Machine Business Means Decreased Profits

Julian H. Rosenfeld, of Hanfl-Metzger, Inc., Emphasizes Need for Saleg Promotion Campaigns to Cover All Departments of the Business—Danger in Following Line of Least Resistance

The radio has come to stay. Of that there can be no question. The merchant who handles talking machines and other musical merchandise is the logical man to handle radio. That is now accepted as solid sound business sense.

In many cases, however, the phonograph dealer who handles radio is congregating practically all of his energy on this comparatively new source of revenue, and is permitting his talking machine business to fall by the wayside.

What that dealer is really doing is working along the lines of least resistance. But is it good business? For he is neglecting a source of sales and profits to be gained from a line that is far from having been displaced by radio. As a matter of cold fact, the radio and the talking machine each have a definite place in the broad field of home entertainment. And it has been amply demonstrated that each can help the other.

The recent forward step which the leading talking machine manufacturers have taken is direct evidence of the strong tie-up between the talking machine and the radio. McCormack, the vocal genius whose fame needs no amplification, and Lucretia Bori, the celebrated coloratura soprano of the Metropolitan Opera Company, recently "went on the air." The nest day there was a demand for the phonograph records of both artists that virtually exhaust the available supply. This was unmistakable proof that the phonograph is going to benefit from the radio, and the merchant is by no means the last man to benefit from the situation.

It is not my purpose here to dwell upon the many advantages of the radio. They are too well known to require comment. I do want to mention the obvious advantages of the talking machine, however, because I believe that too many merchants—and good merchants, too—are neglecting a department of their business that is responsible for their being in business, and which has far for many years been highly profitable.

My suggestion right here and now is that the dealer in his daily routine should devote a certain amount of his time to his phonograph sales, and a great deal more time then at present to keeping up his record sales. Putting up posters in his store is fine as far as it goes. Giving out lists of new records is always good. But these measures do not go far enough. He should instruct his clerks to inquire of customers whether they have heard the new records. He should have every salesperson keep pushing the old standards and the classics as well as the new hits which do not require so much sales work. He should obtain lists of people in his neighborhood who do not own talking machines and send them a series of letters calling attention to the advantages of owning a machine—or, better still, make personal solicitations. Circular matter is also good if it is attractively designed. Cheep circulars are, of course, worse than none. Newspaper advertising is excellent if the dealer is so located that he can use space in a daily paper to advantage.

And, without question, the windows should be utilized for drawing talking machine and record business. In other words, instead of mistakenly assuming that the phonograph business is being overshadowed, which is not a fact at all, he should keep after his trade in an aggressive manner and he will get results.

As I have said, the advantages possessed by the radio do not require comment here. This article is not intended to do anything except to bring to the attention of the merchant the possibilities for profit that will continue to come from the sale of talking machines and records. And in reviewing the advantages of the talking machine-advantages which are exclusive with this universally used instrument—I want to express the hope that the dealer will make a note of them, impress them on his salespeople, and utilize them as selling ammunition.

First: The phonograph owner can arrange his own programs, including the music that pleases him most.

Second: He is able to hear artists who do not broadcast, or who may not happen to be broadcasting at the particular time it is desired to hear them.

Third: He is able to hear artists who are no longer among the living, and whose work the phonograph has made an ever-living treasure.

Fourth: He can repeat any record as often as he pleases, and play it at any time.

Fifth: There is no expense aside from the moderate cost of the records, which, of course, have permanent value unless destroyed.

Sixth: There is no variation in the quality of reproduction.

As I see it, one pretty safe rule to follow is not to let any sales possibilities go adrift. Both the radio and the talking machine can be productive. Each branch of the business can be made to return a satisfactory profit. Each is able to stand on its own legs and help its mate in addition.

There are going to be plenty of phonographs and plenty of records sold in the future. Somebody is going to sell them and somebody is going to make some profit out of them.

The wholesale division of the Columbia Co., New York, has inaugurated a system of supplying dealers with window signs, listing the most popular of recent releases. New lists are sent out each week, and it is expected increased sales will result.

PEERLESS LEADERSHIP

Peerless Albums and Peerless Record Products have achieved leadership because of their superiority and because they pioneer with original Album ideas. They hold their superiority through their high quality and large production which makes possible their popular prices.

PEERLESS ART MISSION ALBUMS

The new Peerless 10 and 12-inch Art Mission Albums are an example not only of the finest products of the Album makers art but are as well a constructive factor for right now and future record sales. All Peerless Albums are produced with an idea of being record sales creators. These constructive sales features are recognized and adopted quickly by leading talking machine merchants.

PEERLESS RECORD CARRYING CASE

The Peerless Recording Carrying Case does not confine its sales activities to the portable season. It is an all year round seller. It has been used effectively in making group-record holiday sales. During the winter season its uses around fire-sides for indoor events will continue to give it great popularity.

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

PEERLESS ALBUM COMPANY

PHIL. RAUS, President

636-638 BROADWAY, NEW YORK

L. W. HOUGH, 146 Mass. Avenue

Boston, Mass.
QUAKER STICK-ITE
is a new Quaker product, being an adhesive for use in attaching felt to turntables. It has taken a great many years of experimenting to perfect STICK-ITE and we know it is the most satisfactory product of its kind on the market.

It is put up in one pint cans on which our price is $1.00.

Customers

ELL do we remember our initial bow without one customer. And how we have watched the constantly increasing list of satisfied customers, many of whom sent small initial orders and who now think nothing of buying thousands of dollars worth of phonograph supplies, accessories and repair parts.

So we would like to pay this tribute to our trade friends, comprising companies, firms and individuals scattered all over the globe, and to thank them for their aid in making Everybody’s Service the greatest and finest service of its kind.

A “repeat” order is the expression of confidence that we value beyond all things, for it is a tacit endorsement of our efforts and spurs us to further effort in doing well the one thing that has been the foundation of our business —service.

Our new building gives permanency of location with room for expansion, enabling a co-operation in the future that will surpass our activities in the past. We pledge this.
$50,000 a Year From Record Sales Plan

Talking Machine Co. Has Worked Out a Method of Sending Records on Approval to Its Patrons Which Solved Record Turnover Problem

In these days of high overhead and keen competition volume business and quick turnover assure a growing importance. In the talking machine business especially turnover presents many problems, for the reason that most of the progressive firms now handle other products than the instruments themselves. For example, the well-stocked store operates a radio department, musical merchandise section and in most establishments the record department is handled as a separate branch of the enterprise. Each of the departments is expected to show a profit. In the talking machine and musical instrument and radio sections turnover is simplified because a complete line consists of comparatively few instruments. In the record department, however, the problem becomes more intricate, due to the fact that the stock is made up of a large number of items depending, of course, on how many records are carried.

The Talking Machine Co., of 97 East Main St., N. Y., has solved the record turnover question by utilizing a new sales promotion plan. Briefly, the results of this plan, which is a carefully devised system of giving records to old patrons on approval, is as follows: During the last year from this source of record sales alone a gross revenue of about $50,000 was derived. The store carries a record stock of 80,000 numbers, an unusually large stock by the way, which is turned over frequently enough to give an excellent return on the investment. The "approval system" has created many regular buyers of records among the store's patrons, customers who make it their business to visit the store regularly for the new releases. E. T. Smith, manager of the store, states that on a busy Saturday the number of visitors to the store averages anywhere between three and four hundred. Naturally, where so many people visit the store regularly good will is established which could not be bought at any price. Also it is natural that while in the store, many of these people are other articles handled by the concern which they desire, hence the benefits of the approval system are felt in other depart- ments with the increased sales of needles, oil, and other necessary accessories.

How the Approval System Operates

The foregoing was mentioned to show that the method of sending out records on approval as practiced by the Talking Machine Co. is not a mere theoretical proposition. What the dealer is mainly interested in, of course, is how the plan is operated.

Of first importance, according to Mr. Smith, is placing an experienced saleswoman or woman in charge of the approval record sales. This man is delegated the responsibility of selecting the records and seeing that they are received by the persons who order them. He also takes care of the bookkeeping incident to the operation of this end of the business. The bookkeeper must he takes care of orders, keeps a check on the records going out, those returned and those purchased. At the Talking Machine Co. the man who has been placed in charge of this department is able to keep the business during the major part of the year, although he is kept busy. In the Fall and Winter, however, the demand for records on approval becomes so great that he has as assistant. A small part of the store has been

APPROVAL

97 MAIN ST., EAST
New Water St.
THE TALKING MACHINE CO.
MAIN 3296

RECORD APPROVAL REQUIREMENTS

1. Record approval is granted only to those who desire to purchase and retain records on approval.

2. This approval privilege must be retained if called for and returned by itself, 2 or more to be returned if delivered.

3. Records returned must be in perfect condition.

4. No. 3478

TO SERVE YOU IS OUR SINCERE DESIRE

The Approval Order Blank

Included with each record ordered on approval is a blank which is filled in and returned to the store. This record is made out in duplicate, one copy remaining with the store and the other being sent to the customer. This order blank serves to notify the store and at the same time serves as a record of the purchase.

Records on approval are returned within twenty-four hours of delivery and are replaced with another approval. As long as the same customer does not return more than four records in a month the approval privilege is not revoked.

Record Approval Requirements

Experience has taught the Talking Machine Co. many things about sending out merchandise on approval. The plan makes that kills profits and there have been practically eliminated so that the system is as nearly perfect as the establishment has been able to make it. One of the first things discovered in connection with selling on approval was that each patron who desires to send out merchandise on approval the privilege must be bound by certain rules, with absolutely no exceptions. These rules are few and simple, but they assure making the plan profitable. They are as follows: Three or more records must be returned if the customer calls for them at the store and returns them to the store in a reasonable time. Four or more must be shipped if the store is asked to deliver the records to the patron's home and to call for them. Records returned must be in perfect condition. There are the requirements which the store compels the customer to live up to and these rules, as may be seen, make the approval a success, and everyone is made clear on the approval form, appear on every order for records on approval.

Also records on approval must be returned within twenty-four hours of delivery, and will be rendered for same, and will not be taken back. Records played for customers are not exchanged. Records not played before delivery may be exchanged within twenty-four hours provided they are returned in good condition.

Simple Set and Checking Plan

When a customer makes a request for certain records to be sent out to her home on approval the numbers of the records are jotted down on a form similar to the one reproduced here. This record is retained by the store, hence being one being retained by the store and one going to the customer. After the customer has selected the records which she desires to retain these are requested to be returned to the store. The returned records are checked against the duplicate of the original order and the numbers representing the records purchased are also checked. Under the approval plan the customer can make payment immediately after the purchase of the records or can take advantage of a charge account. As has been explained, all customers to whom the approval privileges are extended are well known to the establishment and their credit standing warrants the store in taking the risk of opening a charge account. If a charge account is opened on the first of each month bills are sent out and customers are expected to pay promptly. Failure to make payments within a reasonable time means that the charge account will be closed.

If customers ask for records on approval and then return the entire number or do not make purchases as provided for in the "Record Approval Requirements" he or she is politely told what the requirements are and the need for adhering to the rules is emphasized. Of course, in the case of very good customers often it is not wise to do this after the first infraction of the rules, but repeated offenses are checked before they become habit.

Another thing, by having a list of the records

(Continued on Page 16)
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
Eliminating "Loss Through Service" Leak

The Repair and Service Department Can Be Made to Pay Its Way
—How L. Bamberger & Co.'s Service Department Aids Salesmen

Many businesses operate on such a small margin that the small leaks, incidental to any mercantile enterprise, assume serious proportions, making the difference between profit and loss. Unless these leaks are eliminated the dealer of this type loses between failure and success. Take for example the repair or service department in any store, because this is considered merely as a necessary evil, little or no attempt is made to systematize the work and to get the most out of it in the way of remuneration.

Keeping Check on Repairs and Service

A business progresses because the men at the head of it take advantage of every opportunity to get more out of their employees. The work has been systematized and the men in the repair department at the Bamberger store, which is about as good as anything which has reached this office. When a call is received by the talking machine, radio or general music department for a repairman or for service this form is filled out. The text of this special form is self-explanatory. However, a word regarding the second section of the form. This is really in the nature of a receipt and reads as follows: "We desire a permanent patronage and spare no effort to make every transaction mutually satisfactory. No claim will be honored after ten days and only for such work as is mentioned on order. Receipted payment..."

The customer signs the other half of the form if the work is satisfactory and this is turned in to his superior by the repairman. This not only is a record of the work done by the repairmen but it is also a check on the repairs or service given each customer. This no customer can come into the store, after a few months or year, and make a claim for free service on the ground that the service which was promised at the time of the sale has not been given. The service record of the customer, signed by him or her, is produced and the argument is ended right there.

Bamberger's Service Record

On the back of that portion of the service record which is turned in to the store is some very important information both for the service department and the sales organization. At the top the repairman jots down the following information regarding the service call:

1. Time arrived by repairman: the data spent in traveling and traveling expense. He also notes the condition of the instrument, whether it is in good condition, fair or poor, and the age of the machine. Beneath this is space for a list of the materials used on the job.

2. Aiding the Sales Department

At the bottom of the back of the form is the following: "Prospect—Would customer consider a possible purchase of a new instrument with allowance on old one? May salesman call?"

Each repairman is expected to secure this information and if the customer is considered a live prospect for a new instrument no time is lost in putting a salesman on the job. The number of sales that have been made through this co-operation of the repair department is surprising and illustrates how repairmen can do much to make the department in which they are employed a profit making section.

Card Sales Record

The L. Bamberger Co. also uses a card sales record system which is a winner for simplicity and which also acts as a stock record. As new instruments are ordered the number of the talking machine, radio, etc., is placed at the top of the card reproduced above. The card is then placed in a file provided for that purpose. When a sale is made of a certain

Have You A Genola in Your Toy Shop?

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

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

Order Samples Today

THE GENERAL PHONOGRAPH MANUFACTURING CO.

Elyria, Ohio.
At last—real radio through a phonograph—test this new unit

The Type H—a simple horn of graceful lines and antique green and black finish. Great in volume—true in tone. Adjustable by the turn of a thumbscrew. List $18

Of greatest importance to every music dealer is this new Brandes Phonograph Attachment. You really don’t know what perfect radio tone can come through a phonograph horn, if you haven’t heard this little unit.

We know you’ve heard this story before—but you’ve never heard anything like this attachment! It has the same quality and volume of tone as those wonderful new Brandes Speakers.

All we want you to do is to test it thoroughly. Compare it with any speaker in your place. Then, you be the judge.

Order just one from your Brandes jobber. If you don’t know who he is, we’ll gladly send his address to you.

Brandes Products Corporation
200 Mt. Pleasant Avenue
Newark, New Jersey

Prices slightly more West of the Rockies and in Canada.

The Brandes Cabinet of mahogany finished in walnut brown. The same unit, quality of tone and even greater volume than the Type H Speaker. Adjustable. List $30

Brandes

EXPERTS IN RADIO ACOUSTICS SINCE 1908
First Public Demonstration of Orthophonic Victrola Is Received With Enthusiasm

Members of the Press and Other Guests at Dinner at Waldorf-Astoria Hotel, New York, Tendered by Victor Co. to Officials of Western Electric Co., Hear Remarkable New Instrument

On October 6, at the Waldorf-Astoria Hotel, New York, members of the press and other guests at a dinner tendered by the Victor Talking Machine Co. to the officials of the Western Electric Co. were privileged to listen to an extended demonstration of the new Orthophonic Victrola, and to add their unqualified enthusiasm regarding the new instrument to that expressed by Victor Co. wholesalers and dealers in the private demonstrations that have been held throughout the country during the past few weeks.

To put it briefly, the Orthophonic Victrola can, was heard and conquered, for the results produced in the matter of sound reproduction proved little short of amazing to those who had been told to expect much. It represents more than an advance in talking-machine construction, presenting, rather, an entirely new development in the art.

The guests of the Victor Co. included a number of officials of the Western Electric Co. and of the Bell Telephone Laboratories, who had played a direct and important part in the development of the new instrument. John Gregg Pointe, of the legal department of the Victor Co., acted as toastmaster, and after introducing S. S. A. Watkins, a member of the technical staff of the Bell Telephone Laboratories, who described the scientific theory of Orthophonic reproduction, the demonstration itself was staged under the direction of Walter W. Clark, a director of the Victor Co.

An appreciation that existed among the members of the audience regarding what the Orthophonic Victrola could accomplish was eliminated with the playing of the first selection, the Soldiers' Chorus from "Faust," presented twenty voices with all the naturalness and finish of the stage production. It was explained by Mr. Clark that the new development also included correspondingly improved means of recording, and as illustrating limitations under which the company has heretofore operated, there was played in contrast on an old type of Victrola a chorus selection by eight voices. The contrast was so marked as to be ludicrous.

The next new record played was that of a march by Sousa's Band, it being the record of the new Victrola as it should be and was also demonstrated, together with a violin selection by Kreidler and duets by the Happiness Boys, with the connotation perfect and the words coming sharp and clear to every section of the room.

The demonstration ended most appropriately with the reproduction of two test records brought back in London by a traveling recordist. One of these was the Metropolitan Opera Chorus and Orchestra, of Salt Lake City, with 150 voices, an example of chorus singing that was most impressive, and the second record was that of the great tenor organ itself.

A most interesting quality of the new instrument, it developed, was that although every tone was carried to the end of the large hall sharply and clearly, the volume of sound to those seated near the new Victrola was of the proper quality for the normal living room, with no distortion and no forcing apparent.

"Granada"—Orthophonic Victrola

The use of snappy phrases and superlatives regarding the new instrument and what it does old type, and play from a minute to a minute and a half longer.

It was explained to those present that the new Orthophonic Victrola is actually a feat of mathematics and physics based on the translation of the principle of matched impedance from electrical to mechanical terms, as worked out by the engineers of the Western Electric Co., the Bell Telephone Laboratories, Inc., in conjunction with the Victor Co.

The result is not a matter of numerous experiments, but comes from the careful working out on paper in advance of the entire problem. The secret of the excellent reproduction is done in no small degree to the fact that whereas the average talking machine in the past had a range of frequencies of from 350 to 3,000 per second, or roughly, three octaves, the new machine has a range from 100 to 5,000 frequencies, or five and one-half octaves. There is included in the instrument, too, a horn measuring 70 inches in length, being built in a series of convolutions in order that it may fit into a cabinet of moderate size. The taper of each section of the horn and each curve and turn were worked out mathematically in advance. The whole front cabinet is the mouth of the horn concealed behind a fine wire screen.

One of the important features of the new instrument is the substitution of a diaphragm of durometer for the old type of mi and which is claimed will obviate blasting of any kind. The changes in the horns and diaphragms are presented by a multitude of refinements in the entire "acoustic system," in other words, in all the apparatus through which the sound moves.

In the course of his introductory talk, setting
It Costs more - but it Does more
Interior view of Spanish Studios
Gordon Youth Broadcasting Studio
WJAZ on the 3rd floor in the
Tower of the Studios Bldg.

Factory

Broadcasting Station
WJAZ

Office and Studio
Achievement—
Ambitions Realized in Success of Zenith Policies

Widespread knowledge of the successful working out of Zenith’s policies makes necessary no elaboration of the facts. Zenith has permanently established its leadership, not alone in the excellence of its products, but in the soundness of its policies—policies which are essential to the upbuilding of an unbreakable retail field organization.

The Zenith Exclusive Territorial Franchise is all that the term implies. The Zenith Franchise is not a figure of speech to entice a dealer today only to disregard his position tomorrow. A Zenith dealer becomes an integral part of the Zenith Organization, and is considered as such; thereby he enjoys a partnership in Zenith rather than the relationship of "buyer" and "seller."

Supplementing its strict enforcement of territorial exclusiveness, Zenith’s "non-cut" price policy has stood out preeminently as the greatest dealer and consumer protection afforded in the industry. Permanency of any given line cannot withstand the shock of unstable prices. Irrespective of credit allowance to the dealer, whereby his stock on hand is to be protected, there is to be considered that great public confidence which governs the destinies of all retailing—that confidence which cannot reconcile losses beyond a product’s natural depreciation. In an unloading market a price-cutting policy renders a consumer’s purchase practically worthless; and leads to an advertised dissatisfaction, not alone with the product but with the dealer as well.

Zenith products are the result of Radio’s most modern laboratories and factory. Zenith apparatus has always been and will continue to be a year or more ahead in the industry. The mechanical and electrical plan of a circuit may be of the highest type of efficiency and performance—but if when in production each set is not so constructed in respect to materials and workmanship as to compare equally with the laboratory model, not only does its advertised claim fall short, but service becomes an insurmountable, profit dissipating obstacle to dealers.

All Zenith apparatus is constructed from materials which have undergone the most severe tests before being entered into our stockroom. In some instances great quantities of raw material are rejected by Zenith. After passing the rigid test, each Zenith set during construction and assembly passes through 75 various departments and operations, during which each set is subjected to 153 gauge tests and 23 electrical tests. As a result, Zenith dealers have realized greater profits through minimized service requirements, and have built greater sales through public satisfaction, made possible because of dependable Zenith performance and sturdy, durable apparatus.

Zenith design is correct. In point of historic style, period and technique, in point of woods employed and in the treatment thereof, and in point of construction, Zenith models awaken a commanding desire and encourage that exquisite pride of possession which inevitably results in sales.

Zenith DeLuxe models represent each an absolute perceptible value in the faithful replicas of a materialized ideal. Expense has been secondary in their designing and production. Carving that is carving has been employed by artisans whose life’s work has been dedicated to Art. Exquisite masterpieces have been created—individual in their distinctive characterization of something new—Radio. A style has been originated and established that will hereafter identify Radio in that same manner as has typified the identity of what we know to be—a piano—a phonograph—or an automobile.

The following pages are by exclusive Zenith Distributors—established merchandisers whose ability to select and distribute quality goods is marked by long years of successful service to the Dealer Trade.

ZENITH RADIO CORPORATION • STRAUS BUILDING • CHICAGO
Art for

As Rembrandt breathed the living breath of life upon his canvas—as Beethoven enchanted the souls of men into the peaceful realms of sympathetic glory—as greatness reaches upward to embrace the ideals of man's supreme effort—so has Zenith humiliated commercial desire in the creating of the infinite in this greatest of all industries. And again Zenith leads in its faithful contribution to the Art.

Designs that are apart from all else—so vast in their vivid reflection of a realistic personality—living, dignified things of a reality that possess true and individual charm—personal in their correctness—supreme in the dignified masterpieces they so faithfully reflect and which have again characterized Zenith's genius as the creator of exclusive accomplishment.

As debutantes of beauty, five Zenith creations will this Fall bow their acknowledgment to a discriminating public's patient hope and desire.

Zenith's discrimination has unfeelingly combated the commonplace influence wherein the identity of a style is seen only in the exaggerated "high points" preeminently characteristic of a particular design.

Costs More—
Art's Sake

Zenith's fearless hand of approval has pointed positively and definitely to such technique and craftsmanship as will be recognized by the trained eye of the seasoned connoisseur in the faithful reproduction of every detail significant to historic origin.

Artisans, whose sympathetic devotion nestles within the love of art for art's sake, are here given materials and designs that are genuine in their duplication of ancient patterns. Between these Zenith masterpieces of art supreme and the ancient models of years ago—a difference exists such as marks only a period of time—the pattern of a long ago and today, its faithful replica. That same ancient aristocrat of real craftsmanship—that same timber of "chieftain days"—that same undeniable criterion of a correct design—that vehicle of confidence to the grandeur of America's finest homes mastered by the most fastidious taste.

Zenith dealers may well feel the thrill of pride that has spurred ambition to a justly earned class distinction within which a sincere recognition has proved an exemplification of its motto—"Zenith Costs More—But Does More" and, has truly passed beyond the stage of speculation in establishing an acknowledged dependable value in its product. "Quality" is but another name for "Zenith."

But Does More
Character

A word to the dealer—associated as we are with Zenith in the designing and construction of all Zenith De Luxe cabinets.

As sound renders distinctive expression audible to the ear, so can inanimate woods and metals be made to speak in a language to the eye and create living character—personal in its reflected message.

There is more to cabinet construction than wood, screws, and glue—more than mere design. It is that composite completeness of character, lines, and technique—not alone in the design but in the knowledge and ability to build from and carve into selected materials a living personality—and that's art.
Why We Selected ZENITH

We sought a line that in actual performance-tests could outclass all competition. *We found it in Zenith.*

We wanted a range of models and prices so wide that a dealer could well afford to concentrate. *We discovered it in Zenith.*

We demanded the backing of powerful and continuous national advertising—plussed by intensive merchandising. *We got it in Zenith.*

We required a sales policy so liberal that it would permit our dealers to make real money. *We have it in Zenith!*

For someone in your territory the Zenith line is going to spell big profits—and a permanent business. Wire for all information.

**Birmingham**

---

Talking Machine Co.
1618 Third Avenue
Birmingham, Ala.

*It Costs more— but it Does more*
Los Angeles and San Francisco

Known for Dependable Results

Radio today is sold on performance.

Zenith—exclusive choice of Commander Donald B. MacMillan for his Arctic Expeditions—has demonstrated performance of a most unusual order. By the severest tests it has proved its dependability.

The public knows Zenith—believes in Zenith—wants the kind of radio results that only Zenith can deliver.

Wire us about your territory.

Listenwalter & Gough
Los Angeles, Cal.           San Francisco, Cal.

It Costs more— but it Does more
First In Public Interest

Millions of lines of newspaper space have been devoted to the adventures of MacMillan and Zenith in the Arctic.

No amount of money could have bought this space. Only outstanding performance on the part of Zenith could have earned this free publicity.

Who will cash it in your territory? Wire!

* Miami

Premier Electric Co.
121 N. E. 9th St. Miami, Fla.

It Costs more - but it Does more
Ten Models—$100 to $2,000!

The Zenith Line offers a price and model range wide enough to permit concentration of effort.

Zenith sells on performance. It is backed by extensive advertising, plussed by intensive merchandising.

If you are ready for the biggest money-making opportunity in radio, wire for the Zenith Sales Plan.

Music Trade Radio Corp.
328 N. Michigan Ave.
Chicago, Ill.

It Costs more—but it Does more
Merchandising that
“Follows Through”

Chance has no place in the Zenith Sales Plan.

National advertising—local advertising—store displays—attractive literature—all are focused on the final sale at the dealer’s counter.

Zenith offers a liberal cooperative program that will interest you. A telegram will bring it—and it beats the other fellow’s letter. Wire now.

★ Streator

LEFT
Musk Ox fighting off dog. Note how these wild beasts form a perfect circle within which are their young and the female. Each Ox holds his position until the attacking enemy comes within his range.

RIGHT
“Dressing-up Day” at Dier.

Williams Hardware Co.
Streator, Ill.

It Costs more—but it Does more
Liberal Profits for the Dealer

The Zenith Sales Plan provides a generous margin for the dealer—recognizes his right to a handsome profit.

Nation-wide publicity, powerful advertising, intensive merchandising, prepare the prospect. Zenith artistry and Zenith performance clinch the sale.

Zenith in your territory spells opportunity with capitals. Obey that impulse — send that wire NOW!

Howard Cranfill Co.
South Bend, Ind.

It Costs more—but it Does more
ZENITH Supremacy
   Will Be Maintained

Last spring, many radio manufacturers reduced their prices in order to meet slashing competition. Dealers accepted smaller profits. Zenith, however, advanced its prices; and the demand for Zenith was greater than ever.

Quality FIRST; let the price fall where it belongs—that is Zenith's policy. It always will be.

If you are interested to make real money, you will find the Zenith Exclusive Franchise mighty attractive. Wire us for all information.

Waterloo

Repass Auto Co.
170 Park Ave., West
Waterloo, Iowa

It Costs more - but it Does more
Free From Unfair Competition

When a Zenith dealer advertises Zenith, he does not send prospects to the merchant across the street or around the corner. Neither can "Gyp the Cutthroat" slash the price on Zenith merchandise and undersell him.

For Zenith territory is exclusive.

Zenith recognizes the dealer's right to a fair profit—backs him with a four-square Selling Plan that means big money. Wire for that plan—today.

Woodward, Wight & Co.
New Orleans, La.

It Costs more— but it Does more
Big Money—If You Say the Word

What is it worth to you as a radio merchant to sell receiving sets that everywhere arouse the greatest admiration; that everywhere excite immediate desire for possession?

—Especially when the only channel through which the prospective customer can buy is through an exclusive Zenith dealer in your community—and
—when you are that Zenith dealer?

Zenith territory is going fast, but yours may still be open. Wire and find out.

★ Boston

Geo. H. Wahn Co.
69 High St.
Boston, Mass.

It Costs more—but it Does more
Choose Now for Leadership

Radio is just beginning to hit its stride. And in every community the public is taking the measure of its radio merchants.

It means a tremendous lot—right now—to be known as a Zenith Dealer—not only in prestige but in good big profits. And—it’s going to mean a great deal more...

If you are in the radio business for keeps, choose Zenith. A wire will bring you all the information.

★ Detroit

LEFT

Eskimos sleeping on their sleds. Not an uncommon "final" when the Eskimo is traveling from tribe to tribe.

RIGHT

Snow House on Starboard side of the Schooner "Houndstooth." Note mother dog holding pup with paw as one of MacMillan’s men harnesses its mate.

Republic Radio Corp.
523 East Jefferson St.
Detroit, Mich.

It Costs more—but it Does more
Big and Increasing Profits

The big profits in radio come from picking winners. Zenith sells on performance; and every set sells others.

Dealers who want to make big money—and who want to see their business grow . . . tie to Zenith! Wire about your territory—now.

★ Kansas City

J. W. Jenkins Sons Music Co.
Kansas City, Mo.

It Costs more—but it Does more
Customers Who Sell Their Neighbors

There is no "kick-back" to a Zenith sale. On the contrary, Zenith purchasers take more and more credit to themselves every time they compare their Zeniths with other sets they might have bought.

When a growing corps of customers continually sing the praises of a dealer's merchandise, that dealer is certainly headed toward a mighty prosperous business.

Who will cash in on Zenith reputation and performance in your territory? Wire.

Lincoln and Omaha

Eskimo dogs waiting for food. They do not bark or howl. They stand and wait. When fed, each must be given an equal amount and alternately.

Igloo dwelling at Anvik. There are various forms of houses in the Arctic. This illustration shows the character of one or stone house used by certain tribes, while others use the better known igloo and root snow house, with the small opening at its base.

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They Enter Predisposed to Buy

No radio set we have ever seen presents such "eye-value"—such evidence of craftsmanship—such convincing proof of results—as Zenith. No radio set is backed by such nation-wide publicity.

Prospects who enter your store already favorably disposed make mighty profitable customers. Who will get those profits in your territory? Wire!

★ New York City

*New York City*

**“Desire to serve plus ability!”**

**SILAS E. PEARSALL COMPANY**

**WHOLESALE DISTRIBUTORS ONLY**

10 East 39th Street

New York, N.Y.

*It Costs more— but it Does more*
Makes Quick Sales in the Home

Place a Zenith radio alongside other radios—note its artistry and craftsmanship. Consider how beautifully suited it is to keep company with a grand piano, Oriental rugs and luxuriously upholstered furniture.

Men are quick to appreciate Zenith performance. Women are captivated by its fine appearance.

What opportunity that spells for the Zenith dealer! Is your territory open? Wire and find out.

☆ New York City

LE/F
A close-up view of the Mark Ox shown in a previous illustration during the Ox hunt. Note how the Bulls take a position of defense and protect the women and children, which are in the center. "Baby" Ox closely guarded by the two beasts in the center foreground.

RIGHT
Mark Morgan and "Baby" Mark Ox captured from the herd shown in the illustration immediately to the left.

Herbert-John Corp.
1780 Broadway
New York City, N. Y.

It Costs more—but it Does more
A Permanent Foundation

The Niagara Frontier is rightfully served by dealers interested in merchandising the best in Radio. To these dealers Zenith means perfection.

The rigid sales policies and territorial limitations have made the Zenith Franchise a medium of profit and satisfaction to the authorized dealer.

To build with Zenith is to establish a permanent foundation for the best in "radio."

* Buffalo

Joseph Strauss & Co.
25 High Street
Buffalo, N. Y.

It Costs more - but it Does more
Worth Its Price—and Looks It!

Zenith is no “diamond in the rough.” It looks as flawless as it sounds. To see and hear a Zenith is to want it, and to want no other.

When you consider how many radio sales are influenced by women, and how dear to a woman’s heart is an exquisite piece of cabinet work, you will realize what an advantage a Zenith dealer has when he displays his merchandise.

The Zenith Line offers matchless opportunities for profit—none other that we know so great. Wire for all information.

Star Rochester

W. H. Rowerdink & Son
78-82 North Avenue Rochester, N.Y.

It Costs more—but it Does more
Opportunities That You Can Cash

Zenith advertising — reaching more than fifteen million readers—gives Zenith dealers countless opportunities for demonstration.

Zenith artistry and fine performance quickly change those opportunities into sales and substantial profits.

Who will be the dealer in your territory to make big radio money? Wire for that Zenith Sales Plan — now!

★ Syracuse

Andrews Sporting Goods Co.
216 East Washington St.
Syracuse, N. Y.

It Costs more—but it Does more
Tough Sledding for Competitors!

Radio prospects everywhere are asking, "Is it as good as Zenith?"

They have read of Zenith's outstanding performance in the Arctic—they have been told about Zenith by friends who own Zenith sets. They have come to regard Zenith as the standard of the industry.

We know of nothing sweeter than those words "just as good"—on the lips of a competitor! Who will be the lucky dealer to cash in big with Zenith in your territory? Wire.

★ Cleveland

Cleveland Talking Machine Co.
Cleveland, Ohio.

It Costs more—but it Does more
Outclasses "Competition"

Many singers are considered good until they happen to get on the same program with a great artist. Then one notices a difference. . . .

Many radio instruments possess a "good tone." Yet is it merely a coincidence that Zenith sells most readily when dealers demonstrate it in direct comparison with other sets?

Zenith territory is going fast. Wire about yours —today.

★ Lima

Northwestern Rad. & Inst. Co.
213 W. High Street
Lima, Ohio

It Costs more — but it Does more
Lends Magic to the Demonstration

There is something very uncanny about the way in which Zenith brings in distant stations—especially in the big cities, when ten or a dozen powerful locals are on the air.

Half the fun in owning a radio set is in showing it off to the neighbors. We know that many a Zenith sale has been clinched by the proof of its instant selectivity.

Harbour-Longmire Co.
Oklahoma City, Okla.

It costs more—but it does more
Zenith Does Do More!

The great American measuring-stick—in radio and everything else—is results.

Before we added our name to that of Zenith we tested it in direct comparison with other radio sets in the same price-class. And—Zenith more than made good. It does do more!

Zenith sells on performance—is backed by extensive advertising and intensive merchandising—recognizes the dealer's right to a handsome profit. Zenith is going to spell big money for some dealer in your territory. Wire for all information.

★ Philadelphia

Penn Phonograph Co.
913 Arch Street

It Costs more— but it Does more
Ideas — then Action!

One of the big reasons we have added our name to Zenith is that Zenith always leads the procession.

For instance — when we attended the radio show in New York, it seemed as though the whole town was marching 'round with paper bags marked "ZENITH."— Hundreds of thousands of 'em!

We like initiative. We are convinced that it's the secret of big money-making. For you, too, if you tie to Zenith. Wire.

Philadelpia

Trilling & Montague

49 North 7th St.


It Costs more — but it Does more
Carries Itself With Distinction

Zenith reveals fine craftsmanship in every line; it sells readily—yields gratifying profits.

Show a prospective buyer a Zenith Radio instrument, tell him the price, and his secret wonder is that it costs no more.

"Zenith" is a six-letter word that means "Big Money for the Dealer." Who will make that money in your territory? Wire!

★ Pittsburgh

LEFT
Estimine, nearing body of White Whale which has just been harpooned.

RIGHT
Iceberg at Melville Bay.
The most dangerous water off the coast of Greenland, better known as the "Explorer's Graveyard."

Buehn Phonograph Co.
37 Water Street
Pittsburgh, Pa.

It Costs more—but it Does more
Less Service — More Profit

Servicing radio sets costs money. Very much of this sort of thing eats a big hole in a dealer's profits.

One of the fine things about selling Zenith is that Zenith radio sets stay right—and Zenith customers stay sold.

The dealer who wants to make a sizable net profit may count himself fortunate if he possesses a Zenith Franchise. How about your territory? Write!

Browning Bros. Co.
2451 Hudson Ave.
Ogden, Utah

It Costs more — but it Does more
Exclusive Choice of MacMillan

Eleven degrees from the North Pole Zenith made new radio history. Its achievements under Commander Donald B. MacMillan have been told and retold in the public press until all America knows that Zenith performance is outstanding.

The romance of Zenith in the Arctic is a tremendous stimulus to sales. It means eager prospects—quick and convincing demonstrations—handsome profits.

The Zenith Sales Plan is a surefire money-maker. Wire for all information.

L. N. Mauck Radio Corp.
604 E. Main Street
Richmond, Va.

★ Richmond

It Costs more - but it Does more
Sells on Performance

More and more the public is shopping for its radio sets. That means it is buying on comparisons—and no radio set we have ever seen can compare with Zenith in radio results.

Zenith sells on performance—is backed by extensive advertising and intensive merchandising—is known throughout America for its matchless achievements with MacMillan in the Arctic.

The merchant who plans to be in business tomorrow and the day after will do mighty well to tie to Zenith. Is your territory open? Wire and find out.

Radio Distributing Co.
2209 Main St. Wheeling, W. Va.

It Costs more—but it Does more
Radio’s Greatest Sales-Maker!

“My Zenith”—that’s the way a Zenith owner speaks of his radio set. He wants the world to know that he owns the most distinguished radio set that’s made!

Pride of ownership is a tremendous sales-maker. And nothing less than outstanding radio performance could have possibly established it for Zenith. The kind of sales that profits a merchant most is the kind that results in a continuous stream of well-sold prospects. That, by the way, is exactly what Zenith delivers, day in and day out, to its exclusive Zenith dealers.

Who will cash those sales in your locality? Wire.

★ Seattle
Portland

L. C. Warner Co.,
Seattle, Washington       Portland, Oregon

It Costs more - but it Does more
An Investment in Prosperity

Zenith satisfies those people who demand the best—in beauty and performance. Its purchasers stay sold; they sell their friends.

That is one of the big reasons why the Zenith Franchise increases in value year after year. It is an investment in prosperity.

The dealer who ties to Zenith reaps big profits—adds to his reputation as a merchant—builds for permanence.

Some dealer in your locality can make big money with Zenith—not only next year and the years thereafter, but this very season. It's your opportunity. Wire!
Profit Winning "Sales Wrinkles"

Radio Window Display That Permitted Passers-by to Tune in the Set From the Sidewalk—An Example of How Service of a High Type Made a Steady Customer for a Live Dealer—How the T. M. Co. Advertises Its Store Location—Unusual Ad Contest—Use of Direct Mail

It has been said that curiosity once killed the cat. However, instead of causing someone’s pet felinel to die a sad and dreadful death, the Radio Service & Electric Co. of Pittsburg, Mass., found that its display was so popular as to be consideredly by capitalizing this very human failing. In fact, so much interest was aroused through the stunt pictured below that crowds stood around the company’s window until the wee small hours of the morning in answer to the invitation to “tune it yourself.” The win-

Radio Window That Stopped the Fans

dow proved to be the most novel and the most pro-the thrill which every fan has felt upon receiver operated, and could experience the thrill which every fan has felt upon tuning in on a radio set for the first time. As the illustration shows, the receiver was placed a foot or so from the glass, with three dials being connected by means of strings kept taut by coil springs. The middle dial, which bore the names of several stations at their correct positions, was connected by means of another cord and spring to a shelf which ran directly to a master dial on the outside of the window frame. The shaft of this dial was so contrived that the battery current could be turned on or off by pushing the master dial in or out. A loud speaker to which the receiver was connected was placed in the helium over the front door.

A gentleman entered a well-known and suc-

cessful talking machine store in the Middle West and asked the record salesman for a par-
ticular number. The clerk discovered that the record had been sold out. He turned to the customer and said: "I'm sorry, but we haven’t that record in stock. However, I will get it for you within twenty-four hours." The man smiled and answered: "If you get it in that time, I’ll be surprised. Perhaps I can get it at Blank’s." "I will have that record for you in twenty-four hours or less," answered the sales-
man, "and if you will give me your telephone name and number, I will call you up when we get it in stock." Accordingly, he made note of the name, address and telephone number, to-
gather with the number of the record which the prospective customer wanted. He jotted these data in a small book, which had been placed in the record department for just that purpose. As soon as the gentleman left the store the purchasing department was notified and the jobber was asked to rush that record to the store. In three hours the salesman tele-
ephoned the man that the record was waiting for him. "By George," declared that individual, "that is what I call service." During the past year the customer has spent more than three hundred dollars for records at that store, and all because the store believes in service plus speed. By the way, the idea of that book to

Rockford "Hardware"

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

National Lock Co., Rockford, III.

Branch Sales Offices:

Chicago, Ill.
Cleveland, O.
Dereil, Mich.
Grand Rapids, Mich.
High Point, N. C.
Indianapolis, Ind.
Jamestown, N. Y.
Los Angeles, Calif.
Milwaukee, Wis.
Pittsfield, Mass.

Beavie, Wash.
Norfolk, Va.
St. Louis, Mo.
Specific Agreement Reduces Free Service

Before a Radio Sale Is Definitely Closed Saul Birns' Patrons Know Exactly What Free Service the Firm Is Prepared to Give

The experiences of talking machine dealers who handle radio have demonstrated that there are two fundamental requirements in making the radio department successful. First, standard products of distinct merit should be stocked, and, second, the service end of the business must be organized. Lacking either of these requirements the radio department stands a good chance of being a poor investment from the dealer's standpoint. Standard quality merchandise means less service and consequently a lower service cost. A systematized method of giving service means the businesslike operation of this department with two objects in view, namely, satisfaction of the customer with all that this means in good will and continued patronage and keeping the service down to a point where the dealer can still make a profit on the sale.

Merchandising Service

That radio service can be made a profitable adjunct to the radio department has been proved and that wrong management of the radio service end can result in the entire elimination of profits has also been demonstrated. Service is a costly proposition, but the dealer who refuses to give a certain amount of free service to his customers will lose in another way—loss of sales and repossessions. In other words, service must be extended by the dealer. Recently in the columns of The World was described the method of a systematized radio service, with the result that the methods of a systematized radio service, with the result that the radio department stands a good chance of being a poor investment from the dealer's standpoint. Standard quality merchandise means less service and consequently a lower service cost.

The illustration herewith shows the warranty which is attached for this purpose and upon each call you will surrender a coupon to our service man in payment. All other service calls after that a charge of one dollar plus labor will be made.

A Revelation In Sound Reproduction

The ADD-A-TONE stands for the highest quality in tone reproduction. There is only "one" ADD-A-TONE Superiority of workmanship and design has established it as a quality product.

UNIQUE REPRODUCTION CO. 32 Union Square, N. Y.
A Page from the New Valley Forge Catalogue

This is only one page taken from our indexed 100-page catalog which contains every known part in talking machine repair materials.

You ought to have a copy. Send for it today.
New Odeon Album Sets to Be Released in November

Series to Be Known as "Odeon Library, Orchestral Works of the Great Masters," Will Contain Many Formally Unrecorded Works

Announcement was recently made by the General Phonograph Corp., New York, that during the month of November the following Odeon album sets of symphonic works and operatic scores will be released: Beethoven's Fourth Symphony, four records; Beethoven's Fifth Symphony, four records; Beethoven's Seventh Symphony, five records; Beethoven's Eighth Symphony, three records; Bizet's Orchestral Music from Carmen, three records; Rimsky-Korsakov's Scheherazade, five records; Schubert's Unfinished Symphony, three records; Richard Strauss' Death and Transfiguration, three records; Tchaikovsky's Symphony Pathétique, six records; Wagner's Trouble's Love Death and Riens Overture, three records, and Weber's Overtures to Der Freischütz and Oberon, three records.

These sets will be known as the "Odeon Library, Orchestral Works of the Great Masters," and each album will be of distinctive appearance with heavily gold-stamped cover. A description of the music will be given on the flyleaf of the album.

Broadcasting Included in Pooley Publicity Program

Forbes Analysts to Be Heard Through Three Stations Under Auspices of the Pooley Co., Inc. on Wednesday Evenings

PHILADELPHIA, Pa., October 6.—The Pooley Co., Inc., of this city, manufacturer of Pooley radio cabinets equipped with Atwater Kent receiving sets, has inaugurated a new departure in Pooley publicity. Beginning on Wednesday evening, September 16, and continuing each Wednesday evening thereafter, beginning at 9:00, the Pooley Co. is broadcasting through stations WEAE, New York City; WOOF, Philadelphia, and WCAE, Pittsburgh, what is known as the Pooley Period. The Pooley Co. will entertain radio fans from these three stations for a half-hour period. Much attention has been paid to the preparation of the program for these Wednesday evenings, and an interesting feature of the Pooley Period will be the radio appearance each week of a different distinguished artist, each one an outstanding soloist. In the first program appeared one of the foremost concert artists in the United States. His appearance has been and will be followed by other artists of equal prominence and ability.

Koerber-Brenner Co. to Handle Music Master Line

Well-known Victor Wholesaler Appointed Exclusive Distributor for Music Master Products in the St. Louis Territory

KANSAS CITY, Mo., October 5.—A most important addition to the list of distributors for the products of the Music Master Corp. has recently been added in the Koerber-Brenner Co., St. Louis, Mo., which concern will feature that line exclusively. The Koerber-Brenner Co. is well known as wholesaler for Victor talking-machine products, and is in close contact with a large number of dealers in the Middle West territory.

Immediately after the appointment of the Koerber-Brenner Co. as distributor, there was held a large conference of Music Master dealers attended by Fred Williams, of the Philadelphia headquarters of the company; and Arthur A. Trosteller, Western sales manager. The St. Louis conference followed a very successful meeting held a few days before in conjunction with the J. W. Jenkins Sons Music Co. in Kansas City.

Clark Music Co. Exhibit

Scores at the State Fair

Leading Syndicate, N. Y., Music House Shows Patatrope and Other Lutes at Exhibit Which Attracts Wide Attention of Visitors

SYRACUSE, N. Y., October 6.—Among the leading exhibitors at the State Fair held in this city the middle of last month was that of the Clark Music Co., which in addition to showing a complete line of musical instruments, including pianos, radio, musical merchandise and phonographs, had the first public showing of the new Brunswick Panatrope, the instrument which has attracted such wide attention among members of the trade and music lovers who have seen it. The phonograph exhibit was one of the centers of attraction at the Fair and of particular interest seemed to be the Brunswick Panatrope.

The Clark Music Co., under the general management of Morris Lamb, who was formerly manager of the piano department at the New York John Wanamaker store, is enjoying a good business. The firm is one of the oldest in the part of the State and its warcruums are among the finest. The company believes in the publicity avenue to business, hence the Fair exhibit. The Clark Music Co. owns a building on the State Fair grounds and it was in this building that the exhibit was held.

Columbia Old Tunes Catalog

A catalog of "Old Familiar Melodies" recorded by the Columbia Phonograph Co. was recently distributed to Columbia dealers. The booklet is attractively gotten up and contains fifteen pages and a cover design in two colors. The listings are up-to-date and contain the selections played and sung by such Southern favorites as Riley Puckett, Old Tanner, Vernon Dalhart, Ernest Thompson, Hambarger and Davis and others.

CONTINENTAL

"New York's Leading Radio House"

A loop for every Super Het customer

You have sold a great many Radiola Super-Heterodynes to your trade, but did you sell a Radiola Loop with every set?

You can sell every Super Het customer a Radiola Loop if you care to try. You know the advantage of directional tuning; how much better and longer distant reception can be made with an external loop. Then, too, think of your city customer with the nearby station overlapping and what a Super Het Radiola Loop will do for this man.

Don't wait for your customer to come back into your store. Send out a postcard with a picture of the loop and tell him how the R.C.A. have still further perfected the Radiola Semi-Portable Super Het with the Radiola Loop.

It's more business you are after and here is a way to get it—tell your good old reliable customers. How many can you sell? Write or tell our salesman.

CONTINENTAL RADIO and ELECTRIC CORPN.

Fifteen Warren Street

New York, U. S. A.

211B-2
ONE reproduction has reached a level only dreamed of a few years ago. It has been possible to "educate the ear"—to satisfy a great many people that they were hearing music "just as it sounded when the famous violinist played it." But it was never before possible to come so close to perfection as to satisfy the most critical musicians. Today that has been done.

The music dealer can sell radio as every radio dealer does. But he can sell unsurpassed tone quality as no other dealer can. Listen to Radiola 28 with the new power Loudspeaker (Model 104) and you will know at once that reproduction of music in the home has taken a great stride forward. You will know at once that you have found the basis for a new era of music selling.

This set and speaker make a combination unsurpassed in radio performance and in perfection of tone. They make a combination unsurpassed as a selling opportunity for the music dealer whose customers are among the music lovers.

RCA-Radiola

MADE BY THE MAKERS OF RADIODRONS

RADIO CORPORATION OF AMERICA • NEW YORK • CHICAGO • SAN FRANCISCO
Use of Collection "Club" Kills Good Will

The Too Blunt Collection Letter May Get the Money, but the Chances Are It Will Drive Away a Customer—Collection Hints

By Richard C. Walter

Good management of a business is expressed in terms of efficient service and tactful handling of customers, particularly in reference to past-due obligations. This is an obvious truth, but it is necessary to state it, for many businesses occasionally feel embarrassed and relocate them for modern consumption. The teacher teaches what was taught centuries ago and the preacher preaches from a book that is 2,000 years old, the lawyer follows precedent, but it is not necessary for the business man to follow out-and-out commercial methods in the matter of overdue obligations.

Using a "Club" Does Not Pay

There are many ways of collecting overdue accounts. One way is to use a club, diplomatically camouflaged. The trouble is that the club is usually quite obvious, no matter how carefully concealed. Yet the wise business man knows that the old adage about molasses catching more flies than vinegar applies to collecting money as well as to selling goods. He also recognizes that the problem of "collections" is much similar to the problem of "selling." In fact, up-to-date firms have in recent years made radical changes in their collection policies so that they "beginning" or, with the policies of the sales department.

Some business men contend that no worthwhile method can be built around any other idea than one that "gets the money," irrespective of the method employed. It must have been such a man whose palm itched for the almighty dollar who wrote the following letter to an old-established firm:

"Gentlemen: It has been brought to my attention that there is a balance due on your account of $8.65. We can't understand why it was not paid. You have seen them. You can afford to spend our time writing letters about such small amounts and ask that you send your check to cover same by return mail."

Such a letter effectively destroys goodwill. The man who wrote it was controlled by his emotions instead of his judgment. He allowed his feelings to run riot and the result was a letter that no good-natured person feel cheap or dejected. When an account dates from the day that some firm looks its face and read a "collection" letter of this sort.

"You may lead a horse to the water but you can't make him drink" is a good adage for the writer of collection letters to remember. Persuasion may very well apply a point where force is applied in vain. "Let every man be persuaded in his own mind," said St. Paul, and persuasion should be the keynote of all collection efforts. What is it that tends to make you pay a bill? The same appeal will likely reach the other fellow. We all know money. Bankers advertise their "sound money" and seem to be afraid to be proud of it. Then why not sell the debtor the idea that it is to his advantage to pay up? You can if you approach him right.

High Collection "Overhead"

In the light of these remarks many a business man who thinks that his collection "overhead" is low and who prides himself that his method "gets the money" might be surprised to find, upon investigation, that he was conducting a collection "gravytrain" wherein he had buried many otherwise productive accounts. A different approach, a different appeal might have saved them.

There is an old platitude about familiarity breeding contempt and it applies with particular force to collections. New ideas and new angles of approach are necessary where the oft-repeated request for payment will pass unnoticed into the waste basket.

The familiarity that breeds contempt is nowhere more forcibly illustrated than in the case of the railroad crossing signs reading "Stop, Look and Listen." Everybody has seen them. Yet every pay attention to them as the meaning of the railroad crossing signs reading. So do very few account delinquents. They don't seem to be able to write or sign a letter. They are in the position of the fellow who had rheumatism so bad he couldn't move and St. Vitus dance so bad he couldn't keep still. The situation is a serious one. If the debtor won't give some signs of his intentions the creditor hardly knows what to do and in the meantime the account is getting older and harder and harder to collect.

Therefore the business man if he is to stay in business must learn the best method of overcoming paying resistance and retaining the customer's goodwill and preserving future business relations with him.

You must first induce the customer to pay, but think that he wants to pay and not that you want him to pay. Also you must start the offensive early while the debtor has the money and is in a receptive mood. Every deadbeat was at some time or other a good paying customer.

The fact that he is on your books proves that the lastity of business men toward debtors is the one big reason why there are deadbeats at all. The deadbeat starts by taking a little more than he gives, to the point where the entire amount is a gift. He succumbs to the temptation which the careless business man places in his pathway, and so he follows the line of least resistance. As a result we all suffer. We must, therefore, start our offensive early and follow the account persistently. The customer, however, must not become aware of the fact that the system is being used on him. The follow-up mustn't be too obvious. It must be human and persuasive. It must get the money with a smile and bring the customer back again.

M. A. Modell & Sons, New York, were recently incorporated at Albany to manufacture radio apparatus under a capital stock of $50,000.

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

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
Sound engineering, progressive design and accurate manufacture are not wholly responsible for Crosley’s present position in the Radio World. True, these have bred the Crosley reputation for performance. Yet the performance of any product, superior as it may be, can never single-handed carry its maker to the undisputed leadership of an industry.

Crosley today is the world’s largest builder of radio sets, because Crosley sets have always given “owner-satisfaction,” because Crosley prices have always reflected the economies of large volume production and because Crosley’s merchandising policies have always enabled Crosley dealers to operate soundly, securely—and at a profit.

Of this, a typical example is the Crosley field organization. With headquarters in strategically located cities, twenty-five experienced radio merchandising men are working with Crosley distributors and dealers on their individual local sales problems so as to make the Crosley franchise more valuable, more desirable—and more profitable to those who now hold it.

THE CROSLEY RADIO CORPORATION, Cincinnati, Ohio

Owning and operating WLW first remote control, super-power broadcasting station.

Not One Sided

CROSLEY RADIO

BETTER - COSTS LESS

A Complete Line

Crosley manufactures a complete line of radio receiving sets which are licensed under Armstrong U.S. Patent No. 1,113,149 and range in price from $9.75 to $60.00 without accessories—10 per cent higher west of the Rockies. For further information about the Crosley line, write Department 26.
Building Sales in the Record Department

Work With Customers, Sell by Suggestion and Never Argue Are the Basic Principles of Success Achieved by Miss O. Sanchez

By B. C. Reber

After all, it is not the education, the pep, the knowledge of merchandise, or the position that really makes the successful salesman, but the sincerity of purpose. No matter how much time a firm may spend in educating its salesmen and showing them the selling points of the goods, unless there is sincerity back of all these efforts the result is lost.

The other day I dropped into the phonograph department of The Fox Co., of San Antonio, Tex., and I had not observed the work of Miss O. Sanchez very long before I realized that here was an unusual saleswoman. Every effort that Miss Sanchez made had a purpose behind it—and it got results. But greater than all that, there was a sincerity behind her suggestions—which was infectious. It made the customers more interested, and it explained why Miss Sanchez has a record of three to four records per customer. Figure it out for yourself: four records per customer, and a steady stream of customers all day. No wonder this department is one of the most successful in the city.

So as soon as I had the opportunity I asked Miss Sanchez to tell me about some of her methods in selling. Her story is interesting.

Work With the Customer

"I have always found that you can almost double your sales if you work with your customer and not against them," Miss Sanchez stated. "When once has been at this work a short time they can soon learn to judge their customers, what they like and what they don't like. Then, by catering to them accordingly, the salesman can increase the sales and at the same time create a strong friendship.

"Only this morning I had a woman come in and ask for a selection made by Art Gilliam. I got it out for her, showed her to a booth and started the music; then I went on with the other customers. When the record was finished she came out and was very much pleased with it. I asked him if he had heard the others by this same artist, and showed him the full set. I had picked these out of stock while he was listening to the first record, so I had them all ready for him. He had heard some of them, but others were new to him; so he took them all back and played them. Before he left he had purchased five records.

"I have also found that there are many little courtesies which a salesman can use in dealing with the customers which will make a much stronger impression. For example, I always go with new customers to a booth, see that they are comfortably seated, have the lights right, and a fan running if necessary; then I start the music and the record before I leave. In fact, I do everything for their comfort and convenience that can be done before I leave them. I do this even though some of them are old customers and know how to operate a machine. I have found that they appreciate these little courtesies, while others prefer to take the records and play them later. A little observation on the part of the salesman will soon classify the customers so that they can be waited upon accordingly.

Never Argue With Customers

"It is always foolish to argue with the customer. Music is a hobby, and many people become rather eccentric about it. They will try to pick an argument with you about some selection, but if you show them that you are looking to them for authority it will touch their vanity and they will become your best friends and customers.

"When a person comes in a second time I make it a point to make their acquaintance, or you have shown that they are interested in the department, and you owe it to them. I give them my card and ask them to call on me when they want any information on records or phonographs. People like to get acquainted and know each other, and if you take advantage of this you can bring in a lot of extra trade.

Make Patrons of Friends

"I also work among my friends who do not come into the store. When I am in a conversation with them I ask them if they have a phonograph, and if they have not I invite them in to hear and see some. Being my friends they are more willing to come, since they do not feel under any compulsion. Then, when they come in, I show them what we have, and the machine sells itself. Knowing them as I do also helps in selecting the size and model of machine that they can afford to buy.

"On the other hand, if they own a machine, I go after their record business. Owning a machine means that they are interested in music and offers an opportunity for record sales.

Every Item Worth Sales Effort

"All customers are prospects for needles. I never fail to suggest needles to every customer who buys a record, unless I know that I have sold them recently. Such a little item as needles is easily forgotten and people really appreciate your reminding them. You are getting too much out of the customer by going after this business, for this is determined by the manner in which the suggestion is made. If you are too aggressive you are trying to force the sale. But if you go about in a casual manner, as though you just happened to think of it yourself, they borrow in the majority of cases to every customer. Music is a hobby, and many people

FULL LINE of HARDWARE
For Radios and Phonographs

H. A. GUDEN CO., Inc.
32 WALKER STREET
NEW YORK, N. Y.
"There is no better loud speaker at any price"

Model WG-10
Majestic Reproducer
Ebony Finish
Retail Price $12.50

Eliminates All Battery Troubles

Majestic
A&B
Current Supply
Retail Price
Without Tubes
$47.50

Manufactured by
GRIGSBY - GRUNOV - HINDS - CO.
4540 Armitage Avenue, CHICAGO
In Canada: Benjamin Electric Mfg. Co. of Canada, Ltd. TORONTO
New Era Opens in Talking Machine Field

Radical Improvements in Instruments and Recordings Open New Profit Possibilities—Sales Will Depend on Efforts of the Dealers

Any phonograph merchant who can continue to sell old sets and profitably build up new ones after the news which has come out during the last few weeks had better go into the cabinet and funeral arm business at once. He has no place in the phonograph business.

I make not the least attempt to analyze the stories which have emanated from Brunswick and Victor sources. What I do wish to say is that they signify the opening of a new era in phonograph recording and reproduction, an era of accomplishments wholly outdoing anything that hitherto was imagined possible or even conceivable in connection with the commercial reproduction of sound. It is evident that we are at the threshold of a new epoch.

Now there has been a great deal of talk about the talking machine business going dead. Not only some, but absolutely all, of that talk has been the reverse now. It has been indulged in by men who have never, in all their experience as dealers, been obliged before this present time to go in for any set of hard selling work in order to clear their floors of machines and records. The talking machine business has been not only an easy business, but one that has not required much sales effort. Profits have come in for the mere opening of a store and securing of a franchise for some well-known make of machine and record. As a body, phonograph dealers have not been compelled to get out and hustle. They have not been compelled to canvass house to house. Their sales have come to them, and until very recently they have only had to carry the advertising which was supplied and unless they had been guilty by the manufacturer whose goods they handled to have their floors filled with customers.

Obl What a Change

But what a change there has been since then! We have seen suddenly the whole trade go into a state of confusion and of pessimism. We have seen sales dropping off to the extremes. We have seen suddenly the whole trade go into a state of depression. We have seen the dealers of all makes and models of machines and records, and of the mere opening of a store and securing of a franchise for some well-known make of machine and record. As a body, phonograph dealers have not been compelled to get out and hustle. They have not been compelled to canvass house to house. Their sales have come to them, and until very recently they have only had to carry the advertising which was supplied and unless they had been guilty by the manufacturer whose goods they handled to have their floors filled with customers.

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Eveready Radio Batteries build business and reputation

“Since my start in business twenty years ago,” says Mr. L. C. Blundin, of Philadelphia, Pa., “my policy has been to handle first-class merchandise only, and give every customer value received for his money. I can’t think of another article in my store that fulfills that requirement better than Eveready Radio Batteries.

"Such lines as Eveready Radio Batteries help build a merchant’s reputation."

Evereadys are the choice of dealers everywhere, who are selling satisfaction as well as batteries, and banking confidence as well as profits.

One of the sensations of the year is the great growth in Eveready popularity manifest to dealers by their increasing sales. Order Eveready Radio Batteries from your jobber.

Manufactured and guaranteed by

NATIONAL CARRON CO., INC.

New York San Francisco

Atlanta Chicago Dallas

Kansas City Pittsburgh

Canadian National Carbon Co., Limited

Toronto, Ontario

EVEREADY
Radio Batteries
—they last longer
The Adventures of

These adventures make an interesting sales story—a story that only Burgess dealers can tell to their trade.

BURGESS BATTERY COMPANY
GENERAL SALES OFFICE: CHICAGO

The Adventures of

The talking machine world
TRINITY SIX is "The First Production-Engineered Radio Receiver" EVER BUILT

BEACON'S revolutionary method of construction, combined with the purchasing power of the world's largest radio parts plant, makes possible the TRINITY SIX at $50.00. No competitor can duplicate this phenomenal value without duplicating this great organization, which buys no parts, but makes everything (with the exception of one or two patented minor attachments) under one roof.

From Factory to YOU!

The manufacturing cost is kept low, first, because there is no additional profit to be paid to parts manufacturers; and, second, because BEACON'S manufacturing methods make one operation take the place of dozens of soldered joints. The list price is kept low by selling direct to the dealer. There will be only one TRINITY dealer in your locality. If you think you want to be that dealer, write.

BEACON RADIO MFG. CO., Inc. (Broadcast Receiver Division)
323 Berry Street
Brooklyn, N. Y.

What the TRINITY SIX Exclusive Franchise Gives to Dealers:

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

If you would like to be the TRINITY DEALER in your locality, ask us for details.
Butler Sells Key Men Of the City First

Kansas City Dealer Adopts Unusual Method of Selling Radio and Gaining Prestige—"Personal" Advertising Reaches the Prospect

Following the installation of a radio department, the problem of the dealer is to establish prestige. And there is no more effective way of doing this than by selling the "best" citizens of the community first, according to Manager Graham, of Butler's Music Co., which operates two successful stores in Kansas City, Kan., who outlined his method of promoting radio sales in the Retailer's Letter recently.

"When we established our radio department," he says, "we determined to work out some plan of sales promotion which would place this new line on an equal footing with our regular musical lines. Here was the problem: We had taken on a radio line running into real money, sets retailing as high as $500 each, hence it was up to us to attract the best class of trade in the city. We felt that the first step toward creating prestige was to interest class of customers who could afford radio phonographs running into amounts of money such as these was to make key sales to some of the leading men in town, then utilize the prestige thus developed to attract the class of customers whom we wished to interest in our line.

Prestige-Building Prospect List

"The first move in this program was to make out a list of leading citizens in the town—not a large list, but one to include those whom stood out as leaders, men of exceptional standing, in different professions, such as banking, contracting, politics, education, retail and wholesale business, etc.

"When this list was completed, salesman were sent out to interest these people in our radio phonographs and, if possible, to make a sale, or interest in our radio business, etc. Different professions, such as banking, contracts, etc., were listed, the names of persons on whom our salesmen call were noted by Mr. Partin himself. He says, "I determined to work an some plan of sales promotion which would solve this new problem.

"When this list was completed, salesman were sent out to interest these people in our radio phonographs and, if possible, to make a sale, or interest in our radio business, etc. Different professions, such as banking, contracts, etc., were listed, the names of persons on whom our salesmen call were noted by Mr. Partin himself. He says, "I determined to work an some plan of sales promotion which would solve this new problem.

"In this case, you see, we had not yet managed to place a radio phonograph in Mr. Parn's house for demonstration, but our salesman had already talked to him on the subject and his interest was partly aroused. With this personal method of drawing his attention to our merchandise was a real factor in completing the sale to this prospect.

Personal to W. D. Partin, Manager Graham, The House Laundry.

"You new, modern laundry, recently opened, makes one believe you appreciate my latest work of doing things. And any talk about "out of date," you should hear and how radio has already given me notice of your own self interests—and it brings them all the better. Drop us some time,

Mr. Partin, and let me demonstrate this radio.

Prestige-Building Prospect List

"This is just a sample, where a whole series of ads of this type was prepared in our office, addressed to leading citizens of Kansas City, Mo., and printed at the top of our space in the Kansas, just as was done in this instance.

"The interesting thing about this type of addressing personal letters to prospects, usually when our interest had been increased to some extent, is the fact that it almost invariably resulted in a sale to that prospect, and something more, too. The result in the way of possible business referred to is by the general interest aroused through speaking personally to a prospect through the newspaper column has been increased to a great extent by more profit to an individual customer, through the sale of the single radio phonograph in question.

How Testimonial Letters Were Used

"However, our campaign of personal advertising was (and is) not limited to letters addressed to prospects. Of even more value to us in a business way were the letters written to us by satisfied purchasers, leading citizens of the town, an entire series of which we have also printed.

"As we made sales to men of prominence in the various lines of learning and industry in Kansas City, we secured and printed letters of this type regularly in the most conspicuous place in our advertising, with business results which are to say the least, highly gratifying.

"Briefly, the plan consists in capitalizing the prestige of the buying of key salesmen, to well-known citizens, utilizing the last ounce of this prestige by presenting the facts to all the citizens of the town through the medium of paid publicity, available to retailers through the lines in radio merchandise or any other.

Leading Citizens Have Following

"Almost every leading citizen of any town, in whatever line he may have won a position of leadership, has a certain following of personal friends and admirers. And all those who strongly believe in the good judgment of this leading citizen will say something like this: 'Well, if Butler's Line of radio sets is good enough for Gunam, I'm sure it will satisfy me, and I will base my judgment on almost everything he does.' It works out that way in a big percentage of cases. We managed to make key sales to leaders in almost every instance in this line in this city, and this fact has lessened sales resistance to a remarkable degree. Each of these fellows has his group of friends; his 'following,' you might call it, and from these groups we have selected lists of names of persons on whom our salesman call personally, their work being along the line of 'direct sales' only, none of their efforts to sell radio sets being squandered in a haphazard manner.

A Chain of Sales Possibilities

"Thus it may safely be said that our business progress in the radio line is directly from the satisfied patron to the new prospect and eventually the new customer. We look upon every owner of one of our sets as a direct avenue to a group of new customers, perhaps only one new one, perhaps from three to five new ones and possibly in some cases a great many more than that, depending upon the prominence of the man and the degree to which he radiates his personal to friends, relatives and even acquaintances.

The Follow-Up

"This is work, of course, for the outside salesmen, and his first step, after securing the sale and placing a live phonograph, is to call at the home—if practicable, taking one of our sets with him. This is taken into the parlor or dining room, and the permission of the prospect is demonstrated immediately, if any programs happen to be 'on the air' at the time.

"The next step is to obtain permission to leave the set in the home for a few days, so that the family may judge for themselves.

Pathex profits but have not been able to get Pathex outfits to sell, can now get on the bandwagon.

It's a case of first come, first served. Best wagers your order today. Price—complete outfit—camera and projector, to retail $975.00, less 40%.

PATHEX, Inc., (a subsidiary of Path Exchange, Inc.)
35 West 45th Street, New York

U P TO the present the sale of Pathex has been restricted to a few cities. Now we are ready for nation wide distribution. So you retailers who have heard the wonderful story of Pathex profits but have not been able to get Pathex outfits to sell, can now get on the bandwagon.
Two Superspeakers Now—
Both by JEWETT

With the new Jewett Superspeaker Console, a Radio reproducing instrument enters the realm of fine furniture.

Yet there is no sacrifice of brilliancy, volume or tone.

For the console is, in every essential, a Superspeaker. Its design is by the same staff of young Radio Wizards. Its concealed horn has the same proved Superspeaker air column. Its reproducing unit is the same exclusive, adjustable Jewett Vemco.

See how harmoniously this Console blends into any setting your customer chooses—how notably it graces the most perfectly appointed living room. And rely on it always to give Radio duplicated by but one other instrument we know—The Superspeaker itself.

Console cabinets are Jewett Built, of walnut or mahogany. Top is inlaid with Arlington Ivory. Grille is pressed leather. Drape is silk in a neutral brown.

A highly perfected product by a builder world famous in the field of quality Radio reproducers. And a tremendous asset to every holder of a Jewett Dealer Franchise.

JEWETT RADIO & PHONOGRAPH COMPANY
5660 Telegraph Road
Pontiac, Michigan

Quality Broadcasting to Match
Quality Products—Station WJR

There is no substitute for the best
THE MANUFACTURERS OF THE FINEST LOUD SPEAKERS AND PHONOGRAPHS USE
MICA DIAPHRAGMS
THEY BRING OUT
The Purest Tones
The Subtle Overtones
The Delicate Shadings

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

Write for Samples and Prices
WILLIAM BRAND CO., 27 E. 22nd Street
New York City
Manufacturers of Mica Diaphragms. Oil Taking and Insulating Material for the Radio and Electrical Trade

Butler Sells the Key
Men of the City First

(Continued from page 32)

...the pleasure, comfort and entertainment made possible through its presence.

Then in the course of a few days—not more than a week, as a rule—the salesmen call again and, if possible, close the sale while the interest of the family in the set is at its height. We have found that it is the essence of wisdom upon our part not to leave sets in the home for more than a week and, if the sale cannot be closed then, to remove it to some other prospect's home and try at some future time to make a sale to the first prospect. This, in general, is the method followed by our outside salesmen.

"Naturally, our advertising brings hundreds of prospects directly to our store, where much the same general process of getting over sales is in use. Sometimes a purchase is made on the first visit, but in many instances we feel it necessary to place a set in the prospect's home for a few days, in order to convince them that a radio in the home is as much of a necessity and as little a luxury as a vacuum sweeper, etc.

Terms and Turnover
"In the radio business, the matter of terms is one of general interest to the trade. In our regular unequal line, we extend terms in the maximum to a length of thirty months, and have found that this policy is safe and practical.

"But we allow no such terms as this in our radio retailing. One-third down and twelve months in which to pay the remainder is the most liberal plan allowed in cases where the customer cannot pay cash, and we consider that no more liberal terms than this could possibly be considered by us if we are to remain within the safety zone."

"From the time of the establishment of our radio department we have strenuously avoided the common mistake of overstocking and have sought in every way to accomplish a rapid turnover. Thanks to these two elements we have incurred no losses in the way of antiquated merchandise. Perhaps the most important factor in achieving rapid turnover has been our system of advertising, emphasizing the personal equation. Correct and fearless advertising, follow-ups of direct leads by outside salesmen, and conservative buying have insured profits in radio in the Butler store."

Joseph Horne Co. Starts
Executive Training Course

Large Pittsburgh Establishment Enrolling Em-
ployees for Course in Store Management

PITTSBURGH, Pa., October 8—Leading mercan-
tile establishments have long recognized the need of training employees, and several successful attempts have been made by nationally known concerns. One of the latest to undertake activities along this line is the Joseph Horne Co., of this city, which, beginning this month, is enrolling students for an execu-
tive training course under the direction of the Research Bureau for Retail Training. The course will be made up of sixty-six lectures, given by executives at the Horne store and by the staff members of the Research Bureau. The store lectures to be given on store time will deal with policies and procedures in the Horne store. Bureau lectures two evenings a week will take up organization management, etc. To sus-
tain the interest of students a small assessment must be deposited at the time of registration, which is returned to those who graduate.

The Joseph Horne store operates a large talk-
ing motion and radio department; in fact, one of the leading departments in this State. A large volume of business has been developed in these products by sales promotion of an unusual and aggressive type.

Atwater Kent Co. Issues
Radio Instruction Book

PHILADELPHIA, Pa., October 6—The Atwater Kent Mfg. Co., of this city, has lately issued a new forty-eight-page instruction book covering every important phase of installing and operat-
ing Atwater Kent receiving sets and loud-speakers. As heretofore a copy will be placed in the shipping container with each receiving set. This book is described as a valuable handbook for those who own Atwater Kent sets and a mate-
rul help to those who sell them. It is planned to supply additional copies of these books to dealers as needed. A new section that has been added shows the installation of fuses between the batteries and the battery cable.

"I Miss My Swans" continues to be one of the most popular Ted Lewis Columbia records.

Radio Exports This Year
May Total Fifteen Million

Development of Foreign Business as Impres-
sive as Growth of Domestic Trade—Markets Are Constantly Broadening

The radio industry is making quite an im-
pressive showing by the increasing volume of its export trade. Every month the figures of ship-
ments to foreign countries grow and the prod-
ucts to this youthful industry are apparently enjoying tremendous favor wherever they have been introduced.

While the growth of the domestic business has been phenomenal—it is estimated that the exportation of American products of sets and parts for this year will total around $500,000,000—the export field has been of even later development and is scarcely less striking. Manufacturers are casting eyes more longingly on the export field, it is safe to say, than they are on the domestic trade, for, as in other industries productive capacity has been expanded so rapidly that ex-
port business is needed to take up the slack.

Our best foreign markets for radio goods at present lie in the Far East and South America. Africa has been opened to us in recent years with considerable success. Canada is now a steady customer, and there is every reason to expect New Zealand and Australia to become large customers.

J. Gold, President, Atwater Kent Mfg. Co., at 600 Vesey St., New York.


Clifford L. Atwater, President, Atwater Kent Co., at 149-151 Ninth Ave., New York.

Claremont Waste MFG. CO., Claremont, N. H.

CONVERTING WASTE MATERIALS
TO PROFIT

COTTON FLOCKS FOR PHONOGRAPH RECORDS

CLAREMONT WASTE MFG. CO., Claremont, N. H.

Manufacturers of Mica Diaphragms. Oil Taking and Insulating Materials for Use in the Radio and Electrical Trade

THE TALKING MACHINE WORLD
October 15, 1925
TED LEWIS
The High-Hatted Tragedian of Jazz exclusively recording for Columbia

SAYS:

"I have always taken a great deal of pride in being one of the featured artists with the Columbia Phonograph Company, but more now than ever."

Ted Lewis

COLUMBIA PHONOGRAPH COMPANY, 1819 Broadway, New York City

COLUMBIA
Ted Lewis and His Band

There is no more welcome entertainer in America today than Ted Lewis. His personality is unique and it is reflected in an unusual degree by his exclusive recordings on Columbia Records.

Your customers cannot buy better dance music, better recorded, than Columbia's Ted Lewis Records. Push these records. They're profit makers.

Recent Columbia-Ted Lewis Records
by Ted Lewis and His Band

<table>
<thead>
<tr>
<th>Record No.</th>
<th>Title</th>
<th>Length</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>439-D</td>
<td>Millionaire's Joy</td>
<td>4 1/2</td>
<td>75c.</td>
</tr>
<tr>
<td>416-D</td>
<td>Say Arabella</td>
<td>4 1/2</td>
<td>75c.</td>
</tr>
<tr>
<td>306-D</td>
<td>I Miss My Swiss</td>
<td>4 1/2</td>
<td>75c.</td>
</tr>
<tr>
<td>311-D</td>
<td>We're Back Together Again</td>
<td>4 1/2</td>
<td>75c.</td>
</tr>
<tr>
<td>274-D</td>
<td>I Like You Best of All</td>
<td>4 1/2</td>
<td>75c.</td>
</tr>
<tr>
<td>10 in. 75c</td>
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COLUMBIA PHONOGRAPH COMPANY
1819 Broadway New York
Exclusive with Columbia

No wonder Columbia’s recent dance-music records have become the talk of the trade. Look at this list of well-known bands and orchestras now recording exclusively for Columbia:

TED LEWIS and His Band
ROSS GORMAN
and His Earl Carroll Orchestra
LEO REISMAN
and His Orchestra
PAUL SPECHT
and His Orchestra
EARL GRESH
and His Gangplank Orchestra
HARRY RESER'S SYNCOPATORS
THE KNICKERBOCKERS

ART KAHN
and His Orchestra
THE COTTON CLUB ORCHESTRA
THE GEORGIANS
FLETCHER HENDERSON
and His Orchestra
THE CAVALIERS
WARNER'S SEVEN ACES

And these are only a part of the continually enlarging group of both vocal and instrumental artists now recording for Columbia. Thus the customer has the widest possible choice in his selection of records and he is at the same time assured of recordings never before equalled for smoothness, definition and all-around brilliancy.
Write the Columbia branch or distributor in your territory for full information on the new Columbia line

ATLANTA, GA., 541 WHITEHALL STREET
NEW ORLEANS, LA., 319 CANAL STREET
BOSTON, MASS., 100 WASHINGTON STREET
CHICAGO, ILL., 530-450 S. WABASH AVENUE
CLEVELAND, OHIO, 112-118 EIGHTH STREET
CINCINNATI, OHIO, 140 222 N. EIGHTH STREET
CINCINNATI, OHIO, ROOM 43, 233 W. FOURTH STREET
DALLAS, TEXAS, 500 NORTH LAMAR STREET
KANSAS CITY, MO., 580 WYANDOTTE STREET
ST. LOUIS, MO., 133 PINE STREET
LOS ANGELES, CAL., 495 S. LOS ANGELES STREET
NEW YORK CITY, 151 W. TWENTIETH STREET
PHILADELPHIA, PA., 40 S. SIXTH STREET
PITTSBURGH, PA., 63 W. DUQUESNE WAY
SAN FRANCISCO, CAL., 14 S. BAY STREET
BUFFALO, N. Y., 70 MAIN STREET
DETROIT, MICH., 68 E. FORT STREET
MINNEAPOLIS, MINN., 11 N. THIRD STREET
SEATTLE, WASH., 61 WESTERN AVENUE
COLUMBIA WHOLESALE, INC.
100 W. CAIDEN STREET, BALTIMORE, MD.
YAMA MANUFACTURER CO., TAMPA, FLA.
COLUMBIA STORES CO., 138 N. BAY STREET, CHICAGO, ILL.
COLUMBIA PHONOGRAPH COMPANY, 400 Broadway, NEW YORK
Plaustiehl Franchises Are Given Metropolitan Trade

The International Clearing House, Settled in New York, Eastern distributor for Plaustiehl radio receivers, made by the Plaustiehl Radio Corp., Chicago, which moved recently to 301 Fifth avenue, is now settled in its new offices and display rooms with a complete display of the new Plaustiehl line, consisting of six models, featuring one and two control dial sets. The display rooms where the sets can be demonstrated at all times are open to dealers and to their prospects who wish a demonstration of any or all of the sets. Within the past few weeks the following dealers have secured the Plaustiehl franchise: Steinman Music House, Yankees, N. Y.; Brunswick Music Shop, Portchester, N. Y.; Robin, Inc., New York City; Dentou, Cutter & Daniels, Buffalo, N. Y.; Gregory & Co., Kingston, N. Y., and Gemulian's Radio Shop, Montclair and East Orange, N. J.

Lauritz Melchoir Added to Metropolitan Artists

Famous Danish Tenor and Odeon record artist, is the latest addition to the ranks of Metropolitan Opera Artists, for Wagnerian operas. Mr. Melchoir comes direct from Denmark, where he made a triumphant success at the Royal Opera, Copenhagen. He has sung with equal successes in Covent Garden, London, and has participated in the Bayreuth Festivals. He is regarded as one of the best interpreters of tenor arias in Wagnerian operas.

In the October Odeon record supplement two records by this artist are featured. They are:

Paradiso—"Andrea Chénier," (Amfortas' Tenor Aria)($1.50)
Paradiso—"Es schon der Morgen auf der Wolkander," (Hindemith's Love Song) ($1.25)
Paradiso—"Nur eine Waffe haben" (Our Weapon Only Verse—Final Scene) ($1.00)

Adds Freshman Radio Line

Gould's Music Store, Brooklyn, N. Y., recently secured the agency to represent in the Ridgewood section the radio products of the Chas. Freshman Co., Inc. A complete line of Freshman Masterpiece sets is being carried.

The Weed Music Shop, Poughkeepsie, N. Y., under the management of Nate Smith, handles R. C. A., Atwater Kent, Garod, Pathe and Radio-Next receiving sets.

What Dealers Are Finding Out

Our Models "S" and "C" (The Cabinet) are equipped with the new extra large diaphragm of broad pitch range. It brings in the heretofore uncatchable bass notes as well as the high. Pure-tidal quality, just what seasonable radio listeners want and BUY, is another achievement by Bristol engineers.

BRISTOL AUDIOPHONE Loud Speaker Satisfies the First Time

Non-metallic horns, freely vibrating sound chambers and an electromagnetically tone mechanism are effective selling features of the Bristol. They all contribute to that pure harmony of reception which distinguishes the Bristol.

Bristol Sales Helps Help

The Bristol Company backs up a dealer with regular national magazine advertising. The window display with its daily bulletins keeps the store in a sparkling new idea. There are handsome booklets for distribution and Giant Advertisements for window stickers. Send for our big prospectus telling the whole story.

Four Bristol Models


The Season Is On Stock the Bristol Line Now

Send for Bristol literature which gives full description of the great Bristol Line of Loud Speakers.

THE BRISTOL COMPANY Radio Division 85 WATERBURY, CONN.

For 46 years makers of the highly sensitive and accurate Bristol Recording Instruments designed to record the most minute variations of heat, cold, density, humidity, etc.

Represented by Branches in 9 Principal Cities

Boston.........Old South Bldg.
Philadelphia.....Widener Bldg.
Birmingham......Age-Herald Bldg.
Chicago.......Montañoek Block
New York.......114 Liberty St.
Philadelphia.....Frick Bldg.
Detroit...........Book Bldg.
St. Louis.........Boating's Bank Bldg.
San Francisco....Kilgo Bldg.

Cabinet Model C $30.00

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Without question, the greatest selling "hit" in radio history—A Farrand Speaker at a popular price—forty-five thousand sold on introductory announcement—whole country clamoring for it. Is YOUR order in? If not, get in touch with your distributor NOW

Farrand Speaker Junior

IN?

$16.50

FARRAND MFG. CO.
Thompson Avenue, at Court Street
LONG ISLAND CITY, N.Y.
Logic of the Installment Carrying Charge

Dealers Throughout the Country, Realizing That Simple Interest Does Not Cover Installment Costs, Urge a Flat Carrying Charge

The substitution of a flat carrying charge on musical instruments, including talking machines, sold on installments in place of the usual graduated interest charge, is attracting an increased amount of attention from talking machine dealers in all sections of the country, for it is recognized that even with business of heavy volume the ordinary per cent interest charge could not begin to meet the cost of carrying the account over a number of months even when the dealer handled his own paper, and with absolutely no protection, when it is found necessary to discount the paper through banks, etc.

We have seen days when the talking machine business was particularly active, when certain groups of dealers could not even hire upon the charging of interest, many of them being inclined to figure that the discount provided a sufficient profit to enable them to sell on time at the list price based on cost. As the volume of business decreased, however, it became more and more apparent that some definite means must be adopted for giving the dealer at least some measure of return on the capital tied up in installment sales.

Some months ago the Music Trades Association of Southern California adopted a definite carrying charge rate for its member dealers, regardless of the type of machine, that had been used successfully by the members of that Association and adopted by individual dealers, with the courage of their convictions, in other sections of the country. The most recent indication that the carrying charge is being considered with increasing seriousness by the trade was found at the conventions of the Music Merchants of Ohio in Cincinnati on September 15 and 16, when an entire session of the convention was given over to a discussion of the subject. The Association had appointed a carrying charge committee at the 1924 convention under the chairmanship of William R. Groat, of Cincinnati, who reported favorably on the carrying charge idea at this year's convention and several members of the Association told of their experiences with the carrying charge.

How the Dealers Profit

The difference between the ordinary 6 per cent interest and the amount realized on the definite carrying charge is considerable, the latter running from 25 to 40 per cent over the total interest realized for a given period. Charles H. Yahrling, of Youngstown, O., who handles talking machines as well as pianos, musical merchandise, etc., stated that he had worked on the carrying charge basis for one year in the talking machine department and found it so successful that he recently extended it to cover pianos. Mr. Yahrling's company, the Yahrling-Ruyser Co., charges a flat rate of 3 per cent on the unpaid balance for accounts running six months or less and an additional charge of 1/2 per cent per month for each month over the six months period, with a limit of ten months at 6 per cent.

On radio the charge is 5 per cent per month on balances running six months, and 1 per cent monthly on terms over that.

One of the larger firms tried for the carrying charge is that a charge is evenly divided over the several months through which the account runs, a just proportion is liquidated with each payment, which means that if the instrument is repurchased the dealer has received a fair amount for carrying charges.

Attitude Toward Carrying Charge

How the Ohio music merchants feel regarding the carrying charge was reflected not only in their enthusiasm over the report of the Carrying Charge Committee, but in the manner in which the members received a paper prepared and read by O. H. Boyd, of Marion, who said:

"Much has been said on the subject of the carrying charge, and my mission in bringing this matter to you is to try to get an expression from the members present as to their opinion on this subject, and what suggestions, if any, with a musical merchant may have had in using the plan.

"First of all, I wish to say that it is our opinion that every music merchant in Ohio should carefully consider the matter and see if it merits be thoroughly investigated, whether after such investigation he decides to adopt it or not. If it is only by some time spent with all the available facts concerning a subject that one can arrive at an intelligent decision.

"In the first place, it might be well to define the carrying charge, as not being a profit, but a very interesting talk advocating the use of the plan."
FROM the mellow depth to the highest pitch of harmony, the improved APEX Receiving Sets bring in, with startling clarity and naturalness, all of the delicate gradations of the entire range of sound—whether the highest soprano or the deepest of bassos profundo.

The charm of naturalness, combined with greater distance getting ability, positive selectivity and full volume, plus the enchanting elegance of design and finish, present radio receiving sets that are most satisfactory in every element of operation and a real delight to all whose choice of home furnishings is guided by true appreciation of artistic and refined beauty.

APEX ELECTRIC MFG CO.
1410 W. 59th St., Dept. 1017
Chicago

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.

Quality Radio Apparatus

Apex Baby Grand Console
Price $225

Apex Super Five—Price $95—without accessories

Apex Utility Radio
Table—Price $75

Apex De Luxe—Price $135

Apex Entertainer
Price $22.50

Apex Console Entertainer—$27.50

Prices West of Rockies slightly higher. Canadian prices approximately 40% higher.
Victor Co. Formally Announces Its New Line of Sound Reproducing Instruments


An announcement of two new and distinctly different principles of talking machine reproduction, which will be made the basis of two large lines of models of instruments, has just been made by the Victor Talking Machine Co., Camden, N. J. According to the statement of E. R. Fenimore Johnson, vice-president of the Victor Co., these new invocations are expected to completely revolutionize the talking machine industry, since it is now possible, for the first time, to reproduce with mirror-like fidelity the complete range of musical sound.

The first announcement made by the Victor Co. was that of the instrument known as the Orthophonic Victrola, a mechanical talking machine, which the manufacturers state reproduces sound with perfection and with freedom from distortion, something that has never been attained before by any process of reproduction. This extraordinary result has been arrived at through the mechanical application to the talking machine of the same principle of matched impedance which made possible the perfection of the telephone.

The second announcement of the Victor Co. followed the first by about one week, was that of an electrical amplifying talking machine which goes on the market as the Electrola, and which utilizes the principle of radio vacuum tube amplification for the reproduction of sound from talking machine records. These electrical instruments can be operated directly from 110-volt alternating current household circuits, or can be adapted to use of dry batteries where necessary.

Radio-Talking Machine Combinations

Answering the speed of the instrument, which may be called the talking machine as to the artifice of talking machine manufacturers toward the radio, the Victor Co. has also announced a large line of radio-talking machine combinations, in both the Orthophonic Victrola and Electrola lines. These new combination instruments are to consist of radio receiving sets ranging from five to eight tubes, and the talking machines just developed by the Radio Corporation of America, built into the same cabinets with the new types of talking machine units. In announcing the new radio combination, Mr. Johnson states that it permits of clearer and purer radio reception. Unit-control (single control tuning) is a conspicuous feature of the receiving sets, and in the eight-tube sets enormous amplifying power is insured by the alternating current supply which is obtained from 110-volt household circuits. The five and six-tube sets operate on battery current.

An interesting feature of the radio announcement is the statement by Mr. Johnson that the radio and the talking machine are not to any sense competitors.

"As a matter of fact, the talking machine industry recognizes in radio a very valuable ally which is of material assistance in bringing about the nation's ever-increasing appreciation of good music," says Mr. Johnson, significantly.

"The radio telephone was made possible by many of the same acoustical researches which created the talking machine. Now comes radio with full repayment of its debt by aiding in worldwide musical education, and at the same time uncovering principles of sound amplification which are applicable in turn to talking machines.

Introduces Radio Loud-Speaking Unit

Another new announcement by the Victor Co. is that of a radio loud-speaking unit, designed on a new principle of double balanced diaphragm action, and utilizing the pleated parchment diaphragm. Into this unit has gone more than thirty years of experience by Victor engineers in the art of electrical reproduction, and it is stated that it is a distinct forward step in the art of loud speaker construction, from the standpoint of quality of tone and beauty of design. One pleated parchment diaphragm of the new unit, which is the patented design of the French scientist, L. Lumiere, takes full advantage of the superior flexibility of parchment, while at the same time it possesses inherent rigidity which extends vibration over the entire surface. A description of the construction of the speaker would occupy considerable space, but one of the features which makes it exquisitely sensitive, and at the same time giving operating vibration is the double balanced diaphragm design. A secondary balancing diaphragm at the rear acts as an air chamber, overcoming any uncertainty due to the diaphragm's natural period of vibration. This principle makes possible faithful reproduction over a very wide band of frequencies.

Construction of the New Orthophonic Victrola

Victrola and Electrola Models

By the Radio Corporation of America, mechanical instrument, which Mr. Johnson characterizes as being "a remarkable advance in sound reproduction." This result has been achieved through the re-design of the orthophone which is in accordance with the principles of matched impedances.

In perfecting the telephone, electrical engineers developed a mathematical formula for the matching of the impedances which had hindered the free passage of unfiltered sound. So successful was this done that engineers of the Western Electric Co. made a check-up of the impedances that existed in the talking machine. They found that the same condition existed in this instrument that had been found in the telephone. There were a number of different impedances, each one setting up different vibration peaks, each one doing its part in causing either distortion or eating down range and spoiling tone color.

These engineers proceeded to give to these individual impedances wave forms that were impressed in terms of electrical impedances. Then they matched them, mathematically. On a basis of their calculations the new Orthophonic Victrola was built.

Mr. Johnson states that the Western Electric officials and the Victor Co. were astonished. They found that it was only possible to build an instrument which would reproduce the entire range of audible vibrations, but that the original sound could be taken from the record and given out by the machine with fidelity.

The most unusual accomplishment is the orthophone vibration. It is by far the longest of any instrument which has revolutionized the instrument, say Victor officials.

"It is entirely possible to reproduce the entire range of audible sound, and still have all the most important reproduction characteristics, which are the marks of a good instrument," states Mr. Johnson.

"We had to go beyond our range on the instrument, but the result was a triumph. The range of the instrument has now been extended, and the result is a reproduction of the entire range from deep bass to high treble.

Introduces Orthophone Victrola

Mr. Johnson states that the Orthophone Victrola which has revolutionized the instrument is equally remarkable. The biggest problem that manufacturers of all sound reproducing instruments have had to contend with is the preservation of tone values in the reproduction. But with an instrument having a fundamental and four overtones, it is absolutely necessary to faithful reproduction that not only the fundamental and all the overtones be reproduced and come through with the ratio of their sound pressures unchanged. This is equivalent to saying that the sound pressures which give volume could be either increased or decreased, but that the ratio of multiplication or division of the various pressures must absolutely be maintained. This maintenance of ratio is the quality of the Orthophone Victrola which they have revolutionized the instrument, say Victor officials.

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During the "Reign" of Inferior Needles-

A "Reign" of inferior needles!

A moment ago—everything was calm. Old Sol was smiling pleasantly and the whole world was friendly. All nature seemed to be helping the news to spread forward. Everything was going along nicely. Suddenly, a smudge of lightning shot upward. The sky darkened. A thunderstorm of magnitude, corner New York, N. Y.

A, charac-

Products of the

GENERAL PHONOGRAPH CORPORATION

25 West 45th Street

OTTO HEINEMAN, President

New York, N. Y.

(Continued on page 42)
SILENT S. S. MOTOR

MODEL S. S.
The Standard Portable Motor

guaranteed to play in excess of 2 records. Regulator within the motor and foolproof. The true running of the governor and rigidity of turntable shaft assured through patented adjustable features. Absolutely silent in wind and operation.

The Silent Motor Policy

is based upon the knowledge of the important facts confronting the dealer.

FIRST: Competition is unusually intense and the dealer must be doubly certain that the article he sells stays sold and produces a satisfied customer.

SECOND: The buyer of today is not "Penny wise and dollar foolish," but fully appreciates that utility and satisfaction are found only in high quality merchandise.

THIRD: Many dealers sell talking machines on the installment plan and a defective motor in a sale of this kind results in expensive service, the loss of record sales and finally the return of the machine by the thoroughly dissatisfied customer.

FOURTH: The average buyer knows practically nothing nor cares to learn about the mechanism of his phonograph. In view of this fact the motor must give perfect performance from the time of the sale.

SILENT MOTORS are intelligently designed and constructed of the finest materials, to give long and perfect service.

THE SILENT MOTOR CORPORATION
321-323-325 DEAN STREET
BROOKLYN, N. Y.
Simple and Inexpensive but Effective Method of Following Up Delinquents

Lauter Co. Branch Finds That a Very Brief Notice on a Card Brings in the Money From Those Inclined to Be Delinquent—Care in Granting Credit Reduces Collection Troubles

There are many collection systems in use in the talking machine trade and all of them have some points to commend their use, but one of the most simple and least expensive plans for following up delinquents is in use at the Lauter Piano Co. branch in Union Hill, N. J. This concern is under the management of G. A. Hebbard, who is doing a large business in pianos, talking machines and radios.

In the case of delinquents a very brief notice on a card about the size of a postal card is sent to the individual who has allowed his payments to fall behind. This card bears the following message:

"Your monthly payment was due... We would appreciate your giving this your early attention. Yours truly, Lauter Piano Co."

This is the only message on the card with the exception of the amount past due which is placed in space provided under the words: "Pay in full..."

If the customer does not make the payment four days after receipt of this card a second notice is mailed. This reads as follows:

"This is the second notice. It is sent to the individual who has allowed his payments to fall behind. This card bears the following message:...

We would appreciate your giving this your early attention. Yours truly, Lauter Piano Co."

A week is permitted to elapse in order to give the customers ample time to make their payments. However, if no money is forthcoming within this period further follow-up in the form of a personal letter is resorted to. If this too fails to produce vigorous action is taken. A collector is sent out and, if the collector fails to get the money, steps are immediately taken to report the delinquent.

This system of following up delinquent accounts has proved very successful. The card forms can be secured at very little cost. Methodical follow-up is necessary to make the plan successful. In other words, as soon as a customer falls behind in his or her payments the first card, which is really in the nature of a reminder, is sent out. "No time is lost in doing this," says Mr. Hebbard, "because I have found that many customers expect to be reminded when their payments fall due. They get this first notice and the money is forthcoming immediately."

The expense of collecting is, of course, of vital importance to every dealer, the bulk of whose business is in the installment plan. It is very easy to kill profits by leaks of various kinds and expensive collection methods are proving a big leak in many stores. Collection troubles can be minimized to a large degree at the very start of the exercise of more care in granting credit. Indiscriminate granting of credit, regardless of the financial responsibility of the customer, is poor business policy, and it is one of the direct reasons why so many retailers are compelled to suspend credit to collectors, repossessions, and in some cases the actual loss of the instrument sold, due to the sudden disappearance of the customer for parts unknown. Selection of customers is therefore the first step in reducing collection troubles and overhead. The second step is to simplify the method of following up delinquents as to reduce the cost without eliminating the effective-ness of the follow-up. The formal notice card and method described above accomplish this, with maximum effectiveness insofar as keeping accounts up to date without antagonizing cus-tomers is concerned.

FAVORS ABOUT FUL-WAVE

It made a great hit with CONSUMERS at the SHOWS

Uses the FULL A C Current—not half of it

It is simplicity of construction and operation, its economical use of current, the fact that it has no acids or chemicals, that it cannot get out of order, that it needs no expensive tubes—all these are things that you too can appreciate, because they make it easier to sell and it stays sold.

Test a Ful-Wave yourself and you will know how great an advance it is. Write for details.

LIBERTY ELECTRIC CORP. of NEW YORK- 342 Madison Ave. New York
The Most Exquisite, Compact Portable on the Market ~

A High-Grade Musical Instrument!

At last you can offer a small portable phonograph which is a REAL MUSICAL INSTRUMENT! The MIGNONPHONE represents a vast improvement over all its predecessors in the small portable field. It is a QUALITY PRODUCT THROUGH AND THROUGH — unique, exquisite, substantial — more beautiful and more ingenious than anything you have ever seen. REPRODUCES with a facility, volume and tone quality which compare with the best cabinet machines in a manner that will astonish you. Let us demonstrate it and explain why.

Plays Perfectly the Longest 12-Inch Record With One Winding

And yet, it can be carried in the pocket of your overcoat or automobile desk! There is no other phonograph made of which this is true.

Genuine Leather Covered, Inside and Out — in Variety of Beautiful Colors

The Mignonphone, when closed, resembles an exquisite subcompact bag or vanity case. Nothing like it has ever been seen before.

The Mignonphone Embodies the Most Approved Principles of Mechanical Construction

THE MOTOR is absolutely noiseless, sturdily built. Winds very quickly; noteless after minor delays the governor. Complete control by single regulator shaft — TURN TO REGULATE SPEED, PUSH TO START, PULL TO STOP. Interposing lid over motor permits easy access for cleaning.

THE SOUNDBOX is one of the finest sound producers obtainable. SWISS MADE. It is built up of variously resonant substances of the type used in the most expensive cabinet manufacture.

HEAVY NICKEL-PLATE covers case hardware, shafts and top and bottom plates of motor.

THE FOLDING HORN is one of the Mignonphone's unique features. It plays an important part in the wonderful tone quality obtained.

Scientifically and Mechanically the Mignonphone is Right

No expense has been spared to make it so. In the elimination of all metallic sound and vibration, Mignonphone engineers have achieved an astonishing result in the MOST EXQUISITE, MOST COMPACT PORTABLE IN THE WORLD! More than a year ago the Mignonphone took Paris by storm. The model we are offering the American buyer contains many refinements and improvements. Cases are now made in America, styled to suit American tastes. The assembling and testing is done in our own workshops.

The Mignonphone Is Here to Stay

and to occupy a PERMANENT PLACE in the portable field. We are here to back it up for the limit. We guarantee every Mignonphone we sell. Unless it completely and scientifically satisfies it may be returned at our expense any time within ten days after purchase and full charges will be refunded. You take no risk selling the Mignonphone.

We predict a tremendous popularity for the Mignonphone in America. When your buyer is in New York have him see our display, or if you want quick action order now for the holiday trade.

RETAIL PRICE

USUAL TRADE DISCOUNT

Sole Distributors: L. S. & E. H. WALKER, 350 Madison Ave., New York City
Northwest Radio Show
Staged in Minneapolis

Unprecedented Crowd Views Exhibits of Radio Products of Leading Manufacturers—Visitors Entertained—Important Addresses

MINNEAPOLIS, MINN., October 10.—The Second Annual Northwest Radio Show which has been in progress for the past week was most successful in all respects. Approximately 300 manufacturers and jobbers were represented and the general public attended the show in crowds from the opening day right up to the closing hour. The display of the 1925-1926 line of radio merchandise made a deep impression on both dealers and the radio public, marking as it did a milestone in progress, for the cabinets in which sets are enclosed showed great improvement, the test-tubes themselves were more simple of operation and each and every part that goes to comprise a receiver has shown refinement and improvement.


Advance Sales Comments
Prove Aid to Retailers

Pamphlet Giving Advance Information Regarding Brunswick Record Releases Is Effective in Spreading Important Record Information

The Advance Sales Comments, the pamphlet which is being distributed to the trade by the Brunswick Co., and which contains advance information and sales pointers of forthcoming record releases, is proving of great help to dealers and record sales people. Advance Sales Comments explain why the numbers were selected for recording and in addition gives interesting information regarding the selection and the composer, which record salesmen and saleswomen are finding of great help in selling records.

One of the first rules of salesmanship is knowledge of stock and in no branch of the talking machine business is this more important than in the record end of retailing. Because there are so many records on the shelves in the average department and also because new numbers are being released regularly it is almost impossible to keep up with the talking points of each selection unless some method of giving the necessary data in a manner that permits of quick assimilation is available for sales people.

The Advance Sales Comments does this, with the result that Brunswick sales people who are reading these pamphlets are selling more records with less resistance than formerly, adding to profits and general efficiency.

Attractive Portfolio
Features Pooley Line

For Use of Salesmen and Dealers in Promoting the Sale of Pooley Cabinets in Combination With Atwater Kent Radio Receiving Sets

Philadelphia, PA., October 6.—The Pooley Co., Inc., of this city, has issued an attractive salesman's and dealer's portfolio on the Pooley line. The twofold appeal of Pooley radio cabinets with Atwater Kent radio is featured in the cover design where the mechanical perfection of the Atwater Kent set is given as the appeal to the man, and where the artistic construction of Pooley furniture is described as the appeal to the woman. The portfolio describes and illustrates many of the details of the construction of Pooley radio and radio phonograph cabinets and lists their special features. Pooley national advertising is described and a number of specimen ads are shown. It is interesting to note that in every instance the quality appeal dominates the copy and in several instances the advertising copy is directed specifically to the lady of the house.

The Pooley Co. is preparing an efficient and wide variety of dealer helps, including newspaper advertisements for the dealer's use, which are also described and illustrated.

Crosley Corp. Reduces Price of the Musicone

The Crosley Musicone, the radio loud sounder manufactured by the Crosley Radio Corp., of Cincinnati, O., has been reduced in price from $17.50 to $14.75, according to a recent announcement from the corporation. The Musicone, although only introduced to the trade early this year, has become one of the most popular loud speakers on the market. Production facilities brought about by increased demand made the reduction in price possible.

EMPIRE UNIVERSAL TONE ARMS AND REPRODUCERS

Excel In Every Important Feature

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

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

EMPIRE PHONO PARTS COMPANY

2261 East 14th St., Cleveland, O.

Established in 1914

W. J. McNAMARA, President
Adler-Royal is being adequately advertised this fall

THE SECOND of twenty Adler-Royal full-page magazine advertisements this fall is reproduced on facing page. Throughout the territory covered by each Adler-Royal dealer's franchise, this National Advertising is as much his own as though it carried his name and address.

In every way, the advertising schedule already placed by Adler-Royal for the present Radio and Phonograph season is adequate to perform successfully its part of the entire selling job.

Saturday Evening Post and five famous magazines

THE MONTHLY magazines selected by Adler-Royal are probably responsible for moving the largest amount of quality merchandise into prosperous homes—just the homes in your community where live the most likely Adler-Royal prospects.

Add six Adler-Royal messages delivered to Saturday Evening Post readers right through the heart of the buying season, and you visualize a thoroughly planned, concentrated investment in good will which gives each Adler-Royal dealer a substantial basis on which to plan his own local selling effort.

In keeping with the quality of Adler-Royal Products

BEAR IN MIND that Adler-Royal advertising has a far simpler task than ordinary radio publicity.

In design, material and workmanship, Adler-Royal is identified with Radios and Phonographs offering a value not to be duplicated by the most determined "shopper"—unless some dealer has thrown away his profit in the sale.

Adler-Royal Dealers receive direct and continuous sales service

THE MEN responsible for this dealer service know by actual experience how to trim profitable windows—how to build business through local newspaper advertising—how to circularize—how to handle the customer on the floor—how to meet the problems of time payments and service.

The Adler-Royal proposition appeals particularly to the dealer who worked faithfully and hard last year but found himself denied of his due reward as the result of conditions beyond his own control.

Your inquiry for details of the Adler-Royal dealer proposition will receive prompt and courteous attention.

ADLER MANUFACTURING CO., INC.
881 BROADWAY - - - NEW YORK CITY
Factories: LOUISVILLE, K.Y.

Adler-Royal was the first radio product to be offered the dealer on a franchise basis.

ADLER-ROYAL
Phonograph and Radio

27 years of manufacturing experience and large factories indicate unusual stability.
Superior Radios and Phonographs in exquisite furniture

Among the more discriminating it is now recognized that Adler-Royal is the name to look for when buying either a Radio, a Phonograph or a Radio-Phonograph Combination for the home.

An excellent example of Adler-Royal refinement is the five-tube Neotrodyne Radio Receiver used in connection with the Console Speaker, as illustrated above.

This radio installation completely satisfies the demand for beauty of appearance as well as dependable operation and exquisite tone.

Adler-Royal models, in fact, exemplify truly exacting standards applied to every detail of radio and phonograph construction. The makers prefer to produce fewer instruments in order that each may be the most perfect of its kind.

Adler-Royal models are sold only by the better class retail stores. Descriptive catalog sent on request.

ADLER-ROYAL
Phonograph and Radio

During the months of September, October, November and December, a total of two million four hundred thousand full-page announcements of Adler-Royal will be prominently featured in these five famous magazines.

Reproduced from October issue of:
Atlantic Monthly
Harpers Magazine
World's Work
Scribner's Magazine
American Review of Reviews

The Saturday Evening Post also will add over two million circulation to the Adler-Royal advertising schedule every week during the heart of the selling season.
Brilliant Gathering of Radio Leaders at Second Annual Radio Industries Banquet

Inspirational Addresses and an Elaborate Entertainment by Celebrities of the Microphone, Talking Machine Records and Stage Featured Event Which Crowded the Grand Ballroom of the Hotel Commodore in New York During the Week of the Radio Shows.

The Second Annual Radio Industries Banquet, held in the grand ballroom of the Hotel Commodore, New York, on Wednesday evening, September 16, proved to be one of the greatest gatherings of men prominent in the radio industry ever assembled. When the doors to this great ballroom were opened well over one thousand radio men took their places at the assigned tables. The close association of the radio and talking machine industries was well visualized through the large number of those present who were also prominently identified in talking machine circles.

During the serving of an elaborate banquet menu Vincent Lopez, and his famous Orchestra entertained. Vincent Lopez's active connection with radio for a long time past is well known not only to the industry itself, but to every listener. His famous recording of "Echoes of New York," which was dedicated to Senator Walker, Tammany candidate for Mayor, who was unannounced at the primary election the day before.

Paul B. Klugh, general chairman of the banquet committee and Eastern manager of the Zenith Radio Corp., of Chicago, presiding, opened the banquet and immediately turned over the announcement of the various features to Mayor J. Andrew White, who assumed the dual role of addressing those present and those listening in. The importance of the gathering was shown in the fact that practically every one of the big broadcasting stations in the large cities of the East were linked by a network of wires to the Hotel Commodore, and the proceedings were widely broadcast. The banquet program differed from the familiar type. Although many of the most prominent figures in the radio industry were present, only three speeches were given.

The first speaker of the evening was E. J. Cattell. Members of the radio industry from Philadelphia were present and no introduction to Mr. Cattell. His prominent identification with the Chamber of Commerce of the Quaker City has brought him before practically every large gathering in Philadelphia.

He spoke as an after-dinner speaker is wide and although his address was interspersed with moments of rare humor, he left in the minds of his listeners a deep thought of the importance that radio has taken in the lives of the people.

Throughout the Country

Following Mr. Cattell's address the Victor Salon Orchestra, well-known Victor recording organization under the direction of Nathan Schachter, was introduced. This well-known concert and recording organization played several selections, which were heartily appreciated, and during its performance various colored spotlights were centered on the orchestra with all other lights in the ballroom turned off, producing a novel effect.

Senator C. C. Dill, the next speaker, was in Seattle when he received an invitation to speak and traveled across the continent to be present. He spoke against the control of the radio industry by the Government. Although he favored the control of broadcasting stations in the hands of the Government he was decidedly opposed to the actual control of the industry itself resting in Washington. He also touched upon the controversy of the copyright laws in relation to the broadcasting of copyright numbers, and recommended that this matter be contested until it reached the Supreme Court of the United States, if necessary.

The Everybody Mixed Quartet, consisting of Betsy Ayres, soprano; Rose Bryant, contralto; Charles Harrison, tenor, and Wilfred Glenn, bass, sang both ensemble and as soloists, after which Ray Winder and his famous saxophone took the stage.

The Happiness Boys, Billy Jones and Ernest Hare, were present and did their bit to entertain. A particularly hearty welcome was given (Continued on page 46).
A Real Long Range
Crosley Receiving Set, $9.75

The CROSLEY Pup - $9.75

Crosley manufactures receiving sets which are licensed under Armstrong U.S. Patent No. 1,113,149 and priced from $9.75 to $60.

Do not assume from its very interesting price that this very unusual Crosley set is a toy. Its impressive performance alone entitles it to serious consideration.

Heretofore, the $10 radio was designed only for local reception. Now the Crosley Pup extends the entertainment radius to 1,500 miles under ordinary conditions. Place it beside some costly multiple-tube set and operate the dials. Both tune through local stations sharply. Both get the same programs with equal ease and clarity. Both let you tap the infinite enjoyment coming through the air. There is only one difference—the Pup operates with head phones instead of a loud speaker.

The Pup is the newest Crosley set with a price that reflects the volume-production economies of one of the world's largest builders of radios. It is substantially constructed and permanent in every regard. Its design is an improvement 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.

Almost overnight the Pup has become the most popular Crosley set ever offered. It is being bought for youngsters whose curious fingers cannot resist the lure of dials and switches; for the cook, the maid, the old folks back home, and for shut-ins. Traveling men are selecting it because of its easy portability, and radio enthusiasts to have an inexpensive check on their larger sets.

In addition to the Pup, there are Crosley sets for every price and preference. Operating 1, 2 and 3 tubes, these are encased in handsome Crosley-built cabinets and range in price up to the Super-Tridyn Special which retails for $60. Each will deliver the superlative performance that has made the word "Crosley" a hallmark of radio perfection in millions of homes throughout the world.

THE CROSLEY RADIO CORPORATION, Cincinnati, Ohio

The CROSLEY RADIO
Better Costs Less
Brilliant Gathering of Radio Leaders at Second Annual Radio Industries Banquet

(Continued from page 83)

this past. Many years prior to the advent of radio, Billy James and Robert Hare, had recorded oncidable performances in the talking machine field through their patented and successful work recorded work.

Will Rogers, of film fame, the next spea-
ker, kept his listeners in gales of laughter and interest, as he described himself and those present to the great masses audience, which he was also addressing by the aid of the microphone. Mr. Rogers stated that he had not been told the reason for this great gathering, but that he presumed everybody had used radio and it was, therefore, the occasion for a big banquet.

This was probably Mr. Rogers’ farewell appearance before the microphones, as he is slowly to leave on an extended lecture tour under the management of Florence Ziegfeld, and his contract prohibes radio broadcasting.

Upon the conclusion of Will Rogers’ talk, an entertainment feature after another followed rapidly and among those who appeared in addition to the aforementioned artists were Major Edward Flowe and the Capitol Theatre Family, consisting of Caroline Andrews, White Robyn, Marjorie Harrison, Josephine MacDuff, Ed. Grebe and Bill Ayv Abbott; Joseph Plunkett and Plunkettes from the Strand Theatre, Straint Mate Quarter and Kitty McRumongus, also of the same theater. The Marion Ranks (Frank Wright and Pink Bessinger), Mitch McNeil, pianist, and Geoffrey Liddow with his Strudel- Strauss violin, both well-known studio artists of station WJZ, New York City, of the Radio Corp. of America. Although not listed on the program blank, Batman was present and entertained in his inimitable manner before the microphones and the assembled guests.

A novelty in dinner favors was distributed earlier in the course of the banquet by the Diamond Electric Specialty Co. of New York and Chicago. At each plate was placed securely a 12% volt battery which, upon being opened was found to contain, instead of the usual compartment parts, a generous supply of cigarettes.

At the Speakers’ Table


Leading Companies Represented


Sponsors of the Affair

The affair was sponsored by nineteen organiza-


The New Improved

PET O FONE

MADE IN U.S.A.

with One Piece Turntable

TO RETAIL AT $12

Usual Trade Discount

PET O FONE MFG. CO., 557 BROADWAY, NEW YORK
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.
Annual Sale Conference of the Stromberg-Carlson Co.

Salesmen and Branch Office Managers Gather at the Company's Plant in Rochester, N. Y., and Attend Important Business Sessions

The annual sale conference of the Stromberg-Carlson Telephone Mfg. Co. was held in September at the main offices of the company in Rochester, N. Y. Salesmen and branch office managers from all over the country and Canada were present to receive instructions for the coming year.

The session opened in the morning with an address of welcome by W. Roy McCanne, president of the company, who was followed by George A. Secovia, sales manager and vice-president, who spoke on "Sales: Past, Present and Future." The afternoon session was devoted to switchboard sales promotion and a short evening session considered the problems of plant production. The second day was devoted entirely to the promotion of radio sales. Sales policy, advertising, dealer franchising, dealer selling and new models occupied the bulk of the session.

A banquet and entertainment for the visitors was held at the Rochester Club in the evening. The keynote of which was the attainment of the $10,000,000 goal for next year. The dinner took the parts of prisoners planning a "jailbreak." The speakers urged the prisoners to exert every effort to break through the bars of opposition and competition and thus make possible the attainment of the goal.

The morning session of the third day was devoted to branches, credits and employers' welfare. Talks by branch managers and by E. C. Frayton, credit manager of the Stromberg-Carlson Co., featured the session. The conference closed after the afternoon session, which dealt with the promotion of construction material sales.

E. Paul Hamilton Is Now With L. Bamberger & Co.

E. Paul Hamilton, who has been for many years a prominent figure in the music trades, was recently appointed manager and buyer of the talking machine, piano, radio and musical instrument departments of Bamberger's department store, Newark, N. J. This is one of the leading music departments in the city.

Mr. Hamilton was for some years buyer of the talking machine and piano departments of Bamberger's department store, Newark, N. J. Mr. Hamilton has been president of the National Association of Piano Merchants and was a director of the Music Industries Chamber of Commerce for a number of terms.

Popular Song Dedicated to Walter L. Eckhardt

PHILADELPHIA, Pa., October 7—The fame of Music Master products is now being sung as well as spoken. A recent musical composition has been published and is entitled "Music Master, Old Pal o' Mine," and is dedicated to Walter L. Eckhardt, president of the Music Master Corp. The words and music of this piece were written by Fred W. Hager, well known in talking machine and music publishing circles. The Music Master Corp. is distributing quantities of this piece.

Hart's, Inc., Pittsburgh, Pa., was recently incorporated to deal in musical instruments and furniture with a capital stock of $25,000. The incorporators are Daniel B. Hart, L. S. Hart and R. O. F. Silverman.

Two New Electrola Models Are Now Being Marketed

Several Meritorious Features in Latest Radio Sets Announced by the American Specialty Co., of Bridgeport, Conn.

ELECTRO K, Conn., October 5—The American Specialty Co., of this city, manufacturer of Keb- field radio parts and Electrola receiving sets, announces two new models in its line of receivers this season:

Model 24 will be the popular-priced number. One of the features of this model is the vari-

able antenna tuning switch, for reception with either long or short antenna. Another advantage of the Electrola antenna tuning switch is that a long antenna may be used without causing interference between stations or broad- tuning of the set.

Model 18 is a compact, long-distance re- riever, at a low price, for those who prefer ex-

Electrola Model 24

Electrola Model 18

Okeh Artists Increase Sales

"Butterbeans and Susie," exclusive Okeh race record artists, recently appeared at the Orpheum Theatre, Newark, N. J., and in addition to scor-
in a big hit with the capacity audiences that attended the theatre, helped C. and R. Kern, Okeh dealers, sell hundreds of these popular artists' recordings.

Okeh Artists Increase Sales

Frevan Corp. Chartered

The Frevan Corp., New York, was recently incorporated at Albany, to make radio equip-

and earnpin before

ent batteries and external loud speaker—beautiful in appearance, harmonizing with the decorations of any home.

In the Electrola is found a tuned radio fre-

quency circuit that does not employ or re-

quire any variable neutralizing condensers, potentiometers or other devices to prevent oscil-

ation. Each receiver is balanced before leaving the factory so that it will be stable under all conditions. It is said that this ac-

complishment insures a real non-oscillating, non-radiating receiver.

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complishment insures a real non-oscillating, non-radiating receiver.
Get an OKeh Dealer License

Licensed OKeh Dealers are making money.

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

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

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

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

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

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

Write to us today for our proposition.

General Phonograph Corporation

OTTO HEINEMAN, President

25 West Forty-fifth Street
New York City
The following new officers were elected at the annual convention of the National Association of Broadcasters, held at the Hotel Commodore, New York, on September 16 and 17: Frank W. Elliott, president; William H. Heinz and Frank E. Terhune, vice-presidents; A. Powell Crothers, secretary-treasurer; John Shepard III, treasurer; and Paul B. Klugh, executive chairman. A large number of applicants were elected to membership.

One of the most important matters taken up at the meetings was the copyright situation which has been a source of much trouble between the broadcasting stations and publishers of music. A number of plans were discussed and the following resolution was finally unanimously adopted:

"Whereas, there are here assembled in the Annual Convention of the National Association of Broadcasters a considerable number of representative broadcasting stations, It is resolved, that the following plan be presented to all broadcasting stations for their consideration or approval, and in the event of their approval, Then be it further resolved, that the following plan go into effect, that the principle involved in the reproduction of music by mechanical means now embodied in the present copyright law be extended to the reproduction of music by radio."

Another matter of importance was the question of censorship. There have been rumors of bills to be introduced in Congress which will require a broadcasting station to label, through announcement, whether a program is an advertisement or not. Discussion on this subject covered much data on the present state of broadcasting for profit. The final result was the adoption of the following resolution:

"The question having come up in some quarters as to whether a program called for by others than the owner of a broadcasting station should be labeled "advertising" or not, it is resolved, that inasmuch as it is necessary that the name of user of the station be conveyed by suitable announcement with the program in order to derive good will, and furthermore, since as such announcement or program it improperly presented will create ill will, there seems no necessity for any specific regulation in regard to form of announcement in connection with such paid, or any other program."

Early termination of censorship developed the following resolution, which was unanimously adopted:

"Whereas, it is universally agreed that the success of radio broadcasting is founded upon the unrestrained public good will and that no broadcasting station can operate successfully without an appreciative audience, and Whereas, the public is quick to express its approval or disapproval of broadcast programs, It is resolved, that in the sense of this meeting that any agent of program censorship other than public opinion is unnecessary and would be detrimental to the advancement of the art."
Atwater Kent Radio

Are you ready for the rush?
OCTOBER BUSINESS is opening with a rush that we did not anticipate even in August, when we made our predictions of a big fall market. This activity is reflected in every phase of Radio.

It is a situation for earnest consideration by radio distributors and dealers who are seriously in the business.

The time has nearly passed in Radio, as it passed years ago in the automobile business, when a dealer carried an assortment of several competing makes, so that he "wouldn't miss a sale." Shrewd merchants have found out that the radio buyer nowadays doesn't take what is urged upon him, but buys what he knows.

This fall, as never before, Atwater Kent is known favorably to the country. For during the past summer there was no let-up in Atwater Kent sales effort. Many powerful national magazines carried the Atwater Kent message. Billboards in unprecedented number flashed their message to the passing motorist and pedestrian.

Hundreds of thousands of prospective buyers have been convinced by this steady activity through the hot months, that Radio has at last produced a year-round set—and that it is the Atwater Kent.

Atwater Kent enjoys national recognition. Atwater Kent and a few others must supply the bulk of the demand. Our twelve-acre factory enables us to meet a record-breaking increase in business, but even the ocean has a bottom!

What Radio are you going to offer to your customers this fall?

Is it known to everybody?

Is it backed by a strong manufacturer?

Is it built right?

Is its price right?

Are you ordering it before the rush comes?

Will it sell; and will it stay sold?

Something to think about and something we will gladly talk over with the right kind of merchants in territories where we may still need additional representation.

ATWATER KENT MANUFACTURING COMPANY
4721 WILSHIRE AVENUE - PHILADELPHIA, PENNSYLVANIA

---

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

---

Prices slightly higher from the Retailer west, and in Canada.

Model 12, built on special order, including batters cable, but without tubes, $100

Model L, with 9' flexible cord, $17
A Great Movement

Those who are always and rightly looking for some new way of building up and increasing public interest in the music which is the foundation of the talking machine business will be interested in learning of a recent movement started in Great Britain, not indeed by the trade but by the public, having for its object to promote and increase the possibilities of enjoyment, of education and of musical knowledge which the possession of a talking machine and the ability to buy records necessarily involve.

It might be as well to say at the outset that I am not proposing direct imitation to the readers of this page. It may fairly be argued that in Great Britain the population is so dense and society is so stratified that a larger relative number of men and women can be found to take seriously such a thing as the talking machine, whereas in this country, appealing to amateur listeners, to boys who build sets and to amateur operators. This pure joy in a hobby without thought of making money from it is comparable to the amateur spirit in sport, and we could do with more of it.

Run by "Fans"

Now the persons who conduct this periodical are themselves "fans". They started it because they thought they could appeal to other fans and build up a strong public interest in the instrument. In the opinion of the editors, the population is flighty, snobbish, careless, lighter-mind and less ready to concentrate upon a hobby. The point, however, is not well taken. Americans are undoubtedly very far afield, especially in America; but the whole history of the talking machine business in America is the history of great commercial success built upon public love for music and public recognition that the talking machine is the domestic music maker par excellence. The following resolution should therefore be interesting at the very least.

A New Move

There has come into my hands recently a copy of a little magazine issued monthly in London and called The Gramophone, this, by the way, being the common name applied across the Atlantic to the talking machine or phonograph. This magazine carries the advertising of manufacturers of machines, records, and all sorts of accessories, many of which are quite unknown in this country, even by name. But it is not a trade paper in any sense of the term, for its entire reading matter is addressed to owners of machines and records, and is built for the purpose of increasing public interest in "gramophone" music, of building up a demand for better records, in bringing about the publication of music which otherwise would perhaps remain unrecorded, of promoting the musical and mechanical development of the machine and generally of creating an organ for the use and benefit of the trade and the public alike, where maker and consumer may meet on common ground and where the higher musical interests of the machine and of the record can be adequately discussed.

Such a magazine is much more like such a periodical as The Etude than like the Talking Machine World. On the other hand, even the Etude is really a professional paper since its readers are mainly music teachers, and for them it is written. The Gramophone, on the other hand, is most of all like, for instance, the many radio magazines which have sprung up of late in this country, appealing to amateur listeners, to boys who build sets and to amateur operators. This pure joy in a hobby without thought of making money from it is comparable to the amateur spirit in sport, and we could do with more of it.

Musical Products Distributing Co., Inc.
22 West 19th St.
New York City

‘BEST SELLER’ is Pooley-Atwater Kent

In New York Radio’s

Wholesale Distributors

Pooley-Atwater Kent

Thirteen No. 1 Sellers in the same line.

Price $200
We believe in Advertising

POOLEY dealers have ordered a lot of Pooley Radio-Phonographs. We have been shipping them fast for weeks. This rapid development proves we are right in nationally advertising them. Here are two of the advertisements. The best people in your market will know about Pooley Radio-Phonographs with Atwater Kent radio. Will they know that you have them? Pooley Radio-Phonographs are a hit and deserve to be. It looks as if our big problem will be to make enough of them.

If you have stocked them, advertise the fact in your local papers. We are sending you a catalog of handsome newspaper advertisements and cuts, ready to use at once. If you do not get yours, write us.

If you haven't stocked them, see your Pooley distributor. We can send his name to you.

The POOLEY COMPANY... 1604 INDIANA AVENUE PHILADELPHIA, U.S.A.
Pooley saw what women want...

When the Pooley Company turned their attention to radios, they saw what women wanted—radios made more beautiful.

For 43 years Pooley has designed and made "special order" cabinets of American woods, furniture. They are made of the finest, strongest, purest woods and materials.

For 35 years Pooley has been photographing its cabinets in various beautiful and out of century woods had both a artistic touch of humanity went.

In addition to these Saturday Evening Post advertisements, you will see Pooley advertising in the October number of Good Housekeeping, Vogue, Vanity Fair and Home & Garden.

Connie Model 1400-B-1

MARSELLA 3-V-6 Chis — English Brown

top dressing only. Heads 2 ft. 10 in. x 2 ft. 3 in. 18 in. to 20 in. 15 in. 19 in. 15 in.

The top of Console on which it is set by a drawer in 1928, 17 by 17 by 17 in. west. Accomodates any Atwater Kent Receiver. Price, list $25.00. 

Leave nothing to desire—

but possession

Let radio bring beauty into the home. Let the most beautiful furniture period lend their splendor and beauty to cabinets of your woods. Let the cabinets be attractive and practical. Let the radio and its accessories be of the finest materials available.

All of this Pooley makes possible.

Radio has made an immense advance. You see it in Pooley Radio Cabinets with 3 tube Atwater Kent receiving set and built-in Pooley floating horn. They have nothing to be desired by lovers of radio and of beauty—except possession. Visit the Pooley dealers near you.

THE POOLEY COMPANY

111-111 West 34th Street, New York, N.Y.

40,000 dealers in the United States, Canada and Mexico.

Prices slightly higher west of the Rockies and in Canada.

POOLEY

RADIO CABINETS

with

ATWATER KENT

RADIO

Have you seen the new sales and advertising portfolio on Pooley Radio Cabinets? Shown 1925 fall and winter advertising full size. Packed full of Pooley selling features, in words and pictures.

ISee preceding page.
See how Pooley Advertising tells your story in your community

Remember this about national advertising—it goes to the best buyers right in your town. Two and a quarter million American homes get The Saturday Evening Post every week. These two October Pooley advertisements in the Post will go into nearly every home in your sales area where a Pooley can be sold. Pooley advertising is planting new ideas about radio in those families, arousing their curiosity and interest. Now let them know that you can demonstrate Pooley models.

Your own local advertising brings right into your store your full share of benefit from our national advertising. We will gladly furnish mats or electro of newspaper advertisements and cuts, ready to use at once.

Have you protected yourself with orders to your distributor for your Pooley needs? Do so without delay. All we have said about heavy demand is already more than true. It's a great big Pooley year.

THE POOLEY COMPANY
Radio Sales Department E
1604 Indiana Avenue Philadelphia, U. S. A.
Cameo Corp. Releases Jackie Coogan Records

Extensive Advertising Campaign and Many Dealer Helps to Exploit "Jackie Coogan Series"—Movies Tying Up Effectively

The Cameo Record Corp., 240 West Thirty-fourth street, New York City, manufacturer of popular-priced records, has released a series of three double-faced seven-inch Jackie Coogan records. This is part of a lengthy list of Jackie Coogan records which have been recorded by this well-known motion picture star. The first records are "A Man From Main Country," "The Director," "Little Ah Sid," "Circus," "A Bear of a Story" and "Advice to Kids." In these Jackie Coogan proves as good an elevator operator and entertainer in record form as he has previously attained as a motion picture star. These records are being exploited as the "Jackie Coogan Series.""They will retail for 20 cents, will be highly illustrated and each record in a separate envelope will contain the illustrated subject.

The Cameo Record Corp in exploiting the "Jackie Coogan Series" has arranged for a most extensive advertising campaign. This includes announcements in numerous publications, much sales literature, window streamers, large cut-outs for counter and window display and other bulky promotion material.

In conjunction with the release of these Jackie Coogan records, the Ranson Phelps Corp. is leading national support. Where the Jackie Coogan photoplays are shown the Cameo record by this child star will be flashed upon the screen, announced in the programs and through other methods brought to the attention of millions of photoplay enthusiasts.

A recent example of this co-operation by the record manufacturer and the photoplay distributors was given in Buffalo, where the photoplay houses showing the Jackie Coogan picture gave an unusual promotion to the sixty talking utensile record dealers of the city, with the result that a tremendous sale of these Cameo Coogan records was made.

Many of the Buffalo dealers showed as a window attention a beautiful life-size reproduction of Jackie Coogan in cut-out form. This reproduction was in several colors and when surrounded by the Cameo-Jackie Coogan records proved a sales creator.

Schafer Brunswick Shop Capitalizes Store Robbery

Contracts for Special Edition of Local Newspaper and Tells Public Story of Burglary and Features Brunswick Radios

Santa Monica, Calif., October 3—That time-worn saying about "every cloud has a silver lining" has been proved to be literally true and in a quite unusual manner. You'll admit it is a little unusual if you'll be pleased with having your store broken into and robbed, but that is exactly what happened to the Ray E. Schafer Brunswick Shop, 3131 Fourth Street, at Montana Boulevard, and as a result of this rity, the store was entered by battering in the front door one night recently and the thieves made away with Brunswick's and Radiola Super-Metronomes, valued at about a thousand dollars.

Having been a newspaper man for several years previous to his advent into the music business, Mr. Schafer quickly saw the news value of such an event, and immediately got in touch with the local papers and arranged to have an extra edition run off for Monday night, with glaring headlines telling the story of the robbery of the Ray Schafer Brunswick Shop and a good front-page story of the event. To complete the tie-up Schafer inserted a half-page display ad featuring Brunswick Radiolias in the same edition. This is but a small example of the live-wire methods and ideas constantly used by Ray Schafer and his successful Brunswick business are the records of his unhinging efforts. He recently put on a campaign to sell a moderately priced radio and phonograph combination and the results show that he disposed of fourteen of these in as many days, which is creditable considering the time of the year and general conditions.

Mr. Schafer is a member of several lodges and is active in each one, feeling that this contact is invaluable in his business. His advertising is constant and consequently the newspapers are more than glad to give this feature store space about his store and his customers.

Open Music Department

The Elston Bros. Furniture Co., El Paso, Tex., recently opened a music department and will carry a complete line of talking machines, phonographs and stringed instruments.

BRACH RADIO PRODUCTS
RAISE the STANDARD of QUALITY

Dealers everywhere have come to know that the highest quality standards are maintained in all Brach Radio Specialties. They have full faith in whatever comes to them from Brach Laboratories, and have an unbroken record of recommending it to their patrons.

A number of the better known Brach specialties above impressed this year and some new things are introduced in this Interesting Line which are included:

- Lightning Arresters
- Vibration Absorbers
- Wheel Isolators
- Shock Proof Radio Plugs
- Elimination of Ground Circuits
- attenuating Coils
- Par-It-Tune Audio Compressors
- Fixed Crystals
- Grid Leads
- Bakelite
- Crystal Insulators
- Electro-Magnets
- Aluminum Hardware
- Rovo Copper Solid
- Self-Resonating

BRACH
Safety Deくなld
Vacuum Light
ning Arrestor

The same high standard has been observed only with articles of exceptional merit for over 20 years.

L. S. BRACH MFG. CO.
Electrical Specialists for Over 20 Years

Newark, New Jersey

Series of Sales Talks in Stewart-Warner Catalog

The latest dealer helps devoted to Stewart-Warner Radio Products can be used to advantage by the retail trade.

One of the handsomest catalogs devoted to radio products which has been distributed to the trade in some time is that of the Stewart-Warner Spreaderomer Corp., manufacturer of radio sets, reproducers, tubes and other accessories. The booklets is more than a mere catalog. It is really a series of strong sales talks...

Cover Illustration of Stewart-Warner Catalog which dealers should find invaluable in interesting prospects in the ownership of radio.

The cover illustration, which is reproduced herewith, although the reproduction does not give an adequate idea of its effectiveness, is in colors, as are also the other illustrations in the booklets. These show the Stewart-Warner radio products in use in the home, the home scene tying up with the text. For example, one picture is devoted to a family exercising to music being received over the air. The text beneath is a strong argument in favor of exercising to the accompaniment of radio music. In another paragraph the practical use of radio is emphasized by drawing attention to the fact that the housewife can profit by the recipes which are regularly broadcast. Other paragraphs are devoted to the following subjects: "Good Music Adds Zest to Good Food," "Tea Time Is Radio Time for Ladies," "Lending Charm to the Evening Dinner Hour," "The Evening Musical—World's Foremost Artists Entertain," "Making Home More Attractive to the Young Folks," etc. In addition, the various models are illustrated separately in a loose-leaf folder which is inserted in the catalog.

It has been emphasized time and time again that direct mail is a powerful force for the promotion of sales, whether it be radio, talking machines, records or any other products. The talking machine and radio trade are fortunate because the leading manufacturers of these products have recognized the need for sales building direct-mail literature, and it is a shortsighted dealer who fails to use this material to the best possible advantage. Were the dealer to attempt to produce similar sales helps the cost would be absolutely prohibitive; the manufacturer does it for him, and as in the case of the Stewart-Warner catalog, the result is something which is bound to have an advantageous influence on retail sales, and in these days the dealer who handles a good product and tells the world about it is certain to enjoy a good business.

The Stewart-Warner catalog has been prepared for consumer distribution, and the sales arguments therein are as forceful, and should be as effective, as those of the salesman who has the advantage of direct contact with the prospect.
The Only Doubt

Regarding the "CREDENZA" Model

Orthophonic Victrola

Demonstrations of the "Credenza" model are convincing the most skeptical and removing all doubts except ONE.

The ONLY doubt, Mr. Victor Dealer, will be your ability to fill the demand for this incomparable musical instrument.

Credenza List Price

$275

Reduce this ONLY doubt to the minimum by making "Blackman" your source of supply

Blackman

TALKING MACHINE CO.

28-30 W. 23RD ST. NEW YORK N.Y.

VICTOR WHOLESALE DISTRIBUTORS

"Blackman and Dependability ~ One Suggests the Other"
Announcing the New

The Credenza Model of the New Orthophonic Victrola. The new Victor line is the most complete line of instruments ever offered — complete in range — modern in design. There is an instrument for every purse — a style or size for every home.

The New
Orthophonic Victrola

The instrument which begins a new sales era!

The Orthophonic Victrola reopens the entire United States market for you.

It inaugurates new standards of comparison. It forces every man to revise his judgment as it affects music reproducing instruments.

It is as new, as revolutionary an invention, as was the first Victor thirty years ago.

You, the dealer in Victor products, are the sole salesman for this superb new musical revelation.

The field is yours. A new sales era has dawned.

The Orthophonic Victrola—and you—and we—stand together and alone at the beginning of the path that is paved with golden opportunity!

Victor Talking Machine Co., Camden, N. J.
Orthophonic Victrola

The most important contribution to music since the invention of the first Victor talking machine—

and exclusively yours Mr. Victor Dealer

C. BRUNO & SON, Inc.

351-353 Fourth Avenue New York

"Victor Distributors to the Dealer Only"
Special RCA Demonstration During Radio Show Week

Several Hundred People Hear Interesting Talk on Loudspeakers by Dr. A. H. Goldsmith, of the Radio Corp., at the Hotel Pennsylvania

Several hundred people were present at the opening of the RCA demonstration and show at the Pennsylvania Hotel during the week of the opening of the RCA demonstration and show at New York Radio Shows, September 12 to 19, which ran all week. The feature of the evening was a non-technical talk on radio acoustics by Dr. Goldsmith, chief broadcast engineer of the Radio Corp. of America. To assist him in his talk Dr. Goldsmith displayed a remarkable collection of loudspeakers which he and his laboratory assistants had used in their research work. These horns, which were in various sizes and shapes, ranging from four inches to twenty feet, represented the different steps in the evolution of the horn type loudspeaker. Dr. Goldsmith explained the problems and difficulties that the early experimenters had encountered in their search for a speaker which would reproduce sound faithfully from those of the lowest pitch or frequencies. He demonstrated that a low, deep, bass note could be obtained from a fifteen-foot horn, the mouth of which was a font and a half in diameter, and also that a speaker which would reproduce a sound faithfully from those of the highest to those of the lowest pitch or frequencies.

Loudspeakers Used to Illustrate Address

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

AMBASSADOR
Solid Mahogany SPEAKER
$20

A SENSATION!

The KENT No. 1

With "55" Sound Box for playing lateral cut records on the Edison Disc Phonograph has outsold all competition.

New Departments for Ray

O. W. Ray, for some time past manager of the wholesale radio department of the Aeolian Co., New York, but recently, in addition to his other duties, has been appointed manager of the Mel-O-Dye Music Co., and of the wholesale Duo-Art roll department of the company. Mr. Ray is familiar with the roll business, having been placed in charge of that department for the Aeolian Co. upon joining the company some years ago, and prior to that having been vice-president of the Emerson New England Co., which also distributed rolls.

A "Whale" of a Fish

Marie Morrissey, famous Brunswick record artist, who has been vacationing at Red Oaks, Eagle River, Wis., is an enthusiastic follower of Ike Walton. During her stay at this resort she landed a 30-pound muskellunge, after a struggle of forty-five minutes, the record catch of the season in that territory.
Stewart-Warner

100% Protection

The important factors governing your success are:

First: A complete line of highest grade radios fulfilling every demand.

Second: Built and guaranteed by one of the largest and most progressive manufacturers of today.

Third: Absolute protection guaranteed by a "Dealer-made" plan.

Fourth: Only one dealer in each locality.

Fifth: No jobbers.

Sixth: A large advertising program that will create an unusual demand.

Seventh: A price and style to suit every radio buyer.

Eighth: A personal service that guarantees complete radio satisfaction.

Stewart-Warner Matched-Unit Radio offers you all of these things and more.

Prices slightly higher West of the Rockies
Matched-Unit Radio
For The Radio Dealer

Radio success hinges on many things, but the greatest of all is worth while profit.

You, as a Radio dealer in your locality, in order to attain success must sell a radio set that will satisfy your customers, and at the same time prove a profitable transaction to you. Stewart-Warner has invested thousands of dollars in developing and perfecting a high-class set which you, as a dealer, will be proud to sell.

Stewart-Warner engineers have gone one step farther. They have matched each unit, the Instrument, the Tube, the Reproducer, the Accessories for perfect functioning with each other, enabling you to offer to the buying public a radio set that is unsurpassed.

You, as a dealer, are entitled to a fair profit and absolute protection. We guarantee both. Our “Dealer-Made” plan assures you every avenue to success.

There will be no bargains in Stewart-Warner Radios. They will be sold by authorized dealers only.

No individual can buy Stewart-Warner Radios at dealer’s prices. He must buy from an authorized Stewart-Warner Dealer.

Stewart-Warner Matched-Unit Radios are distributed direct from our own central distribution stations. Ninety-six all over the world—sixty-two in the United States and in Canada.

Stewart-Warner Dealer Policy guarantees every dealer absolute protection. You get all the profit, because there are no other dealers handling Stewart-Warner Radios in your immediate locality. No possibility of the Drug Store down the street selling the same line or some other store around the corner stepping in on a share of your profits.

In the same way you receive full benefit from the extensive advertising campaign now appearing in the National publications.

Stewart-Warner has gone into radio in a “sure-footed” way, and their success is already evident. Their name is already known from coast to coast through the high quality products now used by over ten million people, and when tied up with radio, instantly carries home the thought of another quality product.

Radio sets are today bought in much the same manner as motor cars—that is, the buyer wants to know who is back of the article he is purchasing and whether they will be in business next year or the year after.

For this reason it will be well worth your while to consider a Stewart-Warner Dealership now because next year one may not be available in your locality.

If you are a live-wire dealer, you can build up a radio business that will give you prestige, profit, protection and permanence, through our “Dealer-Made” plan of radio merchandising. Send in the coupon below and we will have our representative call and explain its many advantages to you.

Stewart-Warner Speedometer Corporation
Chicago, U.S.A.

Stewart-Warner
Matched-Unit Radio

INSTRUMENTS  TUBES  REPRODUCERS  ACCESSORIES

COPYRIGHT 1925 BY S.W.S. COR’N.

Model 505
$2.50
Radio Table with storage space for batteries

Radio Tube
Model S.W.
$0.50

Radio Division
Stewart-Warner Speedometer Corporation
1824 Diversey Pkwy., Chicago, U.S.A.

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

Name
Address
City  County  State

Date
Music Merchants’ Association of Ohio
Holds Annual Convention in Cincinnati

Outstanding Feature of Convention Was Discussion of Talking Machine Merchandising Problems

“INTERESTING ADDRESSES—Otto C. Muchhauser Elected President—Resolutions Adopted

CINCINNATI, O., September 16: One of the outstanding features of the convention of the Music Merchants’ Association of Ohio, held at the Hotel Simon here on September 15 and 16, was the consideration given to the talking machine from the angle of both the manufacturer and dealer, particularly as regards its future as a merchandising proposition.

One whole session of the convention on the afternoon of the last day was given over to the discussion of the talking machine, the discussion for the dealers being led by F. C. Henderson, of Columbus, O., and for the manufacturers by J. E. Henderson, manager of the Cincinnati branch of the Hammond-Haller Collier Co.

The Manufacturers’ Side

Mr. Henderson, for the manufacturers, was placed first on the program and in discussing the future of the phonograph stated that the tremendous volume of sales made during the past sixty days, even at special prices, indicated there was still a genuine demand for this instrument and that the public is willing to buy the existing types of machines even with the knowledge that something new is coming. The speaker declared that the phonograph manufacturers were doing more to bring the public into the store of the dealer than all other branches of the music trade combined. Two of the leading companies spent $4,418,000 in thirty-five national magazines in 1924, as compared to $812,000 spent by other instrument manufacturers. This advertising, he declared, reverted to the benefit of every department of the retail music business during the same year.

Mr. Henderson also described some of the new phonograph developments in which radio principles were then combined with that instrument, deeming that manufacturers had protected the trade by making every part of the line instead of allowing it to remain an entirely outside connection. He urged stronger selling and more canvassing.

The Dealers’ Standpoint

C. C. Baker presented the dealers’ views of the phonograph in a manner that was direct from the shoulder. After asserting his faith in the future of that instrument, Mr. Baker declared that profit was lacking because discounts had remained stationary, although all overhead expenses have increased considerably. He stated that in his opinion too many types of machines and too many records are being produced, that the advertising furnished by the manufacturer is often not suited to the dealers’ needs and that representation was given too many concerns outside the retail music business. The appeal in the address for larger discounts to give the dealer a larger working margin was received enthusiastically, and, in fact, his entire address aroused much favorable comment and it was voted that the new president appoint a committee to confer with phonograph manufacturers on plans for solving retail problems.

President Henry E. Webster, who was present, declared that he, too, would appoint a committee of the National Association of Music Merchants to confer with phonograph makers or representatives.

Other Matters Discussed

Putting up the bars—

Other subjects handled during the course of the convention had to do with the securing and training of competent salesmen, the advisability of having the Ohio Association organize a financial corporation to take care of the property of its members at a minimum cost, the question of extending the use of the fire insurance bureau maintained by the Association to give aid for the members, the advertising of musical instruments, as it is being fought by the Better Business Bureau of the Associated Advertisers Clubs of the World, and to effect the advertising of the Music Industries Chamber of Commerce, the Federal income tax rulings as they apply to returns on installment accounts, and numerous other matters of general interest.

Some of the Exhibitors


A Challenge to the National Association

A number of important resolutions were adopted by the convention, including one directed to the National Association of Music Merchants and reading:

"Whereas at the suggestion of the National Association of Music Merchants this Association on March 31, 1924, made formal written application for affiliation with it, and

"Whereas at the national meeting in New York City during June, 1924, said application was accepted and said affiliation officially consummated, and

"Whereas this Association has at different times taken action upon various retail matters by resolution and otherwise to benefit its members and which it was believed could and should be considered nationally, and

"Whereas this Association at its fifteenth annual meeting in Cleveland, O., on September 10, 1925, passed a resolution recommending that all nationally priced instruments be advertised as to retail price f. o. b. factory, and at a special meeting held in Columbus, O., on January 12, 1925, it passed resolutions regarding phonograph records and machines, radio and advertising, all of which resolutions were referred by this Association to the National Association of Music Merchants, concerning which no definite national action or consideration followed, and

"Whereas this Association desires such affiliation along with the affiliation of other municipal, State and regional organizations to continue and be of equal benefit to the national body, and all other affiliated bodies and itself, and

"Whereas the National Association of Music Merchants has indicated the desire to have this Association, as well as other of its affiliated organizations, co-operate in a closer and more effective manner,"

"Now, therefore, be it resolved that the Music Merchants’ Association of Ohio, if it is to continue to cooperate with the National Association of Music Merchants, hereby makes and offers the following suggestions to the national organization as a means of more closely amalgamating and recognizing the various regional State organizations; first, invite each affiliated organization to send three duly appointed delegates to the next mid-year national executive meeting in January, 1926; second, let each delegation bring to the national organization suggestions from its own association which seem properly referable to the national body; third, permit these delegations to organize in a general meeting and let the recommendations and problems of each be presented and discussed by all in executive session; fourth, receive and consider the final action and recommendations of all these delegates as approved at this general meeting; and, fifth, be it further resolved that the Music Merchants’ Association of Ohio hereby reaffirms its desire to co-operate with the national body and pledges its continued support to the National Association of Music Merchants, holding annual conventions, and electing its officials as in the past."

"Otto C. Muchhauser

October 15, 1925"
Association of Music Merchants in any plan of future national operation be benefited through the united independent national action, and

"Be it further resolved that a copy of this resolution be forwarded by the secretary to the president of the National Association of Music Merchants."

Other Resolutions Adopted

Another resolution changed the by-laws to read that the annual meeting be held on the second Monday in September and continue through the three entire days with afternoon sessions only, thus making future conventions three-day affairs.

Other resolutions endorsed the code of radio selling principles of the Talking Machine & Radio Men, Inc., New York; expressed the thanks of the Association to the retiring officers and committee members and to the Cincinnati convention committee; endorsed standard price principles; recommended that members place part of their insurance at least through the Mutual Insurance Board; and approved, ratified and adopted as its own action the following resolution passed by the Western Music Trades Association at its June, 1925, meeting in Los Angeles: "That it is the sense of this convention that due to the increase of overhead costs and to the greater expenses incurred by all merchants in conducting their business, a discount of not less than 50 per cent is absolutely essential to present and future success."

Columbus was selected as the place for the 1926 convention.

The New Officers

The following officers were elected for the coming year: President, Otto C. Muchhauser, Cleveland; vice-president, O. H. Boyd, Marion, treasurer, A. M. Alford, Canton, and secretary, Rexford C. Hyre, Cleveland. R. E. Taylor was elected to the executive committee for five years. The report of the Membership Committee showed a net gain of ninety-seven members for the year, making the membership 463. Those securing five or more new members during the year were presented with handsome fountain pens.

Gulbransen Co. Represented at Illinois Convention

T. W. Perkins at the Annual Convention of the Illinois Music Merchants' Association—Effective Gulbransen Display

ROCKFORD, ILL., October 6—The annual convention of the Illinois Music Merchants' Association, held in this city on September 26 and 28, was an outstanding success, both from the standpoint of business transacted and turn-out by local dealers. Among the many leading concerns represented at the convention was the Gulbransen Co., T. W. Perkins, who covers the State for this product, being present.

The Gulbransen Brunswick Music Co., Inc., which is noted for its attention-compelling window displays, featured the Gulbransen instruments in a display which drew wide attention and created much interest in the registering piano.

Shows Line on Letterhead

ATLANTA, GA., October 7—The Hopkins Equipment Co., Atwater Kent and Pooley-Atwater Kent distributors for this city, is an aggressive merchandiser and has recently set an admirable example for his dealers in a four-page letterhead which this company is now using. Pages 1 and 4 are devoted to correspondence, while the inside spread shows the complete line, with prices and specifications of both the Atwater Kent Mfg. Co. and the Pooley Co., Inc. The publicity passed through this letterhead each time a letter is sent is bound to be cumulative in its good effect.

Paul Whitteman and His Orchestra, Victor artists, are on an extended concert tour.

Only New Thing at the New York Show

BLAIR RECEIVER

Six Tubes
Resistence-Coupled Amplification

The Original and Genuine Resistance-Coupled Receiver

THERE were great improvements in cabinet designs and many beautiful Console Models were shown, but aside from these innovations in cabinets, there was no manufacturer, except the Blair Radio Laboratories, introducing any new and vital improvements in circuits.

Under the tops, inside the cabinets, all the receivers on display were practically alike, and the same as last year. The Blair six-tube receiver, employing a perfectly balanced combination of Tuned Radio Frequency, and Resistance-Coupled Audio, eliminating all iron core transformers, was the only new thing at the show.

Hundreds of distributors and dealers, from all over the country were visitors at the Blair booth, and many applications for Blair franchises were filed.

There is still some unallotted Blair territory, for live and financially responsible dealers and distributors. Write or wire us today, for further particulars.

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.

Blair Radio Laboratories

368 Sixth Ave. New York City
There is no better for the price

We can prove it!

WRITE FOR OUR COMPLETE CATALOG AND PRICES

THE SEASON IS HERE

FADA Radio

the

Nationally Advertised RADIO of Quality

BROADCASTER-FADA

The IDEAL Phonograph Radio Combination

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

2114 West Cullerton Street
CHICAGO, ILLINOIS
Proper Packing for the Radio

Thousands of dollars were spent by phonograph manufacturers in investigating methods before they adopted plywood cases. Your shipping problems are identical to theirs.

Earn the Goodwill of Your Customers and INCREASE YOUR SALES by following the procedure of America's leading phonograph manufacturers and ship in Atlas Plywood Packing Cases. Ask for details.

Atlas Plywood Corp.

PARK SQ. BUILDING

BOSTON, MASS.

Largest Manufacturers of Box Stock in New England.

Radio Industries Corp.

Discontinues Console Sets

The Radio Industries Corp., 135 Duane street, New York City, owing to the demand for its popular priced table models, has found it necessary to discontinue its console type. The sales of the Deluxe model B Rico-Drone, which was recently reduced in price, has shown a substantial increase, making necessary an adjustment in the factory production. This model carries a built-in "Melotone" speaker unit and is housed in an attractive table cabinet which has won the interest of several hundred Rico-Drone dealers.

Everybody's T. M. Co.

Planning for Busy Fall


The fact that Summer is over and the trade is now in the big season of the year was stressed. A good Fall season is predicted and the importance of whole-hearted enthusiasm was advised. Everybody's Talking Machine Co., Inc. is planning for a big Fall season and from present indications it would seem that its plans would be realized.

Grim Opens a New Store

BEAVERTON, OR., October 8—W. P. Grim, who was formerly identified with the Beeld Music House, has opened a new music store at 135 South Fifth street, handling a full line of music goods. Mr. Grim has lately secured the exclusive representation of the Victor talking machine line and has purchased the full Victor stock of the Beeld concern. The quarters are located in the Burwood Hotel block.

To Open Radio Parlors

BASKERVILLE, Ore., October 6—Frank J. Ware, widely known local music merchant and pioneer in radio merchandising, announces he will open one of the most complete radio parlors in the State some time this month. Preparations are nearing completion.

properly packed for shipment, it is evident that when properly packed, its great strength to the consumer.

Enjoying Radiola Reception

An interesting letter for both the home and for the great outdoor games, he tells of practical experiences in the accompanying photographs. Mr. Smith and F. E. Klein, manager of the radio division of the Midwest Electric Co., Radiola distributor, of Des Moines, derided great pleasure from the Radiola 24, while on their vacation near Milwaukue Falls, Minn.

Pushing Nyaccolflex Receivers

The New York Album & Card Co., New York City, maker of Nyaccolflex receiving sets, has concluded a good Summer season with the present indications it would seem that its plans would be realized.

Brunswick Radiolas Shown at Los Angeles Exposition

Fitzgerald Music Co. Had One of the Finest Exhibits at the National Radio Exposition Held in Los Angeles in September

Los Angeles, Cal., October 3—One of the finest exhibits at the National Radio Exposition held in the Ambassador Auditorium, this city, in September was that of the Fitzgerald Music Co., which had large space devoted to the display of Brunswick Radiolas and other radio products handled by the firm. Among the many fine exhibits at the Exposition this was undeniably one of the most effective, judging from the attention it received from visitors. The accompanying illustration gives only a faint idea of the attractiveness of the display. The Fitzgerald Music Co. is one of the leading music houses on the coast and its handsome waresrooms, complete stock of radio and musical instruments, and aggressive merchandising methods have resulted in a large and continually increasing patronage.

New MacFadden Folder

MacFadden & Co., Inc., Philadelphia, Pa., have just issued an attractive folder on the B-Power generator which it manufactures, describing its many merits in detail. The Louis Buehn Co., of that city, local distributor of the MacFadden B-Power generator, has been up quite a business for this product and is anticipating still bigger business during the present season.

Published every Friday by The Talking Machine World, Inc. — 320 South Wacker Drive, Chicago, Ill. — Tel. 5-2700 (3 Lines)

Barber, Thor. C. C. New Location, 21 E. Delany, New York City.
A Remarkable Opportunity for the Music Merchant!

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

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

Unquestionably, your sales on FINE-ARTS will astonish you. For people are quick to realize that their money cannot possibly buy better radio values than are offered in FINE-ARTS.

Take immediate action, and get full details of our attractive proposition. Order samples sent you at once.
BANNER AND DOMINO RECORDS
are the outstanding leaders
in the 3 for $1.00 Record Field

The outstanding leaders in the 3 for $1.00 Record Field, are BANNER (black) and DOMINO (red) Record. They are by far the fastest selling, popular priced 10-inch, double-faced record on the market to-day.

The preference of dealers for BANNER and DOMINO Records is easy to understand—for their releases consist only of the latest song and dance hits recorded by the foremost artists and orchestras in the industry—standard instrumental and vocal selections that are proven sellers, and Blues and Novelty numbers of the type always in demand, thus assuring constant turnover of your entire stock of these records.

In addition to the inherent superiority of BANNER and DOMINO Records and Recordings which are fully guaranteed in all respects, a most comprehensive Free Advertising Service, which spells SUCCESS for those who are handling these brands of records, is offered dealers. The service embodies REAL dealers’ helps, monthly supplements, attractive colored window hangers of the new month’s releases, and separate window strips featuring the latest popular hits. We also supply newspaper mats and cuts without charge.

Start a 3 for $1.00 Record Department in your store

A $50 Investment Is All that Is Necessary

To assist you in starting a profitable 3 for $1.00 Record Department in your store we have compiled a special $50 assortment of popular hits and standard records, together with a liberal supply of advertising matter which we will be glad to send you promptly on receipt of a line from you. Just fill in the enclosed card and mail it to us.

The big season for Records is now here. Act at once and get the benefit of the Fall and Holiday business.

PLAZA MUSIC CO., 10 West 20th Street, NEW YORK
Here it is! The Smallest REAL Phonograph Made

KOMPACT
The Camera-Size Phonograph

FINE FABRIKOID COVERED
$12.50
List Price

GENUINE PIGSKIN LEATHER COVERED
$15.00
List Price

A Camera-size Phonograph that comes Ready-to-Play—nothing to remove or attach

Here it is at last! An honest-to-goodness phonograph, in compact form, just as its name implies.

KOMPACT is a real portable phonograph in every respect, with a tone quality and volume of sound that is equal to any of the large size portables now on the market.

Ready-to-play, KOMPACT eliminates all the objections against this type of phonograph and opens up a tremendous field for the wide-awake music dealer.

Order a sample KOMPACT sent you at once so that you can see for yourself how fine an instrument it really is.

Some Choice Territory for Distributors Still Open

PLAZA MUSIC COMPANY, 10 West 20th Street, NEW YORK
PLAYTIME RECORDS
LOW RETAIL PRICE APPEALS TO ALL
SELL AT ONLY 15¢ EACH

Playtime records, which include songs, games and stories for kiddies, are wonderful juvenile records which retail at 15¢ each—a price which appeals to all. The repertoire includes an assortment of 98 selections of the familiar Mother Goose Nursery Rhymes, which all children delight in and want.

Music dealers can easily develop a steady sale for these records by making a habit of calling them to the attention of their regular customers whenever they are in their stores.

Most people have children of their own or in their family, and hence are live prospects for these wonderful records.

CAMERA DEPTS.
IN MUSIC STORES MEAN STEADY PROFIT

Music dealers who have camera departments in their stores find them highly profitable, not only because of the steady income which they receive from the sales of cameras and film, but also from the extra business from their regular lines which they get from the customers who are brought in for film and are often again for camera accessories.

Let its show you how you can start a camera department in your store with a small investment.

PLAYTIME - CABINET MODEL PHONOGRAPH FOR CHILDREN
A DANDY ITEM FOR THE HOLIDAYS

Music dealers everywhere have enthusiastically received the announcement of the new Playtime Cabinet-model phonograph for kiddies, which the Plaza Music Company is now manufacturing.

Those who have seen the samples of the Playtime phonograph have expressed the opinion that they are the most sufficient seller in music stores, and account for their fine appearance, attractive finish and low retail price of $12.50.

The Playtime phonograph is 17" x 11" x 10" and is sturdy built throughout. It is finished in ivory-white and cute kiddie designs on the door and side panels.

BIG SEASON FOR LITTLE TOTS' RECORD ALBUMS

Now, with the big fall and holiday season for kiddie records in full swing, the demand for Little Tots’ Records will increase in leaps and bounds. Little Tot Records are put up in attractive albums containing eight selections on four seven-inch records, complete with eight covered picture and verse cards for reading at $1.00.

Little Tots Books embody everything that is desirable in a record made exclusively for the entertainment and education of the youngsters. The charming melodies, catchy little rhymes, wonderful stories and games have pleased the youngsters generation after generation.

Parents realized that music has an important educational value for children. The kiddies love the tunes of these permanently popular selections, heighteningly recorded on PLAYTIME TOTS RECORDS. Little TOTS' books are an attractive holiday item but something that can be handled profitably through the year.

Plaza ships sheet music orders the same day they are received.

SPLENDID VALUES IN UKULELES OFFERED BY PLAZA MUSIC CO.

The new ukuleles, banjo ukels, etc. which the Plaza Music Company is offering to the trade represent remarkable values for this class of merchandise. A few of Plaza’s leaders are:

- Ukulele, No. 300, walnut finish, $11.35.
- Banjo Ukulele, B-10, same as B-3, maple finish, skin head, with nickel-plated strainer ring, $12.75.
- Banjo Ukulele, B-8, same as B-3, maple finish, skin head, without nickel-plated strainer ring, $12.75.
- Banjo Ukulele, B-20, same as B-18, but with resonator back, $25.00.

Special prices for quantity orders.
Important Demonstrations of New Products

Feature Month in Cleveland Territory

Orthophonic Victrola Arouses Enthusiasm of Retail Trade—Sales Gains Gratifying to Dealers—W. R. Trembley in New Post—May Co. Stages Campaign—New Law Aids Trade

CLEVELAND, O., October 8—Howard J. Shafter, president of the Cleveland Talking Machine Co., Victor distributor for this section, during the latter half of September conducted several demonstrations of the Orthophonic Victrola. The first demonstration was given in the recital room of the Huron Grand (Huron road on Union Row), Cleveland, the afternoon of September 16, and was largely attended by dealers of Greater Cleveland. All were delighted with the first showing of the Victor Talking Machine Co.'s new product—declared to be the greatest advancement ever made in the art of the talking machine industry. Already many orders for the new machines have been booked. The demonstration was repeated the following day in the Chamber of Commerce, Toledo, and later another was conducted in Indianapolis for the benefit of dealers in that city.

In New Post

W. R. Trembley, of Detroit, Mich., the recently appointed manager for the P. A. Sturck Piano Co.'s Cleveland branch store, reports September business very good in pianos, player pianos and talking machines.

Henry Dreher Goes East

Henry Dreher, president of the Dreher Piano Co., spent a few days on a business trip in New York, following the annual convention of the Music Merchants' Association of Ohio in Cincinnati. He said his firm is preparing to book heavy orders for the new Victor talking machines when they go into the open market.

Stages Sales Drive

The May Co. on September 26 held its annual "May Day" sale, during which 3,000 extra salesmen were employed. The company used fifteen full pages of advertising in each of the two afternoon English language newspapers of Cleveland in featuring the sale. A large section of this advertising was devoted to featuring merchandise in the radio and talking machine sections. Dan E. Baumbaugh said the sale of talking machines and radio sets and equipment during the big anniversary event broke all previous records. Many Fried-Eisenmann and Atwater Kent five-tube radio sets were also sold.

Sells Large Number of "Talkers"

The re-election of R. E. Taylor, manager of the talking machine section of the William Taylor Bros. Co., to membership in the executive committee of the Music Merchants' Association of Ohio during the recent Cincinnati annual convention was highly gratifying to Cleveland dealers. He served as president of the former Talking Machine Dealers' Association of Northern Ohio one year. The Taylor store scored the biggest sale ever reported in Victor machines during the half-price campaign. Another popular selection of the convention was that of Otto C. Muehlhauser, of the Muehlhauser Bros. Co., for Association president, while all Cleveland music dealers are glad that the city will again be headquarters for the State Association next year.

Major New Product of United Radio & Electric Corp.

The United Radio & Electric Corp., 425 Central avenue, Newark, N. J., manufacturer of Ureco tubes, recently announced a new power tube known as "Ureco Goldentone." This product has been in process of development for over a year and was evolved for the purpose of improving the last audio stage reception. The Ureco engineers were satisfied that the ultimate had been reached although its tubes for this particular purpose had a much volume as other scientifically built products. It required, they said, a tube of different structure which would insure the same degree of volume and at the same time eliminate any minor distortion.

The "Ureco Goldentone"

"Ureco Goldentone" is a tube of different structure which would insure the same degree of volume and at the same time eliminate any minor distortion. In speaking of the "Ureco Goldentone" an official of the company remarked as follows: "During the year the Ureco engineers first began to work on this problem, experimentation in the laboratory has been constant. The ideal that these men set for themselves was not easy of accomplishment. They said to themselves, 'We will be satisfied with only one kind of tube that will adequately handle even the greatest possible volume, a power tube that will build up signals to a volume hitherto never tried for and at the same time keep the exact quality of the talking voice, singing voice, or instrument tone being sent through the microphone.' At various times during the year, results were obtained that might have satisfied even men who had not set for themselves an unchangeable ideal. But these results in the Ureco tests were merely checked as steps toward the accomplishment aimed at.

"But now, the ideal that the Ureco engineers set out to reach has been attained in the new Ureco Goldentone, a tube built with additional elements, as compared with other tubes of this type, and greater capacities, to increase the flow of plate current to almost twice as much as formerly. This increased plate current means two things: Clear loud-speaker volume on far distant stations and sweetness of tone."

Goldentone is made in the color of gold instead of silver, so that when the tube is cooling down it looks like gold glowing in the sunlight.

The REMO TRUMPET CONCERT TYPE

Have You Heard It? If not read offer below!

Every radio fan will be surprised and delighted with this loudspeaker. It produces the high and low notes without distortion with true and clean reproduction. It also has plenty of volume. Acknowledges no superior at any price. Handcrafted in crystal black with grained finish, solid horn bony bell and antique silver detail.

Retail $25.00

The Remola Concert Cabinet

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

Remola Concert Cabinet List Price, $35.00

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

The REMO CORP., MOURN, C. O. N.
Here are Sales Helps that actually SELL for you $2.50 All Types

A handsome Window Display, better than any you've seen for tubes, that not only sells Perryman Tubes but sells your store, too.

A Counter Display featuring a clear glass demonstrating tube that enables you to show your customers why Perryman Tubes are worth $2.50 down to the last penny.

An Authorized Dealer Transfer for your window.

Booklets for counter use, written so a novice can understand why his money ought to go into Perryman Tubes.

A carton of striking appearance. Easy to look at. Your customers will instantly locate the Perryman cartons on your shelves.

George H. Perryman has been making vacuum tubes for ten years during which time he has directed two of the largest plants in the country. He has built four tube making plants. He knows the faults and virtues of practically every tube on the market. He knows tubes as few know them.

These Perryman Tubes—the first to which he has given his name—are the result of an experience in tube making second to none.

They actually are superior to the tubes you've been handling. You can see their advantages immediately through the clear glass of the demonstrating tubes that we supply every dealer free of charge to show customers exactly what they're buying; exactly why they are superior; why they will stand the gaff indefinitely, and why they are worth $2.50 down to the last penny.
Perryman Radio Tubes are made in the latest and most modern plant in the country—with George H. Perryman watching them at every step.

You've never seen better built, better looking, nor better operating tubes than the Perryman line. You've never seen more complete, nor more helpful sales support than we give you for use in your own shop. Every Perryman Authorized Dealer receives free display material that is as good as the tubes—and that's saying a lot. Not only does it sell Perryman Tubes—it sells the shop.

Perryman Authorized Dealers get price protection, territorial protection, and the right to sell a line of tubes that has the most interesting sales story in the industry behind it.

We cordially invite Jobbers and Dealers to write us for information concerning Perryman Tubes.

And here's the GUARANTEE

This Perryman Vacuum Tube is guaranteed to be perfect in every respect and to conform with the Electrical Specifications as printed on the carton. We agree to replace it free of charge if it ever fails because of defective material or workmanship.

ELECTRIC CO., Inc.
Sales and Executive Offices — 33 West 60th Street, N.Y.C.
New Models of Talking Machines and Radio
Eagerly Awaited by Cincinnati Dealers

SATISFACTORY INCREASES IN SALES VOLUME IN ALL LINES PRESENT PROSPEROUS FALL-WINTER SEASON—BRUNSWICK PANORAMO—NEWS OF THE MONTH

CINCINNATI, O., October 9.—Dealers report a gratifying increase in the volume of sales of talking machines and records, and it is generally thought that market conditions are readjusting themselves.

New Models Demonstrated

One of the features of the convention of the Ohio Music Merchants' Association, held here September 15 and 16, was the demonstration of the new Victor machine.

Woodmanseas to Move to New Quarters

The W. G. Woodmanseas Piano Co., which handles the Edison phonographs and records, is now advertising a "removal sale" extensively and with satisfactory results. The building in which the company is located, on Fourth street, near Ruse, is to be torn down to make room for a modern skyscraper, which will be the home of the Chamber of Commerce.

"While we will not move until the first of the year, we have commenced our clearance sale well in advance, as this is the beginning of the fall season," explained Mr. Woodmanseas.

Canfield Piano Co. Reports Increase

"We have just received a carload shipment of Modernolas, and this should show that we do not take a pessimistic view of the talking machine situation," stated Walter Canfield, head of the Canfield Piano Co., which is located in the same shopping district. "We do not handle records," he explained, "but we handle no article that sells for less than $150, nor do we do much in the way of handling used instruments. Our sales have increased progressively each month this year."

George P. Gross Returns From Europe

At the store of the Geo. P. Gross Co., at 1338 Main street, it was stated that business is becoming more active in the talking machine line, with an exceptionally good demand for records. Geo. P. Gross, the head of the company, who has for two months been on a tour of Europe, returned September 11, just in time to take part in the convention of the Ohio Music Merchants' Association, in which he takes a great interest.

J. E. Henderson Enthusicities Over Panatrope

Mr. Henderson, who handles the Edison phonographs and records, was at the convention. Mr. Henderson, who handles the Edison phonographs and records, was at the convention.

COLUMBIA FLOURISHING IN KENTUCKY

Bliss R. Helberg, manager of the local branch of the Columbia Phonograph Co., who has just returned from a business trip to Kentucky cities, reports that the found business in general and the talking machine business in particular to be much improved in the Blue Grass State. "Our business is splendid, both as to machines and as to records," she stated. Mr. Stannard, of Richards & Stannard, of Maysville, Ky., was a recent visitor to the Columbia branch.

Inquiries Regarding New Victor Instrument

Walter Timmerman, manager of the Lyric Piano Co., agent for the Victrola line, stated that they have developed many new prospects for the new Victor machine and he expects a large demand for it as soon as the stock arrives. The company's sales of records, he said, have been very good.

Ohio T. M. Co. Demonstrating New Instrument

Both C. H. North, vice-president of the Ohio Talking Machine Co., and A. H. Bates, secretary, are out of the city, in the interest of the new Victor machine. It was demonstrated by them in Louisville and in Indianapolis the latter part of September and demonstrations followed in succession in other cities in their territory, with conferences with agents and dealers. The huge advertisements of the sales of the Victor Red Seal records that have appeared recently have stimulated the record business fully 50 per cent, it is stated, and they also increased the demand for the old-style machine.

General Phonograph Corp., Holds Convention of Amateur Singers and Fiddlers of Old Favorite Tunes—Hundreds of Applications

Particulars of the Old Time Convention held in Asheville, under the auspices of the General Phonograph Corp., have been given out by that company. A special room on the roof of the George Vanderbilt Hotel was given over to the old-time recording studio which was sent from New York. Three hundred applications for a test recording were received and from these twenty-five were selected. Some of the famous old-time tunes were heard and many old-time tunes were recorded. Henry Whitter was the only professional who attended and he recorded some tunes which bear all the marks of being wonderful sellers.

Lehigh Valley Dealers

Form Radio Association

Radio Trade Association of the Lehigh Valley Forned to Stabilize the Trade and Protect the Buyers of Receiving Sets

ALLENTOWN, PA., October 6.—At a recent meeting of the leading music and radio dealers here, the Radio Trade Association of the Lehigh Valley was formed to stabilize the trade and protect buyers of radio sets. Among the leading members represented were Cameron Piano Co., F. Bowman & Son, Lucky Radio Co., McGee Music House, Freemen's Music Shop, Long Music House, Auto Electric Co., Allentown Elec. Devices Co., H. K. Radio Engineering Co., and C. C. Fureck, Bethlehem. The following jobbers were also represented at the initial meeting: Penn Elec. Engineering Co., Scranton; Stanley & Patterson, New York, and J. H. Stewart Co., Philadelphia, Pa.

Earle H. Bowman was elected president of the Association and Artie J. Haines, secretary and treasurer. One of the leading discussions of the meeting was the writing of a radio show, under the auspices of the Association, to be held in the very near future.

Isham Jones at Canton

LARGE CROWDS VISITED MOONLIGHT BALLOON, CANTON, On the recent visit of Isham Jones' orchestra. Brunswick dealers tied up with the appearance of the orchestra, and records of this well known band have been much in demand. The stock of the Brunswick Shoppe, owned by D. W. Lerch Music Co., in the Harris Arcade building, Canton, has been moved to the main Lerch Co. store on North Market avenue. C. M. Alford and wife are back on the job at the Alford & Fryar Phonograph Co., following an extended visit in the West.
"Main Street" is one of America's most important institutions and the Main Street dealer serves probably a more discriminating type of buyer—a "harder to please" sort of customer than does his big city competitor. Because the Main Street dealer knows 90 per cent of his customers personally, mixes with them in his daily social life, the merchandise he sells them MUST MAKE GOOD.

In thousands of stores on Main Street, Vitanola has "made good" over a long period of years. It has "made profit" too. That's another thing to consider. The dealer in the smaller city has not the big expense of the big dealer, but he hasn't the big volume either. Besides selling GOOD MERCHANDISE he must make each sale at a GOOD PROFIT.

Dealers in hundreds of small cities throughout America have learned that the Vitanola line "fills the bill" for them. It has style, quality—it sells and it stays sold—and it carries profit to gladden the heart.

For the same reason, of course, Vitanola "fills the bill" for the big city merchant. But we are especially proud of its success on Main Street.

Here are two values that are destined to be headliners on MAIN STREET, STATE STREET and BROADWAY.

Send for special set of photo-posto illustrations showing new Vitanola models—"Do it Today"
New DeForest Period Sets
on Exhibit at Art Gallery

Radical Changes in Cabinet Designs Feature of
Art Models—Instruments Demonstrated at
Perargil Galleries in New York

The new DeForest Radio Co.'s renaissance and
other models recently shown before DeForest
vendors at the Hotel Waldorf, New York,
and at various radio shows throughout the

W-6 Renaissance Radiophone
country, have been on exhibition at the
Perargil Galleries, 39 East Fifty-seventh street,
New York City. This marks the first radio in-
strument ever endorsed and exhibited by any of
the leading art galleries of America. The prod-
uct is also demonstrated at the gallery.
The new DeForest products include the W-6
renaissance Radiophone, the same type in a
table model, and the W-5, a slightly smaller re-
production. All of the new DeForest products
bear the Roy A. Wagarf circuit, the new dou-
ble cone reproducer and return to a straight line
carry the Lloy A. Wagarf circuit, the new dou-
prodoctioa.

C. J. Cusack Appointed
to Everybody's Co. Staff

Expert on Routing and Shipping of Merchan-
dise to Handle This Important Branch of the
Everybody's Co. Business

PHILADELPHIA, PA., October 6—Everybody's
Talking Machine Co., Inc., of this city, has an-
nounced the addition to its active staff of C. J.
Cusack. Mr. Cusack was formerly connected
with the Philadelphia & Reading Railroad for
some nine years and has acted in the advisory
capacity of traffic manager for Everybody's Talk-
ing Machine Co. for some time past. Mr. Cusack
is an expert on routing and shipping merchan-
dise and brings with him wealth of knowledge
which will be found invaluable to the Every-
body's organization in its shipping depart-
ment. His work with Everybody's. Talking Machine
Co. will be to supervise the filling and shipping
of orders. One of the principal items in service
in the talking machine repair parts business is
the prompt filling of orders and routing them in
the quickest and at the same time most econom-
ical manner and the addition of Mr. Cusack is
expected to further facilitate this service.

J. S. Costas, New York State representative of
the International Clearing House, metropoli-
tan distributor of the Pfanzicht radio sets, is
on an extended trip through the State, open-
ing up new accounts and lining up dealers for
the Fall season.

Akron-Canton Dealers
Report Business Gains

Marked Increase in Activity in Talking Machine
and Radio Creates Optimism Throughout the
Trade—Successful Sales Campaigns Staged

AKRON-CANTON, October 7—Both the talking
machine and radio trades in the Akron-Canton
district showed gratifying increases in activity
the last two weeks. The upward trend is ap-
parent with the advent of October and cooler
weather. At practically all Eastern Ohio fair
music dealers had exhibits and report they got
an unusually large number of prospects through
this medium. Many dealers report interest cen-
tered in radio at their booth and in some way
these talking machines created their share of atten-
tion. Most stores already have their new
models of talking machines on the floor or are
expecting them in a few days. Records have
had better call in recent weeks and now
monthly releases are causing more interest than
in the Summer months.

Don E. Baumbach, manager of the talking
machine and radio department of the May Co.,
Cleveland, assisted in staging a free display
on Cheney phonographs, at the store of the
M. O. Neil Co., a subsidiary of the May Co.
Whole pages of newspaper advertisements were
used.

The usual number of music firms had exhibits
at the annual Stark County fair, held here re-
cently. The Rhodes Edison Stores, with stores
in Canton and Massillon, increased their Edison
models, as well as many lines of radios.

The William R. Zollinger Co., displayed Victor
and Okeh talking machines in their exhibit at
the fair and brought in with them a fine artist's
record for the fair. The music dealers tied up
with the appearance of these artists and stressed
newest recordings of the artists.

The usual numbers of music firms had exhibits
at the annual Tuscarawas County fair, held here
recently. The usual number of music firms had
exhibits at the annual Tuscarawas County
fair and brought in with them a fine artist's
record for the fair. The music dealers tied up
with the appearance of these artists and stressed
newest recordings of the artists.

Okeh Artist in Musical Show

Cyril Griffin, Irish tenor and popular Okeh
artist, is playing a leading role in the musical
comedy, "The Beloved Bandit," which contains
several musical gems which will appear shortly
on Okeh records. Mr. Griffin is always avail-
able for store concerts to assist dealers in affect-
ing tie-ups with the local appearance of the pro-
duction in which he is appearing, and Okeh dealers
expect large sales of this artist's recordings
during the coming season.

Incorporation

The Portworth Electric & Radio Corp., New
York, was recently incorporated at Albany with
a capital stock of $20,000. The incorporators
are C. and L. Maggill and G. Barstein.
1924 1925

Four times as much business as the same period last season!

The reason why dealers are so eager for the Freed-Eisemann franchise, is best expressed by the voluntary statement of a Cleveland dealer at a large dealer meeting.

He arose and said to his fellow-dealers:

"I am sold on the Freed-Eisemann proposition because Freed-Eisemann is the first big company to recognize that a dealer, in order to make money, needs 40% and 10% on the majority of sets he sells.

"Freed-Eisemann has a fine line of radio receivers and they give us a franchise contract that has teeth and that really means something."

Get full details. 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.
Victor Co. Sponsors a Plan to Finance Dealers


The Bankers Commercial Security Co., Inc., New York, with the endorsement of the Victor Talking Machine Co., has completed a plan for the financing of the installment paper of Victor dealers on a very favorable basis. Under the plan talking machine installment paper running from six to eighteen months is available for financing, provided at least 10 per cent of the purchase price of the instrument has been paid to the dealer, except instruments retailing at $150 or less which must be sold on three payments within twelve months in order to make the paper acceptable.

On combination talking machine and radio outfits monthly installment paper to be acceptable should mature within eighteen months from the time it is offered for sale, except that paper covering outfits selling at $250 or less should mature within twelve months.

The primary purpose of the financing plan is to enable the dealer to turn his paper into cash for the purpose of paying his bills for stock to the jobber, thereby realizing the cash discount. In fact, when the dealer has deposited his money with the finance company, the amount allowed is paid direct to the jobber to cover current bills and then the remainder is turned back to the dealer.

The plan is outlined in detail in a special folder that has been prepared for distribution among Victor dealers, and examples are given to show just how the idea works out. The Victor Co. has provided an introduction for the folder in which the purpose of the financing plan is described and in which the company says:

"We have not been unmindful of the trend of the American buying public towards increased installment purchases and that this trend has meant an increasing problem to the Victor dealers to finance their growing installment sales.

"In order that our dealers might have advice and assistance in this problem, based on a broad and thorough survey, we have investigated the more important fields of installment selling and given careful consideration to the financing of installment sales, and as a result submit the following suggestions and plans:

"We do not hesitate to say that there are circumstances under which it is good business practice for a dealer to sell his installment paper for the purpose of paying for new merchandise. If a dealer is doing a growing installment business on sound credits and terms, and his capital is insufficient to finance such increasing business, he is justified, we believe, in selling sufficient of his installment paper to replenish his stock of merchandise. If a dealer is not continuously taking advantage of the cash discount which is generally offered in this business, he is losing a substantial part of the net profit which is available to him and the following plan should interest him. The sale of installment paper, however, for other purposes than paying for new merchandise is regarded by us as questionable.

"Another matter of importance to the dealer is the difference in cost to him between installment sales and cash sales. We believe that the Victor dealer is not fair to himself or to the cash buyer if he offers merchandise to the installment buyer at the same price that he offers the same merchandise to the cash buyer. The cost to the dealer of doing business on the installment plan is appreciably more than if the same volume were done on a cash basis. Interest at the legal rate on the unpaid balance of an installment contract covers but a portion of the expense of installment selling.

"As a result of our study of the problem and of the many requests made on us to make available a plan for financing installment sales of Victor products, we are submitting herewith a plan available to Victor dealers through the Bankers Commercial Security Co., Inc., of New York. In our opinion this plan is the best adapted for the Victor trade and the most reasonable offered. It is also simple in operation and frank in its offerings."

F. J. Ennis Joins Staff of Pfanziehl Distributor

Well-known Talking Machine Man Now With the International Clearing House—Covers Brooklyn and Long Island Territory

F. J. Ennis, well known in the talking machine trade throughout the East and Middle West, recently joined the sales staff of the International Clearing House, New York and northern New Jersey distributor of Pfanziehl radio receivers in the metropolitan New England territory, and will cover the trade in Brooklyn and Long Island. Mr. Ennis was until a few months ago manager of the combined talking machine and radio departments of the H. Batterman Co., one of the leading department stores of Brooklyn, and prior to that he was in similar positions with leading music establishments in New York and other large cities.

William C. Zubriskie, formerly with the New York Brunswick headquarters, is covering the New York and northern New Jersey territory for the International Clearing House and reports most satisfactory results.

Plan New Music Department

Levy Bros., Elizabeth, N. J., are planning a new and complete talking machine, radio and piano department, and have engaged Frederick P. Altschul to manage the new departments. A large portion of the third floor of the Levy Bros. establishment will be given over to the new departments.

RADIO

Clearfield DE-LUXE

An Easy Set to Sell That Pays You A Handsome Profit

A SIX TUBE SET In A Rich Plate Glass Cabinet

A new and distinctive cabinet effect that is attracting widespread attention and interest. Its original and beautiful appearance sells it on sight. Its fine performance keeps it SOLD. The plate glass cabinet, finest of low loss materials, insures a new purity of tone.

$115 List

THE CIRCUIT

Six tube, tuned radio frequency, resistance coupled amplification.

BEAUTY BACKED BY PERFORMANCE

We have a highly profitable proposition for better dealers and distributors. Write

SHERMAN RADIO MANUFACTURING CORP., 112 Trinity Place, New York
Is your business built on rock or sand?

There are two kinds of business: the right kind and the wrong kind. The right kind is built of the steel of good will and the concrete of dependability. It is something that is lasting; something that has its beginning in a small way but which grows with a slow but stable sureness to a point where stability is its keynote.

The wrong kind of a business is composed of the sand of instability and the mortar of hasty judgment.

Which picture fits your business?

Experience has shown the dealer whose business is built on solid rock that in the long run his policy wins, and invariably you find that this dealer is selling a phonograph equipped with a Heineman motor.

For Heineman motors and stability go hand in hand. They are not a product of a headlong rush to ward off competition, nor to juggle with questionable prices.

Since the building of the first Heineman motor, three million are today still giving the same dependable smooth-running, noiseless service that the first Heineman motor gave, and it is this dependable service that makes record sales and satisfied customers.

Your business can have a rock foundation and earn a reputation if you will do this one thing—

See that your phonographs are equipped with a dependable motor—a Heineman motor.

HEINEMAN QUALITY MOTORS

A Product of the

General Phonograph Corporation

Otto Heineman, President

25 West 45th St. New York, N. Y.
Radio Sales "Instruction" Book Being Distributed by A-C Electrical Mfg. Co.

"The Master Radio Salesman—A Scientific Method for the Organization of the Radio Sales Department," prepared by C. H. Bosler, is a comprehensive aid for the radio manufacturer. The book deals in an exhaustive and authoritative manner with every phase of radio merchandising, from the selection of lines to moving the sets into the homes of the consumers.

Under the sub-title "Choosing the Line" seven factors are emphasized to guide the retailer in selecting radio products worthy of representation. They are: "The line as a whole—Is it complete without being too large for efficient production and without requiring a top-heavy stock investment on the dealer's part?" Production standards—Is the line produced on a sound basis of quality which assures complete dependability of all sets, and avoids excessive service by the dealer and a large percentage of returns? The price—Is the price range such that it appeals to the largest number of people without carrying any doubt as to the quality of the receiver? The manufacturer—Does the name of the producer have a significance which provides a background of established reputation? The engineer—Is the designer of the set a man of established reputation, one young enough to be abreast of the times, experienced enough to appreciate the worth of new developments, and resourceful enough to keep his design ahead of his competitors? Possibilities for profit—Has the dealer sufficient possibilities for immediate and future profits which will be kept constant by ready turnover and undiminished by service costs, returns or top-heavy stock investment? Following this is an explanation of how the A-C Dayton line meets these seven requirements.

After the dealer has selected his line or lines, of course his next concern is the best and most profitable method of handling the A-C Dayton line of radio receivers. This is a book of thirty-six pages ten inches by thirteen and one-half inches, entitled "The Master Radio Salesman—A Scientific Method for the Organization of the Radio Sales Department," prepared by C. H. Bosler, president of the A-C Electrical Mfg. Co., manufacturer of the A-C Dayton radio sets.

The next step in the procedure, according to the Master Radio Salesman, is "The Sales Demonstration and Close," and under this heading, in a clear and logical manner, is explained how this can best be done. Selection of an address, how to handle technicalities, when to ask the prospect to buy, and the danger of overdemonstration are discussed. Following this is a suggested procedure, asking and answering some of the questions which naturally come up during the course of the average sale.

The importance of service in the building of good will and prestige is emphasized, particularly the need of the dealer making regular calls on his radio customers to insure satisfactory performance. To make the purchaser feel as enthusiastic about the service he is getting as he is about a perfectly operating set. Both free service and service for which a charge is made come in for attention.

Considerable space is given in the book to "Selecting Radio to the Farmer." The need for quality, how to reach the farm market and the importance of frequent demonstrations are explained.

Some of the other subjects on which constructive information is given include newspaper advertising and publicity, better store lighting and advertising and publicity, better store lighting and advertising and publicity, better store lighting.

The Master Radio Salesman analyses in a complete manner the problems incidental to selling. Proven methods of securing prospects are given, covering securing prospects through advertising; "Personal Information as a Source of Prospects," "Canvassing for Prospects," "House to House Canvassing," "Farm Canvassing," "Canvassing Small Set Owners" and "Telephone Canvassing." There is also concrete information on the best method of store demonstration, the follow-up, etc.

Another entire section of the book is given over to "Preliminary Sales Work on Established Prospects." This deals really with follow-up of prospects, and calls for the use of direct mail pieces which have been prepared by the A-C Electrical Mfg. Co. This direct mail literature, by the way, is unusual and most forcible, and samples of the various pieces are included with the booklet in a special pocket on the inside back cover. In addition to four direct mail pieces which are to be sent out at stated intervals, there are many miscellaneous direct-mail dealer helps of equal effectiveness.

To exhibit a complete exhibit of the full line of the Adler Mfg. Co. phonographs and radio receivers will be on display at the Auditorium, Denver, Colo., during the annual radio exposition. This product is very popular in this territory.
Radio Display Float of Maison Blanche, New Orleans, Makes Public Think of Radio

Unusual Float Equipped With Radio Set and Amplifying Horns Broadcasts Music Each Day as It Is Run Through the Streets of the City—Six Showcases Display Radio Line

S. J. Schwarz, Jr., vice-president of the Maison Blanche Co., New Orleans, La., is the originator of a 'broadcasting float,' the idea being entirely conceived and executed by him, utilizing radio as a sales and volume-producing set. This float, virtually an 'advertisement in motion,' is made of wood, tin and hardboard, and is shown on a float truck. It represents a television-lighted miniature showcase sets, each containing a radio set of a different make, all sold by Maison Blanche; card signs are displayed showing and listing other items in the store. Stationed at the extreme rear of the float are Blanche.

Artistically, the achievement is a triumph; the float is painted gold, rubbed down in blue and highly glazed, making a wonderfull unique and attractive appearance. At night it is illuminated by little incandescent lights which are connected to storage batteries. It is operated by a special chauffeur and is in charge of an expert radio mechanism.

The purpose of this float is to display radios and their equipment, i. e., as sold by Maison Blanche. Salesmen specializing in radio apparatus accompany the float, mingling with the crowds who gather to hear the concerts, talking up the merits of the various type machines, and distributing descriptive circulars and literature. The float is equipped with a microphone through which the sales talks are made, same being audible a distance of three blocks. Through this method prospective customers are secured and an actual increase has been noted in radio sales.

The high quality of WSMB signals owned and operated by Maison Blanche and Saenger Announcement Co. concerts being universally recognized makes the float constantly in demand. All concerts are rendered free of charge; in last, auspicious Blanche concert, the float was routed to various parts of the city, each day, having a different schedule, playing WSMB programs daily at noon from 12:30 to 1:30; and on Monday, Wednesday and Saturday broadcast from 8:30 in the evening until 11:30, or later, until the program is concluded. During the noon hours, schools are visited, and in the evening movies, theatres, clubs and public gatherings. At no time has the float failed to attract people by the score and to hold the interest of a large audience.

Sousa Enthusiastic Over Orthophonic Victrola


"Everyone knows that John Philip Sousa is one of the world's greatest band masters. Few possess the ability to appreciate that he is a student, a composer and a keen critic of music; that he has the remarkable talent of detecting the individual qualities of a single instrument among a hundred in a full band. He is not an enthusiastic man nor is he given to extravagant statements; on the contrary he is inclined to be skeptical," remarks Roy A. Forbes, manager of sales and merchandising, of the Victor Talking Machine Co., in a recent letter to Victor dealers, who says further: "For these reasons, you will be all the more interested to hear what he said on a recent visit to our Camden laboratories, when he first heard our new Orthophonic Victrola, which you will soon demonstrate to the public.

"When the first record was played Sousa's interest was apparent—That is a remarkably faithful reproduction," he said. When the demonstration was concluded he leaped to his feet and fairly shouted, 'That is the very soul of music; you can hear those men playing with their hearts; Gratifying to a hand!'" "As with Sousa, so with Schumann-Heink, Kreisler, Werrenrath and many others of the greatest musical celebrities of the world. They came to listen, unbelieving, and went away saying that there was a reproduction of music such as the world has never known. The very soul of music has been captured and reproduced.

The New Minnelli Portable

This newest portable is equipped with the Minnelli tone arm with its many high qualities of tone reproduction. This tone arm which is reproducer and amplifier combined is readily detached which allows the machine to be built compactly.

Well equipped and finished the Minnelli portable enables you to sell a portable that is different from all others.

Send today for full details and dealers' prices.

MINNELLI PHONOGRAPH CO., Inc.

Pittston, Pa.
Super-Thompson Duo-tone Console
List price, $360. A 5-tube special Neutrodyne with single master control, large Queen Anne mahogany console cabinet, with space for all batteries or battery eliminator. Includes the newly developed Thompson Duo-Tone sound reproducing system. Creates a sound perspective and provides a range of tonal reproduction never heretofore attained. The greatest contribution to radio realism since broadcasting began.

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Thompson Minuet
List price, $150. A 5-tube dry-cell Thompson Neutrodyne Receiver combined with improved cone-shaped speaker. Unique "apartment house special" for use where space is at a premium. All batteries are self-contained. Does not use a storage battery. Operates on dry-cell tubes. If necessary will operate on a wire around the picture moulding. Size — 21 1/2 inches high, 18 1/2 inches wide, 10 1/2 inches deep.

Buyers are asking for Thompson sets

The public has discovered Thompson tonal quality to be superior. It knows that back of it lies fifteen years of laboratory research work and the practical reproduction of 116 different types of radio instruments. It knows that Thompson products are somewhat ahead of the times. It buys Thompson Radio with eagerness and with confidence. These things, combined with the Thompson trade policy that has stabilized and protected the dealer's profits, make the Thompson line preferred by dealers of the better class. From such we will be glad to receive inquiries. R. E. Thompson Manufacturing Company, 30 Church Street, New York City.

All prices slightly higher west of the Rocky Mountains and in Canada.

Thompson Grandette
List price, $125. The standard 5-tube Thompson Neutrodyne in a vertical mahogany cabinet. Uses dry or storage battery tubes. Great distance, clarity and volume. The performance of this model immediately established the enviable position occupied by Thompson in the radio industry.

The Thompson Speaker
List price, $25. The standard by which all other speakers are still judged. Employs a special cone-shaped diaphragm with large composite horn. Six other special features.
All Lines Move in Satisfactory Manner in Milwaukee as Dealers Get Into Fall Stride

Leading Trade Factors Express Optimism Over the Outlook—Alfred F. Kieler Promoted—Radio Dealers’ Convention to Be Feature of November Radio Show—Other Trade Activities

MILWAUKEE, Wis., October 7.—Although there is a good demand for phonographs which are now on the market and dealers are optimistic about the future of the talking machine radio has been starting off very well for the season, and orders have been coming in earlier than was expected. The record business continues very active.

Trade Leaders Optimistic

“Business has been good during September in Brunswick—Radio,” stated Carl Lombard, Brunswick representative in this territory. “However, October should be even better as we shall be showing the new line of Brunswicks. The record business has been exceptionally good for the past two months.”

“Dealers are optimistic and look for a big Fall,” stated Fred Yake, of Yake & Lange, Sonora wholesalers in Wisconsin and Michigan. He states that the new Sonora receiving sets are moving especially well, and that the high-boy models are also favored. Mr. Yake spent several days near the end of September in Detroit, where he attended a dealers’ conference held at the Hotel Statler. He reported that the conference was very successful. A large number of dealers from all parts of Michigan came in to look over the new line, and several orders for loads of instruments were sold as a result. Mr. Yake announced that a new Sonora warehouse and display rooms were established about the beginning of October at 142 East Lafayette avenue, Detroit, H. C. Schultz, who has been in charge of Michigan territory for Yake & Lange, will be manager of the new warehouse. He will be assisted by William H. Oaten, formerly manager of the Husted Piano Co. A stock of Sonora instruments will be carried on the floor of this address, in order that orders placed by Michigan dealers may have more prompt attention than has been possible before.

Good Radio Demand

“Our business has been very good during September, and we are very well satisfied with the manner in which the season is opening,” said C. D. Weeks, president of the American Radio & Equipment Co., distributor of Music Master and Magnavox lines in Wisconsin and upper Michigan. “Dealers are buying about six weeks ahead of what was expected.”

“The Music Master line is going over very big, and the Magnavox is also very active. We have found that dealers appreciate the extensive publicity campaign that is being carried out by the Music Master Corp., and we are finding these sets much easier to sell for this reason. The fact that this firm supplies a complete line of radio sets and accessories is also a very favorable factor,” he continued. Among the recent callers was F. M. Christensen, Music Master dealer, in Racine, Wis.

Looks for Big Sales Gains

“Business has shown a very marked improvement during September in comparison with the Summer months,” declared David M. Kaston, vice-president of the Interstate Sales Co., distributor for De Forest and Freed-Elsemann sets. “I am looking for a still greater increase during the month of October. On a trip through the western and southern part of the State I found business conditions excellent and dealers very optimistic.” Mr. Kaston attended the New York radio show in September, and stated that he was particularly impressed with the Freed-Elsemann exhibit.

V. E. Lombard has taken over the work of representative for the Interstate Sales Co. in the middle western part of the State.

N. F. Lombard has taken over the work of representative for the Interstate Sales Co. in the middle western part of the State.

According to information received in Mil-waukee, Alfred F. Kieler, who was for a time wholesale distributor for the Starr Piano Co. with offices in Milwaukee, and who has more recently been traveling for this company in Wisconsin and parts of Michigan, Indiana, Illinois, and Minnesota, is now assistant district manager of the Starr Piano Co. at 234 South Wabash street, Chicago. He is assisting C. R. Hunt, who is in charge of the Chicago office.

To Hold Dealers’ Convention at Radio Show

A convention of radio dealers from all parts of the State is one of the new features of the annual radio show to be held at the Milwaukee Auditorium, November 11 to 15, under the auspices of the Wisconsin Radio Trade Assoc.

The record show promises to be a very big event this year, according to early indications. The booths for exhibits are going up rapidly and only a few remain to be sold. Wisconsin manufacturers and dealers are going to be well represented by attractive displays, and many manufacturers out of the State are being arranged for space. In addition to displays of practically every kind of radio apparatus, plans are being made for unusual entertainment features.

Sold Out on Old Stock

“We are completely sold out on our old stock of Victrolas, and we are now awating the new line,” stated Harry Goldsmith, manager of the Badger Talking Machine Co., Victer jobber.

“Dealers are showing great interest in all developments connected with the new instruments.”

C. F. Remakida, president of the former Milwaukee Talking Machine Mfg. Co., died at his home in Milwaukee after an illness of several years. He was buried in a local cemetery, the funeral services being held under the auspices of the Knights of Columbus.

Okeh Orchestra and Dealer Tie-Up Stimulate Sales

Three Leading Okeh Dealers Have Co-operative Advertising Campaign Announcing Store Concerts by Local Orchestra—Excellent Results

SAN ANTONIO, Tex., October 3.—An effective tie-up between a recording orchestra and dealer recently effected in this city at the time of the last release of the records made by Jimmy Joy and His Orchestra. The Texas Radio Sales Co., Inc., Okeh distributor, arranged with Jimmy Joy, of the Okeh Orchestra, to give a concert at a local store on the following day. The result was a tremendous sale, not only of the reed pushed but of various other numbers in the Okeh catalog.

Indiana Dealers Plan to Form State Association

Through the efforts of the Indianapolis, Port Wayne, and other music associations in the cities of Indiana, arrangements are being made to form a State association similar to other State organizations all over the country. Considerable publicity is already being obtained at this time, and it is hoped that which has been set for Indianapolis, Wednesday and Thursday, October 14 and 15, and the various committees in charge of the arrange-ments are very enthusiastic and feel that it is going to go over big. A program is being prepared and many prominent men in the industry plan to be present.

All music merchants in the State are urgently requested to bring their wives and as many of their organization as possible to this meeting, regardless of whether they receive an individual invitation to the same or not.

George Luder on Short Trip

George Luder, special sales representative of the wholesale division of the Columbia Phonograph Co., Inc., New York, recently spent a week in the New York State territory and secured first-time business that campated favorably with the volume for the entire month of August.

Closing Out Business

F. P. Sharp, president of the Sharpe Music Co., recently announced his intention of retir-ing from business and closing his establishment.
"TUNE IN" on Happiness and Profits  
—show a "HOHNER BOY"

"Some Music! Some Fun!" That is the message that "Hohner" is impressing on the minds of millions of people. That is why you, Mr. Dealer, are finding such a big and persistent demand for Hohner Harmonicas—the World's Best.

Look at the accompanying illustration. Does it command your attention? Does it create in your mind a desire to "tune in"? Does it make you long for a "Hohner"? Surely, it does. And that's how thousands and thousands of big folks and little folks will feel about it when they see this inviting, forceful and compelling display card in your show window.

It is a miniature of a life size reproduction of the "Hohner Boy" as painted by one of our foremost American artists. The cut-out is lithographed in eight colors and stands 31 inches high.

You can have this elegant lifelike display stand with one dozen fast selling Hohner 50 cents Harmonicas (Nos. 34B, 132, 180 and 35) complete at the popular price of $4.00.

Besides the profits that await you in the sale of the Harmonicas, the "Hohner Boy" will lend dignity and attractiveness to your store. Remember, too, Mr. Retail Dealer, that Hohner Harmonicas are ready sellers every day of the year and that they offer you the soundest merchandising investment that it is possible for you to make.

Description.—No. 425 "Hohner Boy" Assortment. Lithographed in eight colors. A permanent display card 31 inches high, 15 inches wide. Carries twelve assorted Hohner Harmonicas in different keys to retail at 50 cents each.

Price Per Assortment $4.00

M. HOHNER, Inc., Dept. 72, 114 East 16th St., New York

Canadian Address: Hough & Kohler, 468 King Street, W., Toronto

Fascination  
Inspiration  
Education  
Entertainment  
Accuracy  

Health  
Portability  
Durability  
Convenience  
Popularity
Dealer Protection Insures Profits From Radio Department, Says Manufacturer

Modern Methods of Competition Make Protection of the Dealer Essential, According to Freed-Eisemann Statement, in Connection With Outline of New Dealer Franchise Policy

Absolute dealer protection is the main point of the new policy which has been put into effect by the Freed-Eisemann Radio Corp., Brooklyn, N. Y. In presenting and outlining this new policy in a statement to the trade the Freed-Eisemann organization gives a resume of a survey which it has made of the retail radio field. The investigation is directed to the dangers of price-cutting and loss of consumer confidence. It has been made "to suppress anyone whose practices are unfair, which will weed out the unfit."

"Not only will the dealer receive individual attention and helps such as window display cards, electric signs and other miscellaneous aids, but best of all," Mr. Stern, "is the organization of a mail campaign such as is now being used by the foremost automobile manufacturers. This campaign promises results beyond any of our other forms of advertising. The dealer who avails himself of the material offered by Freed-Eisemann will enjoy the advantages of the most complete radio campaign ever devised."

Referring to the radio situation in general, Philip Van Doren Stern, in charge of merchandising Freed-Eisemann products, stated: "The best dealers in the country are as much interested in the manufacturer's proposition as they are in the manufacture of apparatus. Dealers not only want to know how the set is going to work out, but how the sale is going to be handled. In cutting down our distributors from eighty or eighty-five to forty this year and confining each distributor strictly to the exact counties allotted to him we expect to do away with unethical dealer competition."

"The inroads which the mail-order houses made into manufacturers' selling systems last year will be put to an end. There will be no place from which the dealer can obtain a Freed-Eisemann set this year except the one jobber who is handling it in that territory."

"In cutting down the number of our distributors we were obliged to discontinue with some of our best customers, but we feel this big, sound business can be based only on a strict policy with means for enforcing it. In order to give our dealers double assurance that the franchise agreement and the other terms of the contract will be strictly adhered to we have arranged that the contract is made between the dealers and ourselves (negotiated, of course) through the distributor. We want the dealer to feel that the factory is responsible for the maintenance of the terms of his agreement."

J. D. R. Freed

Alex. Eisemann

strictly, the results of this investigation are:

"The dealer has learned that bargain receivers are decidedly costly in the long run, both to himself and the purchaser, because quality is sacrificed for price. Nor will the reputable dealer handle the product of the manufacturer who makes no effort to protect him against the onslaught of 'gyps' and the cut-price store. He wants a legitimate return on his investment and is determined to get it."

"There is a process of elimination at work which will weed out the mediocrity. The tide of public opinion is against them and will continue to suppress anyone whose practices are unfair. Dealers as well as manufacturers will have to establish high standards of merchandising and live up to them."

Because of this condition the Freed-Eisemann Corp. has prepared a franchise which gives its dealers absolute protection. The distributors who have been chosen are of sound repute and have been specifically instructed to select only such dealers who could measure up to the desired merchandising standards. The following clauses of the franchise make clear the steps to be taken to give the fullest of protection to the dealer:

While the manufacturer does not contemplate any reduction in the list price of the apparatus, it will pursue the dealer as follows:

1. Should the manufacturer announce lower retail prices during the term of this agreement the manufacturer will authorize the wholesale distributor to reduce the dealer's price accordingly by leading the distributor's credit memorandum for the difference between the amounts paid by such dealer for the apparatus in which the dealer has no hand at the time of such reduction in the price, including all receivers purchased within sixty days preceding the effective date of such reduction in the price, and the amount which the said dealer would be required to pay for said merchandise at the reduced retail list price.

2. In the event the manufacturer declares obsolete so many models the manufacturer will refund the dealer in cash the difference between the amount paid by such dealer for the apparatus in which the dealer has no hand at the time of sale and the list price, and the amount which the said dealer would be required to pay for said merchandise at the reduced retail list price.

3. The manufacturer will order to obviate the danger of violation by any wholesale distributors of the territorial franchise of the dealer by a sale by such distributor to some other local dealer not having a franchise, will, in agreement with distributors, have a provision in the effect that such distributors shall not sell outside their own territory.

4. The advertising and publicity departments of the company have prepared extensive advertising and dealer helps in the form of material for newspapers, catalog and window display work, in addition to the folders and booklets which are being broadcast throughout the country. One booklet which has attracted particular attention is a manual written by J. D. R. Freed, offering personal suggestions for the prospective radio buyer.

In a brief talk with P. V. D. Stern, advertising manager of Freed-Eisemann Corp., it was learned that a huge appropriation was allotted to advertising in the Saturday Evening Post, Literary Digest, Collier's, America and many of the other periodicals and newspapers.

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Standardyne

is FIRST in the FIELD

with

DEALER'S CAMPAIGN BOOK

CONTENTS

The Standardyne Dealer's Campaign Book is the first complete exploitation service ever offered to the radio industry. It gives the radio dealer the same valuable assistance in advertising and selling Standardyne Receivers as though our entire advertising department were placed at his disposal.

Its 16 pages in color contain:

Prepared advertisements, suggestions for window trim, practical ideas for publicity stunts, illustrations of all advertising helps, how to tie-up with our 24-sheet campaign, complete cut and mat service, complete list of advertising supplies, special post cards for mailing list use,

AND

Shows You

How to Advertise and Sell Standardyne

Dealers—Write us today for details of our Franchise Plan and copy of Campaign Book

ANOTHER REASON WHY YOU WANT A

Standardyne FRANCHISE!

Apply to BEN W. FINK. Sole World's Distributor for

Phone Chelsea 4381

Pacific Coast and Mountain States
Model B-S $65.00
Model B-H $100.00

Standard Radio Corporation
Worcester, Mass

1123 Broadway, New York
Illinois Music Merchants Hold Annual Convention

Illinois Music Merchants' Association Discusses Many Important Trade Problems in Two-Day Meeting Held in Rockford

Rockford, Ill., October 1—The fourth annual convention of the Illinois State Music Merchants' Association was held at the Hotel Nelson here on Monday and Tuesday of this week, and two full days were filled with discussions of the various problems connected with the retail music trade.

Several of the speakers took occasion to emphasize the need for promoting public interest in music through education with a view to increasing the market for music and music-producing instruments.

One of the matters discussed at length was blank advertising, several suggestions being offered as to ways and means for curing that evil. The support of the dealers was asked for the movement to have the Illinois Legislature pass the Printers' Ink Model Statute to insure clean advertising.

Among the resolutions passed was one changing the association by-laws so that those engaged in any division of the retail music business would be eligible for active membership.

Another resolution urged that the National Association of Music Merchants make provisions for having three delegates from each of the local and state associations affiliated with it attend the mid-year meeting of the executive committee of the national body for the purpose of bringing before that body matters of general interest.

The new officers elected for the coming year are: President, R. J. Von Passen, Blue Island; vice-president, E. E. Hanger, Lincoln; treasurer, Lloyd Parker, Harrisburg, and secretary, M. P. Stepper, Freeport. The association voted to hold its annual convention in 1926 in Decatur.

Announce Dates of 1926 Official Radio Shows

Radio World's Fair in New York to Be Held in New Madison Square Garden, September 13 — Chicago Show Date Is October 11

Official announcement was made recently by Herbert N. Frost president of the Radio Manufacturers' Association, that the show committee of the Radio World's Fair, held in the Zetlin Field Armony had designated the official show of the manufacturers for 1926.

These will be the Third Annual Radio World's Fair in New York and the Fifth Annual Chicago Radio Show in the latter city.

These two shows will be under the direction of U. J. Herrmann and C. Claydon Irvine, Jr., who are conducting the Radio World's Fair this week in cooperation with the manufacturers.

The Radio World's Fair next year will be held in the new Madison Square Garden, now being built by the Ringling-Barnum interests. It will occupy the entire two exhibition floors of the new building and the tentative date approved by the committee for the opening of the show is September 13.

The Chicago show next year will be moved forward about two months, October 11 having been designated for its opening. It will be held in the Coliseum there.

Mr. Frost, who is also chairman of the Radio Manufacturers' Association, said: "The manufacturers have decided that Messrs. Herrmann and Irvine are the best directors for radio shows and we have arranged for them to conduct the national shows in the future."

The U. T. K. Radio Corp., Utica, N. Y., was recently incorporated at Albany with a capital stock of $4,000. W. P. Coogan, H. J. and P. L. Chapell are the incorporators of the new radio concern.

"It has no equal for extreme distance range"

A DEALER can make such a broad statement in offering the Press Straight Eight to a customer and a convincing demonstration will be the convincing proof.

No set on the market to-day has the great energy amplification of the "Straight Eight"—an 8-cube set having an amplification of 4,000,000 before the detector. This great energy amplification means direct-writing, without celled clarity—what the public is looking for in its radio sets today.

Its loop operation gives a Press dealer an overwhelming advantage over his competitors in making house demonstrations. Its one tuning control with visible wave-length indicator graduated in one meter divisions is a feature that means sales.

Our liberal dealer discount, plus protective features, will interest progressive dealers. Write or wire us to arrange for the earliest possible demonstration by our distributor in your territory.

Announces New Building

WASHINGTON, D. C., October 7—B. C. Snyder, proprietor of the Broadway Music Store, announces the construction of a new three-story building on the site adjoining the present building occupied by the music store. Mr. Snyder states that the music establishment will continue to occupy the old building in addition to the first floor of the new edifice.

Among the music houses represented at the Altentown Fair, Altentown, Pa., are the exhibits of the Cameron Piano Co., the Kramer Piano Co., and the Wesley Music House.
The Four Aces of Radio

A Good Hand for Any Dealer

UTAH STANDARD $25

UTAH SUPER-FLEX $14

UTAH PHONO SPEAKER $10.00
With Stand
Without Stand 9.50

GUARANTEE
Buy a Utah and use it for two weeks. Compare its tone with the best the others are able to produce. If the Utah does not give better reception return it to your dealer and he will refund your money.

We are Manufacturers Not Assemblers

Made in Salt Lake City

UTAH RADIO PRODUCTS CO.
1427 S. Michigan Ave., Chicago, Ill.
World's Best Radio PEARSON

AMAZING PRICE REDUCTIONS now make the Pearson line the outstanding value for rapid turnover. Developed by the Pearson Division of the Electrical Research Laboratories, you can sell at drastic price cuts a name known for quality to every fan. Offer these Pearson sets as giant bargains, for the most sensational sale your store has ever known. Smashing turnover and a harvest of profit.

The PEARSON Paramount
Cabinet of the finest selected stripped mahogany, two-tone antique finish, best laminated construction, with $25.00 Loud Speaker built in. Contains the finest Pearson navy license 5-tube receiver; none superior for clarity, selectivity and volume.

LIST $130 without batteries or tubes.

The PEARSON Special
This is the set that swept like wildfire from Maine to California instantly upon introduction. There is scarcely a neighborhood anywhere without a Pearson Special known among the fans as the set to be envied for performance and positive control. A 5-tube wonder for selectivity and volume. Beautiful mahogany, finest finish and distinctive design.

LIST $60 without batteries or tubes.

The PEARSON Five
Every posted dealer and fan remembers the furor created by this $50.00 innovation. Like the watch that made the dollar famous, the Pearson Five was first to make $50.00 the price of the finest type of 5-tube performance. This genuine mahogany navy circuit set possesses every feature of the clarity, selectivity, volume—at any distance, and positive, easy control which have made Pearson one of the biggest names in radio.

LIST $50 without batteries or tubes.

AMAZING PRICE REDUCTION

PEARSON Division, Electrical Research Laboratories, 1421 So. Michigan Ave., Chicago, Ill.
World's Best Radio PEARSON for 1926

Again the Pearson Line gives more for the money. Again the Pearson dealer can sell with sensational values. Pearson challenges any dealer anywhere to read the following descriptions and not be convinced that the new Pearson 1926 Line affords his best chance for turnover and profit.

**PEARSON PS-5 De Luxe**


LIST **$78.50** without batteries or tubes.

**PEARSON PS-5 Standard**

Another new-style cabinet. Bronze engraved panel, sub-panel and dials Bakelite. Licensed circuit under Navy patent. Two stages tuned radio frequency, vacuum tube detector, with two stages of audio frequency amplification.

LIST **$70** without batteries or tubes.

**PEARSON De Luxe Floor Console Model PS-5**

Cabinet 38½ in. high, 21½ in. wide, 16½ in. deep, two-tone quartered and matched French Walnut. Scrollwork over a gold cloth panel conceals a full-size, high quality loud speaker. Compartment for both charger and batteries. Contains the Pearson Navy license tuned radio frequency. Five 5-volt tubes—uses either indoor or outdoor aerial.

LIST **$146.50** without batteries or tubes.

These three sets rank with any on the market—and they are priced one-half to one-third.

In range, volume, selectivity and tone there is no other set, regardless of price, which insures to the dealer so much turnover, profit and satisfaction.

*Write or Wire Today for Our Complete Proposition*

PEARSON Division, Electrical Research Laboratories, 1421 So. Michigan Ave., Chicago, Ill.
These Cabinets Will Sell Any Radio Set

You can take any Radio Set in your store, put it in one of these Cabinets, and it will SELL.

Here are three winners without an artistic equal in the field. These models are created under the direction of Mr. I. A. Lund with his designers, decorators and cabinet workers with lifetime experience here and abroad.

Their original exquisitely perfect designs are now produced under special quantity production methods which do not sacrifice one single essential of perfection or magnificent finish.

The low prices will amaze you, and yet we are using the costliest woods, inlays, borders and an all-wood loud speaker built in.

Every Progressive Dealer Will Want This Line
BE THE FIRST MAN TO SHOW THEM IN YOUR TOWN

Full Particulars on Request

UNITED CABINET CORP.
1421 South Michigan Ave.

Chicago, Illinois
Michigan Music Dealers to Organize Association

Call Sent Out for General Meeting at Hotel Pantages, Grand Rapids, on November 2 and 3 with Idea of Forming State Body.

GRAND RAPIDS, Mich., October 1.—At a meeting to be held at the Pantages Hotel, this city, on November 2 and 3, an earnest effort will be made to organize a permanent association of the music merchants of Michigan, according to C. H. Hofmann, one of the organizers of the movement, who announces that Frank G. Bayley, of the Bayley Music House, Detroit, has been selected as temporary chairman.

An interesting program has been laid out for the meeting, which it is hoped will be attended by men of national trade prominence who are interested in organization work, including Henry E. Weisert, president of the National Association of Music Merchants.

Very Small Percentage of Farms Are Radio Equipped

A recent survey by the Department of Agriculture reveals the fact that only eight and one-half per cent of the farms of this country are equipped with radio receivers. Questionnaires were sent to county agents to determine the extent to which farmers were interested in radio and its uses on farms. The answers to this questionnaire revealed that the sets which farmers are using are capable of tuning in on distant stations. Few farmers live near broadcasting stations and so they are interested in purchasing receivers which are capable of getting distant stations. The Department of Agriculture after studying the answers issued a report stating that the buying power of the farmers has increased and in view of the fact that the cost of good radio equipment has decreased to a considerable extent. The farmers are expected to buy more freely.

New Columbia Dealer Help

The wholesale division of the Columbia Phonograph Co., Inc., New York, is putting into effect a new method of dealer co-operation whereby a special representative will visit the trade and spend a necessary time, even to several days, assisting the dealers in inaugurating and putting into effect special sales campaigns, inventorying stock and in general helping the dealer to achieve better methods of merchandising.

Amalia Malina, exclusive Columbia recording artist, has made a big hit with New York vaudeville audiences, having been held over at the Hippodrome for a second week on the occasion of her recent appearance at that monster theatre.

Brunswick on Broadway

The appearance of Herb Wiedoeft and His Orchestra at Roseland, New York, was the occasion of much desirable Brunswick publicity on Broadway. During the period that this California aggregation provided the music for the dancers at this famous ballroom, signs in front of the establishment proclaimed to the passers-by that the Wiedoeft Orchestra were exclusive Brunswick artists.

W. T. Marsh in New Position

DENVER, Colo., October 7.—W. T. Marsh recently assumed the management of the talking machine and radio departments of the Daniels & Fisher store, which will be known as the Western Radio & Music Co. Mr. Marsh plans extensive improvements, including among them the installation of a small goods department. He will be assisted by Mr. Weidensaul.

Demonstrate Orthophonic Victrola in Peoria, Ill.


PIERIA, Ill., October 6—The Chicago Talking Machine Co., of Chicago, Ill., and the Koerber-Brenner Co., of St. Louis, held a joint demonstration of the new Orthophonic Victrola at the Jefferson Hotel this city. Both morning and afternoon meetings were held and well attended by about 150 Victor enthusiasts representing Victor dealers in and around Peoria.


When presented, the Orthophonic Victrola was greeted by a burst of applause, which clearly showed this instrument surpassed by far the dealers' fondest expectations.

Among the dealers present at the morning meeting were: Carl Bleeck, of Block & Kuhl Co., Peoria; Jas. Lacey, of Lacey's, Inc., Peoria; C. C. Adams, of Adams Music Co., Canton Ill.; Harry Spady, of Emerson Piano Co., Decatur, Ill.; E. E. Hanger, of Hanger Bros., Lincoln; Louis Mittenfeldt and C. A. Kiler, of Campaign, and numerous others who were so impressed with the first demonstration that they attended the second.

In all, enthusiasm is at new high as a business-getter, Peoria and vicinity are in for the greatest business of their history.

Appointed to New Position

W. B. Freeman, formerly with the Beekley Music Co., Salt Lake City, Utah, is now connected with the Glidden & Marsh Music Co., Denver, Col., as assistant to the president.

The Marconi Speaker in Canada

The O'NEIL Audiphone (Reg. U. S. Patent Office) Elsewhere

Read This Marconigram:

O'NEIL MANUFACTURING CO.
WEST NEW YORK, N. J.

After giving the nationally advertised Loudspeakers now on the market a thorough test we have decided to adopt the O'NEIL Audiphone Unit for our new MARCONI LOUDSPEAKER. We are naturally very jealous of the Marconi name and Marconi standard of excellence.

CANADIAN MARCONI COMPANY

HEAVY DUTY SPEAKER—NO BLAST—NO CHATTER

A Competitive Test Will Prove

That the O'NEIL AUDIPHONE will sell. It is guaranteed and will stay sold. Builds up good will and larger profits for you.

O'NEIL AUDIPHONE DEALERS RECEIVE FREE LOCAL ADVERTISING

List Price $25.00

Write today for attractive proposition


O'NEIL MFG. CO.
4738 Hudson Boulevard
West New York
New Jersey
Just out—

—the NEW URECO GoldenTone Power Tube

the tube with the golden color

LIST $6.50
URECO Goldentone
sets a new standard of power and tone

Cut down on your complaint department right now. You can *double* the efficiency of any set you sell! It’s as easy as snapping the fingers to do it. Just prescribe the URECO Goldentone Power Tube for the last audio stage. Result—

1. Coast-to-coast range
2. Heretofore unheard sweetness of tone—
3. Absolutely free of distortion.

*Why the Goldentone builds up volume*

The inside of the Goldentone is *different*—not only different in construction, but additional elements and greater capacities, to increase the flow of plate current to almost twice as much as in the 201A. That means amazingly increased volume — *clear loud-speaker volume on far distant stations*.

*Why the Goldentone eliminates distortion*

That last tube in the radio set has been heretofore like a man’s voice—past a certain range, falsetto, distortion. Goldentone is like a *voice of unlimited range* — no forcing necessary to produce each tone, true and clear. The extra plate current gives it the power to build up the signals *smoothly*.

Not words, but PROOF is what you want. Put the URECO Goldentone in the last audio stage of your own set and you will never take it out.

THE UNITED RADIO & ELECTRIC CORPORATION
418-426 Central Avenue Newark, New Jersey
First Concert Given Via the Radio by the Victor Co. Arouses Enthusiasm and Dealers Stage Effective Tie-Ups—Demonstration of Orthophonic a Success—Other Trade Activities

SAN FRANCISCO, Calif., October 6.—The choice of summer brought with it an increased interest in both music and electrical fields and the feeling of optimism which has been expressed as to Fall and Winter prospects by dealers and manufacturers is being confirmed by the results of the recent activities of the Victor Talking Machine Co. from Station KGO, where famous artists entertained many thousands of listeners via the ether route.

Dealers were enthusiastic and cooperated to the fullest extent, with the result that both radio receivers and talking machine records sold in increased quantities.

It was the night of the first Victor concert for the Pacific Coast, and when business was over people hurried home. Many of them stayed and listened to the orchestra of friends. The big radio party given in the Civic Auditorium had so many in attendance that all the seats were occupied within ten minutes of opening the doors. It is estimated that seven thousand people were seated, but considering those standing, it was possibly nearer to ten thousand. Each was filled with a rush of beat and admiration for the performance.

Speaking of the Victor concert, H. A. Rehmke, manager of the radio department of the retail store of Sherman, Clay & Co., here, said that the concert was the greatest and finest thing ever put over in radio on the Pacific Coast. The audience in the packed Auditorium listened so intently that one could have heard the proverbial pin drop. A live band speaker had been furnished by the Radio Corporation of America, owners of KGO, the Trans Bay station where the Victor artists were broadcasting. According to Mr. Rehmke, the music was perfect all through the great hall, just as if the performers were in the building. The same volume, both of voices and of instrumental music, was as rich and full in the remotest corner as in the front rows. Schipa, premier lyric tenor, sang four of his favorite numbers, all on Victor records, and an encore; Marcel Journet rendered three arias, and a specially selected group of thirty-two players from the San Francisco Symphony Orchestra played delightfully, under the baton of Josef Fastowick, musical director of the Victor Talking Machine Co. Others of Sherman, Clay & Co. directed people to the boxes and waited upon them.

Realizing that many people downtown in the evening would like to hear the Victor concert, Sherman, Clay & Co. kept open house from 6 p.m. during the broadcasting. Three super- listeners were operating in the store, and a number of people availed themselves of the invitation. A similar concert is scheduled to be broadcast from Station KFL, Los Angeles, on the evening of October 13.

Demonstration of Orthophonic

Otto May, of the Victor Co., demonstrated the new Orthophonic Victrolas to Victor dealers of San Francisco and the Bay region on the evening of September 24, in the Borgia rooms of the St. Francis Hotel, San Francisco. There was a large attendance of dealers. James J. Buhler, of the Wily B. Allen Co., Victor dealer, speaking later of what he called "this marvelous instrument," said that the trade, as a whole, received it almost enthusiastically and regarded it as a marvelous discovery, particularly when coupled with the new electric process of recording records.

Opera Featured by Willy B. Allen Co.

The entire window space of the Wily B. Allen Co., on the Kearny street side, has practically been devoted to featuring the grand opera season, tying it up with the Mason & Hamlin piano and with the Victor and Brunswick, as well as with a number of band and orchestra instruments. Three Mason & Hamlin pianos, in all, are displayed in the company's windows, one with a large placard, carrying Tito Schipa's picture as the Chevalier in Massine's "Marina" and also carrying his tribute to the Mason & Hamlin piano. There is also a good sized representation of an operatic stage, fully lighted, and showing cut-outs figures of Victor and Brunswick artists. There are also large photographs of the artists beside which are records made by them. The bond window, illustrated by Henry Grobe, features Continental instruments, Deagan xylophones, Ludwig drums, Zimmerman harmonium and other band and orchestra lines.

Tito Schipa recently held a reception in the Wily B. Allen Co.'s store and autographed his own Victor records for all customers who purchased them. A record crowd attended the recent Victor concert, and this and the San Francisco opera season have combined to place him very much in the public eye on the Pacific Coast.

Heckert Parker with Magnavox Co.

Heckert Parker, for years interested in the marketing of electrical devices, was recently appointed a special contact representative of the Magnavox Co. He will travel throughout the United States and Canada serving as a connecting link between the company and its special dealers.

Samples of the new Brunswick Panatone are expected on the Coast shortly.

Kolster Radio Announces Guarantee Policy on Sets

Federal Telegraph Co. of California, Manufacturer of Kolster Radio, Explains Important New Policy

The Federal Telegraph Co. of California in a letter to Kolster Radio distributors announces a formal guarantee upon all receiving sets manufactured by them. Representing a decided forward step in the assumption by the manufacturer of the responsibility for the quality of the receiving sets sold by them, the policy announced for Kolster Radio at the same time provides the distributor and dealer with every protection against indiscriminate and unpretentious tampering with the set by the ultimate purchaser, with the usual consequent reflection upon the dealer.

Every Kolster Radio shipped from the factory will be accompanied by a guarantee tag which the Kolster dealer gives to the ultimate purchaser when the set is delivered to the latter's home. The Kolster dealer signs a statement on the guarantee tag that he has completed the installation of the set, and that it is operating satisfactorily.

After the purchaser has signed a similar statement and has mailed the card to the New York office of Kolster Radio, the Federal Telegraph Co. sends the purchaser a formal guarantee in which the company guarantees the correctness of the design, the quality of the material and workmanship, and satisfactory performance for one year.

Every Kolster Radio is also fully sealed before it leaves the factory and the formal guarantee states explicitly that under no circumstances must the seals be broken by the customer with the penalty that the guarantee immediately becomes null and void if the seals are broken.

Kolster Radio distributors and dealers welcome the new policy as one which, if adopted generally, will put an end to a vast evil in the radio business and will avoid many misunderstandings between dealers and their customers.
This Broadcasts the Biggest Fact in the whole Field of Radio!

If our merchandise wasn't better than other "bests"; if our models became unsalable through changes or price cuts; if our prices were not attractive; if our merchandising policy wasn't sound — somebody — somewhere — would have lost money on MUSICMASTER.

But no one ever has lost money on MUSICMASTER! No more absolute proof can be offered to convince you that our quality satisfies; that our merchandise is always an asset; that our prices are attractive; and that our merchandising policy is sound.

Ninety-three million Americans are reading the MUSICMASTER Story, and volume sales prove that MUSICMASTER'S great campaign of National Advertising is effective.

Our story is the greatest true story ever told in radio. Make it your story. Get the MUSICMASTER Sales Franchise for your store — if you are in open territory.

These franchises are granted only to dealers of standing who have the energy to get the most out of their territories.

Write or wire us, or get in touch with our nearest authorized distributor.

MusicMaster Corporation
WALTER L. ECKHARDT, President
Makers and Distributors of High-Grade Radio Apparatus
126-130 N. Tenth Street
PHILADELPHIA

TYPE 100

TYPE 100
We tell them-

35 The new
What is already the talk of radio engineers
we are now making the talk of radio fans—
and that's where you can profit!

Millions of owners of multi-tube radio sets are being
told about Unipower through a national adver-
tising campaign in The Saturday Evening Post and the
radio magazines. Every one of these advertisements is in
full page space telling a complete and convincing story.

This advertising is thorough. It is extensive and inten-
sive. It is concentrated in the best buying months of the
year. It reaches millions of prospects and does this per-
sistently with page after page, month in and month out.

Thousands of the fans this advertising is selling are right
in your territory. Many of them are already your custom-
ers. And those that are not, you want, and we have a
plan that will help you get your share of them.

But first find out what Unipower is

Now, for the first time, the radio owner can have com-
plete, continuous "A" power supply in a single compact
unit always at full voltage and completely controlled by
a master switch which operates both radio set and Uni-
power—and all this at an operating cost of only a few
cents a month.

Note that Unipower is not a so-called battery elimina-
tor and should not be confused with any other radio
power device.

For the first time owners of R. C. A. super heterodynes
and other cabinet sets with limited battery space can
have a permanent "A" battery supply which can be safely
put inside the cabinet.

Unipower is unique. When the radio set is on, the
house current is off. When the set is off, Unipower is
automatically replenishing itself from the house current.

These and other ad-
vantages, together
with Unipower's low
price, make for quick, easy
sales—and your profit on each
sale is large!

Here is a means of getting
many new customers

If you want to cash in on this latest sensation in radio,
if you want to hold old customers and attract new ones,
if you want to increase your sales and profits immediately,
then get behind this advertising by stocking Unipower at
once. (Order from your jobber)

Then put our dealer plan to work for you. It is simple
but effective. It provides a means of attracting customers
and prospects into your store through sales helps we supply,
free; booklets, counter display and newspaper advertising.

Write for folder!

Send right now for "Special Dealer's Folder." It tells the
complete story of the big advertising campaign behind Uni-
power. It explains how you can quickly and easily cash in on
this advertising. Write today and the complete dealer plan
will reach you promptly! Gould Storage Battery Co., Inc., 250
Park Ave., New York, Chicago, Kansas City, San Francisco.

Unipower is supplied in two models for 60-cycle, 110-125
volt A.C. Each model is equipped with a Balkite charger of
special design. The four volt type is for UV-199 tubes or
equivalent and retails for $35; the six volt, for UV-201-A
tubes or equivalent, retails for $40. (West of Rockies prices
are $37 and $43.) Special models, 25-50 cycle, are available.

Unipower TRADE MARK

Off when it's on ~ On when it's off
World-Famous Artists Have Started Broadcasting Under Auspices of A. Atwater Kent

First of a Series of Concerts by Artists Who Have Achieved International Fame Through Records and Concert Stage Results in Wave of Enthusiasm—One of the Most Ambitious Moves in the Interest of Radio and Good Music Sponsored by Radio Manufacturer

What is regarded by authorities in various fields and by the general public as large as a most favorable reaction in the interest of radio broadcasting, which means in the interest of the radio trade itself, as well as for the further development of interest in better music on the part of the public, has been launched by A. Atwater Kent, president of the Atwater Kent Mfg. Co., Philadelphia, and one of the leading figures in the radio field, who has arranged for a series of thirty Sunday night concerts over the radio featuring an imposing group of artists of international reputation.

The plan is the most ambitious thus far attempted in the field of radio broadcasting and the entire cost of securing the artists as well as of the broadcasting itself, which will be conducted through Station WEAK, New York, of the American Telephone & Telegraph Co., is being borne by Mr. Kent, who has secured the cooperation of several leading talking machine companies to the extent of having noted record artists released from standing contracts for the purpose of appearing in the concert series.

That the concerts proposed by Mr. Kent are regarded as of general public interest is evidenced by the fact that the initial announcement received wide publicity in newspapers throughout the country and called forth a flood of favorable comment among musicians and music lovers, members of the radio trade, educators, and even Government officials.

Dr. John J. Tigges, United States Commissioner of Education, expressed the opinion that in bringing the best of music into the homes the concerts would be of great educational value to an bringing the best of music into the home the stoner of Education, expressing the satisfaction it gave him to prove that some day the greatest artists would be brought to the greatest possible number of homes.

"Ever since radio came into reality," said Mr. Kent, who was present between the numbers of Mr. Werrenrath's program, "it has seemed to me that some day the greatest music would be brought to the greatest possible number of homes. It is a tremendous satisfaction to me to have played a part in bringing this about and I sincerely hope that there will be as much pleasure for you in hearing these concerts as there has been to me in arranging them."

Mr. Werrenrath's Enjoyable Program

Mr. Werrenrath held strictly to his published program and offered eleven songs from his extensive repertoire, giving a few words of explanation before each number.

The first selection was "Beauty's Eyes," by Tosti, this being followed by "Punchinello," an inspired rendering of "The Blue Bird," and then the Toreador song from "Carmen," as the first group. In the interval that followed, Mr. Carrick, the accompanist, played the Chopin Waltz in A-flat major.

Mr. Werrenrath's second group consisted of three sea songs, which he sang with characteristic vigor and understanding, among them being "Shanghai Station's Fancy," by Deems Taylor; "Trade Winds," by Keel, and "A Pirate Song," by Gilbert. This group was followed by the playing of Rachmaninoff's Prelude in G-minor, by Mr. Carrick. The third and final group by Mr. Werrenrath consisted of the "Kashmiri Song," "The Ringlets," "Smiles Through," and "Gunga Din," set to music by Chopin, Sjöqvist, and sung at this concert for the first time in America.

Following the concert, the listeners were requested to write to Mr. Kent giving their impression of the concert and of the plan. It was announced at the same time that Toscha Seidel, the noted violinist, would be the artist at the next following Kent concert on October 11.

The initial program was broadcast as announced through Station WEAK, New York, and a chain of eleven other stations affiliated therewith, including WEEM, Boston; WJAR, Providence; WGR, Buffalo; WCAP, Washington; WGA, Philadelphia; WSAE, Pittsburgh; WAWJ, Detroit; WCCO, Minneapolis-St. Paul; WOC, Davenport, and WFI, Philadelphia, thus reaching it estimated over 60 per cent of the radio listeners-in of the entire country.

In the forthcoming concerts Station WOO, Philadelphia, will alternate with WVEI of that city.

Details of the program for the balance of the concerts are still to be worked out, but will be announced in proper season, although it is stated that Louise Homer, guest artist of the Chicago Civic Opera Co., will sing in the concert on October 18 with Mabel Garrison, well-known soprano, and Olga Samary, popular pianist, in a joint recital on October 25. The details of the program are being worked out by Mr. Kent and his associates in cooperation with John F. Adams, president of the Wolfsohn Musical Bureau, New York, who will play a prominent part in carrying out the negotiations and engaging the various artists.

The artists definitely announced as being engaged to take part in the series of important concerts are:

To the Millions Buying Records OKeh Are Favorites

If you are not a seller of OKeh Records ask one of the several thousand dealers who are—Let his happy experience be your guide.

You can become an OKeh Dealer by inquiring for the details of our Authorized Dealer Proposition. Such an Agency promotes greater business.

GENERAL PHONOGRAPH CORPORATION

New York Distributing Division

15-17 West 18th Street :: New York City
THE NEW LOW WAVE 1926
ECHOPHONE RECEIVERS NOW READY

ECHOPHONE DRY CELL EQUIPMENT

The Echophone line also includes a three-tube set constructed for dry cell operation exclusively. This set, the "V-3," gives loud speaker reception of practically any of the better known broadcasting stations. Dry cell equipment throughout eliminates the cost of expensive batteries and chargers, insuring low cost of operation. Has a tuning range from 600 to 200 meters.

Handsome brown mahogany finished cabinet, providing ample space for batteries. You cannot buy a more efficient, low priced set.

Price, without tubes or battery, $35.00

Buy for the future

The outstanding feature of the 1926 Echophone line is its provision for a low wave tuning range from 550 to 150 meters. The use of low waves is inevitable. Echophones give you an enormous sales advantage in that they reach stations that can't be tuned in on other sets.

Tone Quality, Selectivity and Beauty

The design of our cabinets has reached a high degree of perfection. The most critical customer will be convinced upon seeing them. We seek comparison with all other sets on the market in the above three features. Tone quality and selectivity are attained with—SINGLE and DUO-DIAL CONTROL—which permits of simplicity of operation formerly not thought possible.

Echophone policies guarantee
PROFIT—PROTECTION—PERMANENCE

1. Profit for both distributor and dealer through liberal discounts offered.
2. Protection against price reduction and by exclusive dealer sales franchise.
3. Permanence by the good will established through extensive advertising in national publications and local newspapers.

We stand behind the dealer at all times with our SERVICE and CO-OPERATION.

Write for detailed information and give us the name of your distributor, or better, order now.

Echophone Radio, Inc.
1120 N. Ashland Ave.
Chicago, Ill.
World-Famous Artists
Broadcast First Program

(Continued from page 90)

newspaper enters the list of radio stars, and that all of them were to be heard on the air. The radio, it was well worth while to try to interest the public to broadcast.

"There were many obstacles as one can imagine, but I found that the artists of national and international reputation, were eager to "go on the air." They thought, as I did, that their appearance on radio broadcasting, programs was a natural sequence in the development of the art, and that the time had arrived for the step to be taken. This, of course, made the task much easier.

In fact, without that feeling on the part of the artists the plan would have been impossible.

There was a good deal of discussion on the part of different interests as to how the broadcasting, by famous artists might affect attendance at their concerts, or the sale of their phonograph records. I must give these artists highest credit for their absolute willingness to take chances on both of these things. I find that they are big people, and that their expressed interest in the cause of extending the best music to as many people as possible outweighed all other considerations in their minds.

"The attitude of the artists with whom I came in contact is, perhaps, best expressed by what Madame Louise Homer said to me:"

""I am delighted and excited at the innovation whereby a host of artists can be heard by all America. I am sure that it will prove of great benefit to the cause of good music and that in the future there will be a great deal more eagerness to hear good music on the part of people who have not had the opportunity to become educated to it by attendance at the opera or at the leading concerts."

"The arrangement under which these opera and concert stars will be heard will in no way interfere with the other general broadcasting programs. It will simply provide the best musical talent America affords for one hour each week, beginning each Sunday evening at 9:15, Eastern Standard time. The programs, which are now being worked out and which will be announced as soon as possible, will be of a high class character, yet they will not be without popular features. Thus, the artists, as well as presenting high-class musical numbers, will also sing some of the good old songs that will never die. In fact, they have asked permission to do so, which I gladly gave, since, to my mind, nothing could be finer than to hear one of the good old familiar songs sung by an artist of the first degree."

"As the plan goes on it is possible that the broadcasting of the leading artists was not wanted, and I hope to make arrangements by which some of the artists may broadcast from individual stations throughout the country so that the programs may be heard in as many different localities as possible."

Adler-Royal Jobber Proves Value of Demonstration

Sixteen Noises to a Star!

COMET — across the sky—brilliant—but a flash—and forgotten—

Star — shining forth night after night — clear — steady — permanent.

No great industry — no vast business enterprise, but that has in its firmament — comets and stars. You who look upon radio as a great thriving industry — hardly past its first steps — but sure to grow into immense proportions — which? — the star or the comet for you?

FADA RADIO has won leadership by pioneer work — fair dealing — sheer merit — engineering skill — and a Standard of Reception — by which more and more all radio reception is being judged. Stability has marked the fundamental principles and practices of every branch of the organization responsible for FADA RADIO. Sane vision has characterized every advance in manufacturing and sales policies. Approval and recognition by leading distributors and alert dealers is demonstrated in the remarkable increase of August sales over previous years. The FADA RADIO exclusive franchise for your territory may still be open.

Hitch your wagon to the FADA RADIO star — for certain profits — on a permanent basis.

Write or wire now to

F. A. D. ANDREA, INC.
15111 JEROMPA AVE.
NEW YORK

Manufacturers of TUNED RADIO FREQUENCY repeaters using the highly efficient NEUTRONYE principle.

The next important part of the plan was to arrive at a method of selling the line to dealers is by demonstration and the success of the method is being proved almost daily.

Each Forbes salesman is equipped with a Ford roadster which is furnished with a dust and moisture-proof box which holds an Adler-Royal phonograph. As the salesman makes his visits from town to town he is able to make a demonstration of the instrument right on the floor of the dealer's store, illustrating his sales arguments by pointing out the features of the phonograph and giving the dealer a demonstration of the tone quality.
Public Recording of Okeh Dance Record at Roseland

Fred Hall and His Sugar Babies Make Record Before Interested Audience—Record Then Played to Amazed Crowd—Stuns a Big Hit

The General Photograhic Corp, New York, recently effected an interesting exploitation idea through the public recording of an Okeh record at the Roseland Ballroom, New York. A dance recording of "I Ain't Got Nobody," was played by Fred "Sugar" Hall and His Sugar Babies, and Okeh artists, and the recording was made by the portable recording apparatus of the General Photograhic Corp. The thousands of dancers who were in attendance at the ballroom kept a deep silence during the recording and after an interval of a few minutes the record in soft wax form was placed on a phonograph and played to the interested and delighted audience. A brief talk was given explaining that the record in the form played was far from the completed marketable product. Nevertheless, as played, it was clear and distinct and a surprisingly good recording.

The record was given invaluable publicity. For thirty days prior to the event, the management of the Roseland advertised it through streamers all the ballroom, circulars to the patrons and a large sign at the Broadway entrance. While it is impossible to estimate just what results will come from the publicity stunt, it is certain that the Okeh record was given invaluable publicity.

Popular Orchestra Becomes Exclusive Columbia Artists

Mark Strand Theatre Dance Orchestra, Well Known Through Radio Activities, Makes First Columbia Record

The most recent dance organization to be added to the Columbia artists is the Mark Strand Theatre Dance Orchestra under the direction of Cortland Mark, son of Moe Mark, president of the organization conducting the chain of Mark Strand Theatres all over the country. These theatres are well known for their high-class moving picture and musical presentations. By raising the level of this type of entertainment they have become a national institution.

The Mark Strand Theatre Dance Orchestra has become quite popular in the East through its radio activities and its first Columbia record will be awaited by many people who have heard them in person and over the air. The first record is No. 443-D and consists of two popular fox-trots, "Kinky Kids Parade" and "Who Wouldn't Love You." This group is an exclusive Columbia organization.

The Eubanks Music Co., of Brownwood, Texas, sustained a loss of about $20,000 recently in an early morning fire.

EXCLUSIVE DISTRIBUTOR

IN
Metropolitan New York, Northern New Jersey, Brooklyn and Long Island

FOR
The New Federal Ortho-sonic Line

MUSICAL PRODUCTS DISTRIBUTING CO., INC.

22 West 19th Street
CUNNINGHAM TUBES, EVEREADY New York City
WESTERN ELECTRIC, BALKITE
FROST MUSETTE, PHILCO

Retail Sales Developed by Schilling "Glassads"

New Advertising Product, Which Bears Sales Message Used on Dealers' Windows and Doors, Proving Popular With Manufacturers

One of the difficulties which a manufacturer encounters in putting his product before the eyes of the public is the lack of cooperation on the part of his retail organization. A great deal of the value of a national advertising campaign with advertisements in the magazines, newspapers and other publicity mediums is lost, because after a demand for the product has been created the dealer fails to do his share and inform the public in his locality that the article is on sale at his establishment.

To offset this condition, manufacturers have tried different expedients, one of the most popular being the distribution to dealers of some form of poster or display material for the dealers' windows to tie-up with advertising and identify the store as a legitimate retail outlet.

"Glassads," a product of the Schilling Press, Inc., New York, recently put on the market, has proved popular with a great number of manufacturers in different industries as a means of stimulating the demand for their products and of being the means of effecting a tie-up between the advertising and the dealers. "Glassads" are small display posters, artistically printed on special patented paper, bearing the manufacturer's message, and are intended for display on the glass windows or door of the dealer's store. They are so prepared that when delivered to the dealer they simply need to be moistened and applied.

G. A. Newrath Joins Staff of Silas E. Pearsall Co.

G. A. Newrath, well known in talking machine circles, has joined the sales staff of Silas E. Pearsall Co., radio wholesalers, New York City. Mr. Newrath numbers a host of friends in the business and is a valuable addition to the sales staff of the well known and progressive musical instrument company.
This Sign Means Radio Profits

Will it be displayed in YOUR window?

The new, simplified Federal Ortho-sonic line is a line you can sell with absolute confidence and give your whole-hearted support. Designed by Federal engineers—built in Federal factories by Federal craftsmen to Federal’s high standards of quality. You know what that means.

In addition, we offer the new and exclusive Ortho-sonic principle—the latest and greatest development in realistic, lifelike reproduction—beautiful cabinet work and popular prices.

Write at once. Get the Federal proposition. Get the sign in your window. Our big national advertising campaign in newspapers is reaching hundreds of thousands. Everywhere the thrilling Ortho-sonic tone test is being demanded. Be ready to make these sales.

Read the liberal provisions of the Federal proposition. Profit making discounts! Exclusive territory! National advertising! Powerful sales helps! And, back of it all, the name Federal, which is a guaranty of clean-cut business methods. Get lined up for the big fall trade. Write at once for our proposition and the name of your wholesaler.

FEDERAL RADIO CORPORATION, Buffalo, N. Y.
(Division of Federal Telephone and Telegraph Company)
Operating Broadcast Station WGR, Buffalo

Federal
Ortho-sonic
Indianapolis Radio Show Outstanding Event of Month in That Territory

Many Manufacturers of Nationally Known Radio Equipment Displayed Wide Attention Among the Retail Trade and the Public—Other Trade Developments

Indianapolis, Ind., October 6.—Activities in the local talking machine field have been overshadowed by the return interest in radio. The Broadcast Listeners Association, a local organization, formed last year for the betterment of radio reception, sponsored the first Indianapolis radio show which was held September 21 at the Coliseum Auditorium. The popularity of the show was proved by the fact that every music dealer who features radio in his store had an exhibit. Every recent invention and development for the betterment of radio was featured. Every type of set ever made was shown. Added to the general interest of the show was the presence of the chief announcers throughout the country, who found much delight in meeting their nightly listeners face to face. The high attendance records for the week are strong evidence of the success of the first Indianapolis radio show.

The next year's show is assured, due to the fact that exhibitors have already contracted for space.

A survey made by the Broadcast Listeners Association showed that those attending the exposition were drawn from all walks of life and occupations. The appeal of radio is universal in its scope.

For the music dealer, who has looked on radio as only a fad, that would quickly fade, it has opened his eyes to the popular appeal and tremendous merchandising possibilities. Practically all the prominent manufacturers were represented at the exposition, represented either through individual exhibits or by the local distributor or dealer. Among the leading sets shown were the RCA line, which was displayed by several dealers, including the Frank W. Wood Co.; the Prank-W. Wood Co.; the Wm. Stoess Directs WLW Co.; and the Frank W. Wood Co.; Atwater Kent sets were prominently featured in several of the displays. The Kinet-Kranaul Co., Indiana Sonora distributor, had a full display of Sonora speakers and radio sets; the Vonneget Hardware Co., occupied a large booth showing a variety of Phonographos, and the Indianapolis Muncie Mute featured the Freshman Masterpiece line in its exhibit.

Largely due to the attention given the radio exposition, phonograph sales have slipped a little during the past month, due to the fact that the dealer has had interest elsewhere. Record sales have shown a stronger tone, particularly the popular releases.

W. G. Wilson, manager of the local Widner store in conjunction with George Stewart, formerly at the Stewart Talking Machine Co., has taken over the local Widner store. The store features the Victor and Columbia lines. Both men are well known in the trade and experienced in the phonograph field. The firm will be known as the Wilson-Stewart Co.

Notice has been filed with the secretary of the firm by the Vennette Phonographos Co., Vicennes, Ind., of a change in the par value of its shares of common stock from $100 a share to $50 a share. The number of shares have been increased from 1,250 to 1,250.

Partnership Dissolved

Locustville, Ind., October 5.—Announcement was recently made that the partnership between Frank H. Brown and J. Arthur Jamison, conducting a music store known as Frank H. Brown & Co., has been dissolved. Mr. Jamison has purchased Mr. Brown's interest and will continue the business under the same name and with the same policies. The Brunswick line of phonographs and the RCA line of radio receivers are featured.

Radio Concern Indicted

An indictment charging the Greater Atlantic & Pacific Radio Corp., New York, with illegally using the trademark "Neodyna" on radio sets has been handed down by the New York County Grand Jury. The indictment follows an investigation made upon a complaint of the American Fair Trade League, the Independent Radio Manufacturers, Inc., and the Hulceine Corp.

Wm. Stoess Directs WLW

Uncashri, O., October 6.—William Stoess, who for the past two years has acted as musical director of Station WLW, operated by the Crosley Radio Corp., was promoted to the position of assistant director and announcer. He is preparing an interesting series of programs for the coming season.

Jewell Co. Alterations

Uncashri, N. Y., October 6.—Alterations in the structure of the N. Jewell Munic Co.'s building are being completed at present and will virtually give that concern a new home. The work has been accomplished slowly in an effort to avoid the necessity of vacating the premises. The building will have a facade two stories high, and the construction will provide for the actual construction of the second story later.
For better reception and bigger profits

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.

Sell a Tungar with every storage battery set you sell

Better tone quality and constant good reception are the selling points that mean radio sales for the music dealer. A Tungar keeps batteries always peppy — tone clear — reception at top notch of performance. Therefore, it means more radio sales to the man who buys a set as a musical instrument.

A Tungar is simple to operate — simple to sell. It is dependable in operation — and stays well sold. It is the original bulb charger — a G-E product — well-known to every radio buyer. With little selling effort, it adds a good-sized profit figure to your sales record.

For aggressive music dealers, the profit possibilities of the Tungar are tremendous. Write for sales helps and distributor's address.

Tungar

REG. U.S. PAT. OFF.

Battery Charger

Two amper Tungar (East of the Rockies). List $15
60 cycles — 119 volts

Tungar — a registered trademark — is found only on the genuine. Look for it on the name plate.

GENERAL ELECTRIC

GENERAL ELECTRIC COMPANY, MERCHANDISE DIVISION, BRIDGEPORT, CONNECTICUT
Shamrock Six Tube Sets
Score an Instant and Nation-Wide Success!

Radio dealers are an alert lot! No sooner had the first announcement of the new Shamrock Sets appeared than orders began to pour in.

No argument was needed! Knowing the worth of Shamrock parts THEY WANTED THE SHAMROCK SETS. With a million radio fans already familiar with the famous Shamrock Parts and Kit, there was no uncertainty about sales. The market was ready and waiting.

Fortunately our Factory Production had been keyed to meet this situation. As fast as orders were received the sets were delivered. AND NOW THE LETTERS OF COMMENDATION ARE BEGINNING TO COME IN!

Dealers, Engineers, Radio Experts and the General Public—are of one opinion regarding the Shamrock Super-Tuned Circuit. ITS RESULTS ARE WONDERFUL. The principle of resistance-coupled amplification is used with a degree of success never before attained.

Two stages of Tuned Radio Frequency and one Detector are also employed.

The Perfected One-Dial Feature made an especially big hit. Among all One-Dial Sets Shamrock stands pre-eminent. It gives genuine consumer satisfaction—marvelous ease of control, wide reception, perfect selectivity. All that your trade asks of a radio, the Shamrock will give them—to a superlative degree! A turn of the wrist tunes it to the fineness of a hair.

The Exquisite Shamrock Cabinets
Will Dress Up Your Window and Attract Trade.
Nothing Like Them for the Money!

SHAMROCK
RADIO SETS
SHAMROCK MANUFACTURING COMPANY
Makers of Famous STANDARD SHAMROCK PARTS
196-206 Waverly Ave. Newark, New Jersey
SHAMROCK advertising will reach millions of radio buyers in all the large centers and farm districts. The advertisements pictured are a small part of the campaign about to be released, simultaneously throughout the country. These advertisements will win thousands of radio fans over to Shamrock. Alert dealers are preparing—now! Territories are closing fast. Your territory may be next.

WIRE OR WRITE QUICKLY

SHAMROCK
RADIO SETS
Toledo Trade Optimistic as Retailers Continue to Enjoy Satisfactory Sales

Leading Dealers Report Greater Sales Volume Than That of Last Year—Trade Hours Orthophonic Victrola—Wholesalers and Retailer Meet—Drive on Records—Other News

TOLEDO, Ohio, October 7.—There is steadily a phonograph dealer in this market who are experiencing increased demand over the corresponding period of last year. In stores like Grinnell Bros., Lion Signer and the J. W. Greene Co., where a plentiful supply of "out-of-offs" machines is still available, trade is brisk. Practically all retailers have new merchandise with which to entice customers, namely, new electric recordings, advance radios and improved corn machines. Dealers were held here within the past fort by Mr. Steele here from the South. He is widely known among the trade in Virginia and Georgia, having been connected with dealers in Richmond and Atlantic, Cheaney, Brunswick and Victor machines and the Rudiola will be merchandised aggressively this fall, the new manager stated.

Drive on Harmony Records

The Talking Machine Shop on Adams street, according to Fred Frame, manager, met with immediate success in its drive to popularize the new Columbia Harmony records. The popular dance selections were all sold out before the season arrived. Customers are also awaiting the next release for which several have placed advance orders. Mr. Lewis record "Mendelssohn Joys" and "Queenie" as well as the New Orleans and His Earl Carroll Orchestra discs, "Oh Boy! What a Girl," and "You Forgot to Remember," are brisk sellers.

The United Music Store recently used the appearance at the Rivoli Theater of twelve well-known radio broadcasting artists as an advantage in featuring the sale of radio goods. An entire window was devoted to exploiting the act and the Thompson and Paragon radio outfits. Films of Edna Sable, "Lady of the Photos," sold out before the recent clearance sale. portrait of Edna Saldan and other of the artists adorned the window. Harry L. Wasserman, proprietor, stated he expects to cash in on the wide interest in radio and upon the new Brunswick and Victor models. Virginia Davis has joined forces with the house.

The promoters of the Chicago Radio Show invited local music dealers to attend the show and sent admittance tickets. The Fratelli Music House, according to Frank H. Fratelli, president, is expecting improved trade. The store is coupling its efforts to those of artists who will open the concert season here soon. Sonora and Columbia machines are carried by the store. The Zenith radio is being exploited in connection with the radio show and the excellent programs that will be available this fall.

The Goeman Piano Co., Columbia and Star dealers, FALL trade is brightening. Louis Rae, manager of the phonograph department, has accepted a position with the Home Commodities Co., Detroit. He is succeeded by M. J. Patrick.

K. T. Moore, 521 Junction avenue, is a new Polish Columbia dealer. He recently purchased the music business of John Pietrykowski.

Grinnell Bros. are conducting a vigorous September sale of the old Victrolas. This is classed as a last opportunity to buy half-off Victrolas. It is the only effort the house has made to close out the instruments.

Humes Branch in Albany, Ga.

ALBANY, Ga. October 5.—The new branch of the Humes Music Co. of Columbus, which was established here recently at 214 Pine street, has operated formally opened with a musical program. C. S. Waddell, manager of the Albany branch, has announced his staff, which will include H. C. Coleson, manager of the branch store, as outside salesman, and Mrs. F. W. Brannon and Miss Jane C. Johnson as assistants in the store.
The Talking Machine World, New York, October 15, 1925

The All-Brass Universal Phonograph Tone Arm

RADIO Combination Universal Arm

A New Adaptation of an Old Principle

The Musical Tone of Drawn Seamless Brass At the Cost of a Die Casting

Do you want to give your talking machine the finest possible tone—without increasing your manufacturing costs? Here's the opportunity! A tone-arm drawn of musical instruments brass—with its sweeter, clearer, more resonant tone—yet at no greater cost than that of a reliable die cast arm.

No matter how fine and beautiful your Phonograph Radio Cabinets may be, they are only as good as your reproducing units. We offer all of the advantages of brass for musical instruments in our products. There are no better selling points!

This new tone-arm is equipped with an interior valve permitting its use either with phonograph or with radio loudspeaker units. The valve (controlled by arrow-marked disc shown in photograph) either throws tone from phonograph diaphragm into tone-arm, or shuts off diaphragm entirely and throws tone from radio unit into tone-arm and thence to phonograph tone chuckers.

In addition, it acts as a tone modulator eliminating the necessity for the old-fashioned type of modulator used in phonograph sound chuckers, and proving itself much superior, instantaneously, as it is located close to the source of the tone.

In this new tone-arm end you will be assured of the purity of tone. It is obtainable in three types: Complete with radio and radio units. With valves only, furnished with cap, a cover radio unit opening, thus permitting use of valve as tone modulator. Without either valve or radio units, for use with phonograph alone.

Made of the finest materials and perfectly finished. Useable. Dependable. Write today for full details.

We are the largest manufacturer in the country of Drawn-Brass and Aluminum tubes for Amplifying construction
Stromberg-Carlson Finance
Plan for Retail Dealers

Bankers-Commercial Security Co. Sends Folder to Dealers Outlining Arrangement for Purchase of Installment Paper Representing Stromberg-Carlson Radio Set Sales

The Bankers-Commercial Security Co., Inc., New York, has entered into an arrangement with the Stromberg-Carlson Tel. Mfg. Co., Rochester, N. Y., whereby it will finance dealers who sell the Stromberg-Carlson radio equipment, purchasing the retail installment paper which represents the sale of Stromberg-Carlson receivers and accessories upon which there has been paid at least 25 per cent of the purchase price and which at the time the finance company buys the paper, has not longer than twelve months to run.

The purpose of the plan is for the dealer to keep his assets in a liquid state and allow him to have cash on hand to pay his jobber obligations promptly and secure the benefit of a cash discount.

A folder has been distributed to Stromberg-Carlson dealers outlining the plan and giving concrete examples of the manner in which the Bankers-Commercial Security Co., Inc., will purchase the installment paper. Tables of the prices paid are given, varying with the length of time of the paper. The finance company strongly recommends that dealers establish a cash price and a time price in order that the dealer be compensated for the additional cost of selling on a deferred payment basis.

E. C. Roworth, manager of the credit department of the Stromberg-Carlson Tel. Mfg. Co., has written the introduction to this folder in the form of a letter to the finance company in which he points out the outstanding advantages of the plan.

Robert Bosch Magneto Co. Announces New Hydrometer

The Robert Bosch Magneto Co., Inc., New York City, is the manufacturer of a new "Non-Drip" hydrometer. This product is ideal for testing radio "B" batteries. Its non-drip feature prevents the dripping of acid on clothing, furniture and the bath, made of high-grade rubber, will give long service. The small diameter barrel permits accurate readings to be obtained with a very small amount of fluid. Other features are extremely plain markings which make readings easy to take, a lively bulb which responds to the slightest pressure, and glass tips which hold the fluid in easy sliding position so that it cannot stick in the barrel. It is particularly useful equipment in the radio department and will also have a sale to radio set owners.

J. B. Price in Mid-West in Interest of N. & K. Line

J. B. Price, sales and advertising manager of the American division of Neufeldt & Kuhnke, manufacturers of N. & K. loud speaker products and head phones, is at present making an important Middle Western and Canadian trip, which will include a visit to Chicago, Milwaukee, Detroit, Toledo, Cleveland, Toronto and Montreal. Mr. Price is expected back about mid-August. In his absence Mr. Price is in charge of the sales and advertising department.

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Reference Chart of Radio Products Sent to Dealers

Morice Products Distributing Co. Sales Aid Contains Pictures and Descriptions of Line Carried to Assist Dealers in Making Sales

The Morice Products Distributing Co., Inc., New York, distributor of Pooley, Atwater Kent, radio, Federal Ortho-sonic receiving sets, Cunningham tubes and other radio products, has recently prepared a distinctive sales help for the use of its dealers in the territory.

The sales help is referred to as a reference chart, and is for the use of dealers carrying Pooley radio cabinets with Atwater Kent receiving sets. It displays the complete line with a description of each model, giving model numbers and price. The chart is printed on rose-gravure paper and is framed so that it may be hung on a wall or laid flat, the front being protected by glass so that the chart may be kept permanently without danger of being marred or defaced by handling.

"This chart was conceived with the idea of aiding our dealers in the sale of Pooley-Atwater Kent products," declared B. M. Colen, president of the company. "It is often the case that a dealer may not have in stock at some particular time every model which is produced by a manufacturer, and because of this, and lack of suitable material showing the complete line, may lose an opportunity of making a sale. Whereas, if he had a ready reference chart which he could photographically show his customers a model even though it may not be in stock, he is enabled to thus hold the customer until he obtains that particular model, or, in some cases, make a sale by showing the reproduction of it. At the bottom of the chart we have listed the complete lines which we carry, so that the dealer is constantly reminded, when consulting this chart, of the products which we are distributing to the retail trade."

We Guarantee Increased Sales When You Use Mutual's Nationally Advertised Products

No. 4 Radio Tone Arm with No. 4 reproducer and adjustable unit

UNITS-of the BETTER CLASS—Combining Tone Volume, Rich and clear with the RIGHT PRICE.

Adjustable Unit Non-Adjustable Unit

Hear the Mutual Units in side-by-side comparisons with other units and be convinced of its merits.

Distributors—Write for our interesting territory proposition.

Address our Executive Office at

149-151 Lafayette Street

New York City

MUTUAL PHONO PARIS MFG. CORP.
The American Bosch Magneto Corporation is in position to build radio products of unapproachable quality. This organization comprises skilled electrical engineers, workmen experienced in precision manufacture, a world wide service and distributing organization all backed by plant, tools and equipment especially designed for the manufacture of precision electrical apparatus.

Bosch quality is world famous.

This is the incomparable background of Bosch Radio Products—the Bosch Radio Receiver, the Ambotone and the Junior Ambotone Reproducers—all reflecting Bosch quality in design, manufacture and performance.

AMERICAN BOSCH MAGNETO CORPORATION
SPRINGFIELD - MASSACHUSETTS
New Models and Aggressive Sales Drives
Boost Sales in Twin Cities Territory

Unusual Trade Activity Seen as Indication of Banner Season—Columbia Harmony Records Win Approval of Trade and Public—Orthophonic Victrola Demonstrated—Sonora Dealers Meet

MINNEAPOLIS—ST. PAUL, MINN., October 7—

What with reduced prices, new models, sales, and the usual fall pickup there is much activity in the Twin City music trade.

The new 50-cent Columbia Harmony line double disc record has met with the approval of the dealers and in now carried by the Metropolitan Music Co., Foster & Waldo, Whitney MacGregor, of Minneapolis, and by the Peyer Music Co. and Dyer Bros., of St. Paul.

Columbia Harmony Records in Favor

Columbia headquarters, in charge of Mr. Helen D. Beggs, received a number of out-of-town visitors during and following the State Fair, "The Popian," of the piano firm of that name, came from Grand Forks; George Dower, of the Stone Piano Co., of Fargo, and Arthur Marion, from Orono, Minn., were also visitors at the Columbia office.

Columbia dealers who have been using the "key" sales campaign report good results. Art Gillam, the "Whispering Pianist," was the Columbia artist at WCCO recently and made his usual hit with the fans.

Open New Columbia Account

George H. Campion, territorial salesman, has opened several new accounts, including the Herbist Department Store, Fargo. Other accounts opened are the Wonder Store, Kewanee, Minn., Hager's, Hesper, Minn., Ed Collins, Bird Island; Timothy Norton, Armour, S. D.; R. Hoel, Music Co., Huron, S. D.; Mrs. Anniston, Howard, S. D.; Orono, Drug Co., of Orono, Minn., and the Big Stone Drug Co., of S. D.

Demonstrates Orthophonic Victrola

The George C. Beckwith Co., entertained about 300 Victor dealers at the Nicollet Hotel on September 9. It was a private demonstration of the new orthophonic Victrola, which has aroused the amusement and enthusiasm of all who have heard it. Similar gatherings have been held in Omaha, Des Moines, Lincoln and Sioux Falls.

Beckwith Co. Adds Music Master Line

R. C. Coleman, who has long been with the Beckwith Co., is now in charge of the augmented radio department, which has taken on the Music Master line. At the banquet in September there were several distinguished guests, who addressed the gathering. Fred Williams, sales manager of the Music Master Corp., gave an interesting talk. The company was also honored by the presence of H. N. McMenimen, of the contract firm; Mr. Parkhurst, radio engineer; J. A. Williams, district sales manager, and several others. After the dinner a demonstration of the Music Master line was given and the sensation of the display was the new model No. 259 Music Master receiver which operates without ground or aerial.

Additions to Beckwith Sales Force

Some of the models on hand have been cleaned up in advance, and that the exhibit which would win her attention Foster & Waldo removal sale. Saturday, September 21, was the fortieth day of the sale, it was rainy and cold and still that was the biggest day of all. The new Foster & Waldo building is nearing completion and will soon be occupied by that suggestive firm.

Sonora Dealers Hold Convention

Sonora dealers held a most successful convention at the Nicollet Hotel, St. Paul, September 6. It was a private demonstration of the new harmonie Victrola, which has aroused the amusement and enthusiasm of all who have heard it. Similar gatherings have been held in Omaha, Des Moines, Lincoln and Sioux Falls. Sonora dealers held a most successful convention at the Nicollet Hotel on September 9. It was a private demonstration of the Orthophonic Victrola, which has aroused the amusement and enthusiasm of all who have heard it. Similar gatherings have been held in Omaha, Des Moines, Lincoln and Sioux Falls.

Oakland's Representatives of Radio and Beauty Meet

Miss Fay Lamphier, "Miss America," Visits Exhibits of Magnavox Co. at the Fourth Annual National Radio Exposition in New York

Miss America, in the person of Miss Fay Lamphier, of Oakland, Calif., who won that proud title at the recent Atlantic City beauty carnival, was an interested visitor to the Fourth Annual National Radio Exposition at the Grand Central Palace, New York, and it was but natural that the exhibit which would win her attention was that of the Magnavox Co., the home office of which is also in Oakland, Calif. The accompanying photograph shows Miss Lamphier and Heckert Parker, contact representative of the Magnavox Corp.

Dolph Appointed Manager

HOPKINSVILLE, Ky., October 3—Howard Dolph, of Paducah, who has been identified with the McLaughlin Music Store for several years, has been appointed manager of the store here. He is to be assisted by Miss Anna Poppenhouse, who will have charge of the office. Mr. Dolph is contemplating several new developments in operating the business and has announced that several of the old lines of pianos and phonographs will be discontinued and new ones taken for them.
JACKIE COOGAN Comes to Town

Here's a wonderful opportunity to cash in on the popularity of the well known child star, Jackie Coogan. A chance to realize liberal profits from the sale of Jackie Coogan Cameo Records.

The Cameo Record Corporation has the exclusive arrangement for recording the voice of Jackie Coogan on Cameo Records.

They reproduce the voice of the one and only Jackie Coogan. They're real winners. There is a human appeal in these irresistible records that will touch the hearts of everyone, the grown ups as well as the little ones.

Write today for our liberal proposition.

Here Are the First Three Releases

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Description</th>
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<tbody>
<tr>
<td>110</td>
<td>LITTLE AH SID, Novelty Recitation with Orch. Acc.</td>
<td>Jackie Coogan</td>
</tr>
<tr>
<td>111</td>
<td>CIRCUS, Novelty Recitation with Orch. Acc.</td>
<td>Jackie Coogan</td>
</tr>
<tr>
<td>112</td>
<td>A BEAR OF A STORY, Recitation</td>
<td>Jackie Coogan</td>
</tr>
<tr>
<td>113</td>
<td>ADVICE TO KIDS, Novelty Recitation with Orch. Acc.</td>
<td>Jackie Coogan</td>
</tr>
<tr>
<td>114</td>
<td>THE MAN WITHOUT A COUNTRY, Recitation</td>
<td>Jackie Coogan</td>
</tr>
<tr>
<td>115</td>
<td>THE DIRECTOR, Recitation</td>
<td>Jackie Coogan</td>
</tr>
</tbody>
</table>

Manufactured and distributed by the

Cameo Record Corporation
249 West 34th Street
NEW YORK CITY

Seven inch double discs and will play on any phonograph. Price, at retail, 20c each.

I do hope those who have seen my many motion pictures will want to hear my voice on Cameo Records.

Jackie Coogan
IF you are a jobber or dealer who believes in and practices correct merchandising methods, then you are the kind of a jobber or dealer who will be quick to recognize and appreciate what the Caswell Line has to offer as a "gilt-edge" selling proposition.

The Caswell Line will fit into homes in your community because: It is a quality line, built to quality standards that will appeal to and win the respect of the most discriminating portable phonograph buyers. These are the people who want good merchandise, have the money, and are willing to pay the price.

Secondly, the fact that you believe in correct merchandising methods automatically places you among the select group who are selling phonographs bearing the name "Caswell." There is no place for the here-today-and-gone-tomorrow-type of wholesalers and retailers in the Caswell program.

Gradually, slowly but surely the Caswell idea of full value merchandise and sound selling policies is being more deeply appreciated by the phonograph trade. Those jobbers and dealers who have already "cast their lot" with Caswell are reaping the splendid, permanent profitable returns which always follow in the wake of good merchandise, fairly priced and correctly sold.

The Caswell Manufacturing Co.

PORTABLE PHONOGRAPHS OF DISTINCTION

Milwaukee, Wis.
U.S.A.

St. Paul Ave.
At 10th Street
This Label adds real selling power—
It guarantees genuine Du Pont Fabrikoid

EVERY Gypsy and Aristocrat embossed model in the famous Caswell Line of portable phonographs, is finished throughout with distinctive appearing, scuff-proof, wear-and-water-proof coverings of Genuine Du Pont Fabrikoid.

There is no substitute for this beautiful and durable covering. No "Leatherette"—which may be any material from paper to cloth—can possess its rich appearance and imperviousness to wear.

Genuine Du Pont is unequaled in richness and dignity it imparts to the Gypsy and Aristocrat cases, making either a fitting companion piece to the finest furniture.

The coverings of both the Gypsy and Aristocrat—embossed models—are water-proof, grease-proof and non-staining. Moisture, dust and dirt cannot injure them, and when soiled they are easily and quickly cleaned with a moist cloth.

Fabrikoid is a permanent finish. It will retain its beauty for years to come.

From a strictly sales angle this finish is of vital importance to you. It places the Gypsy and Aristocrat embossed models in a class by themselves—a quality class which your customers will be quick to recognize and eager to accept.

Caswell Manufacturing Co.
PORTABLE PHONOGRAPH S *DISTINCTION

MILWAUKEE, WIS. U.S.A.          ST. PAUL AVE.

Western Sales Office:
Oakland Tribune Tower,
Oakland, Cal.
Pittsburgh Retail Trade Making Plans for Vigorous Drives on New Instruments

Tie-ups With the Promotion Activities of Wholesalers Proving Effective—Conference of Atwater Kent Dealers—Alex Eisemann Addresses Freed-Eisemann Retailers—Month's News

President, P.A., October 8—Both talking machine and radio dealers of the Steel City are preparing for what they term will be a "very brisk selling season." There has been considerable activity here for the past few weeks in the matter of publicity plans for acquainting the public with the advantages of the radio and the talking machine. The Victor, Brunswick, Columbia, Edison, Cheney and Sonora jobbers have been keenly alive to the possibilities of new business, and through their advertising of new models are convinced that the fall trade will be an exceptionally brisk one.

Dealers Tying Up Effectively

Local retail dealers are "linking up" with the jobbers and their window displays are very attractive and have been the means of bringing into the stores and demonstrating rooms many prospective buyers. A feature of the sales mode thus far of the new models is the fact that high-grade talking machines appear to be in demand. Thus far of the new models is the fact that high-grade talking machines appear to be in demand. An exceptionally brisk one.

Optimistic Over Brunswick Outlook

Theodore Hoffmann, of the J. M. Hoffmann Co., Brunswick dealer, is very optimistic concerning future business. In his recent address, Mr. Hoffmann said: "Business has taken a very strong hold and I am more than gratified at the manner in which Brunswick models have been selling. Inquiries and purchases by the retail buyers have been highly satisfactory. It is my candid opinion that the season we are now entering will be a very productive one for the enterprising and progressive dealer."

Report Satisfactory Sales

W. C. Diekcrs, manager of the C. C. Stellor Co., Victor and Brunswick dealers, said, "Since September 1 we have been doing a very satisfactory volume of business and I feel certain that business from now until the holiday season will show a very satisfactory trend. Reports from interested persons for various types of Victor and Brunswick models have been gratifying."

Illustrating the rapid growth of the radio and its future possibilities, at a meeting of Freed-Eisemann dealers at the Fort Pitt Hotel last month, Alex Eisemann said: "About four years ago I thought a radio was something you sent your wife from the ship on the way to Europe. I met Joseph Freed one day and I told him that broadcasting was just beginning. I didn't know what he meant. When he brought a crystal set up to my house and I heard music over it I asked him what you furnished the music, while the singing was in charge of Mr. Swartz briefly extended his remarks. Mr. Smiley, in a very clear, concise and distinctive address, brought to the meeting the greetings of the Atwater Kent Co., and of Mr. Kent himself. He expressed his appreciation of the loyalty of the Atwater Kent distributors and dealers, and of the goodwill that existed generally toward the Atwater Kent product. He then touched upon three major items, which are found in every proposition—the product, the advertising, and the distribution. With very well chosen and thoughtful words, he pointed out that these three factors must work around each other. No matter how good the product, unless there is good advertising and good distribution, there will be no successful business established. Likewise, with the advertising, no matter how good it is, unless it is backed up by a high class and the distribution of the best it will avail little. The distribution must also be supported by a high-class product, and a carefully planned advertising problem."

Fada Dealers Discuss Problems

Mr. Freed said that the foundation of the radio industry is the retailer. He explained the various improvements recently made and outlined the newest models manufactured by the Freed-Eisemann Co. under the La Tour patents. Paul Cornell, advertising director of the company, presided at the meeting and outlined advertising plans for the near future. He said radio manufacturers will spend more than $10,000,000 this season principally in newspaper advertising and predicted that the next few months will bring a boom in the radio industry. Other speakers were: J. H. Phillips, of the J. & H. Phillips Co., Thomas I. Jenks, of the Pittsburgh Auto Equipment Co.; J. C. Roush, of the Standard Talking Machine Co., and W. H. Bonnage, of Beaver Falls, Pa.

(Continued on page 108)
Quality Detected—
Service Amplified

By

Cunningham
RADIO TUBES

Since 1915 Standard for all Sets

PEAK SATISFACTION

in detection, amplification and rugged long life are factors that every alert Radio dealer realizes in the sale of Cunningham Radio Tubes.

The ever increasing, always enthusiastic radio public is the pillar upon which Radio dealers base their Cunningham Radio Tube preference.

Price
$2.50
Each

Chicago
Home Office: 162 Second Street
San Francisco
New York
Pittsburgh Trade Plans
Vigorous Sales Drives

(Continued from page 106)

retailers and jobbers, attended a luncheon held September 22 in the Crystal parlors at the Wil-\n liam Penn Hotel. An open-house discussion of\n radio sales and service problems was held at the\n luncheon, several radio engineers being in at-\n tendance. After the luncheon the assembly re-\n joined to the exhibition of R. A. B. Antlers, Inc.,\n on the sixth floor of the hotel, where the latest\n in cabinet designs was on display. Several inter-\n esting new models were shown and their mer-\n its explained by Fada experts.

The luncheon and exhibit were under the aus-\n pices of Ludwig Hommel & Co., Fada radio\n distributer, J. R. Newman, of the Hommel\n organisation, presided as toastmaster and intro-\n duced Ludwig Hommel, who spoke on the out-\n look and outlined some of the reasons for un-\n settled conditions.

Harry E. Slocum, sales promotion manager of Fada, followed with an interesting talk on the\n merchandising plans for the coming season.

Louis J. Stue, district sales manager of the\n company, followed with a brief talk of interest\n to the local trade. All of the dealers were\n much pleased with the Fada display.

Many Protests Filed on\nFlexible Tariff Rulings

WASHINGTON, D. C., October 8.—The music\n trade will follow with interest the action of the\n United States Court of Customs Appeals in deal-\n ing with protests against the decisions of collec-\n tors under the so-called flexible tariff provi-\n sions of the tariff law, which are expected to en-\n force the court next Spring. A number of pro-\n tests against assessments under these provisions\n are now before the United States Board of Gen-\n eral Appraisers and will be heard during the\n fall term, which has just opened. It is expected\n that many of the board's decisions in these cases\n will be appealed, in order that both the Govern-\n ment and importers may secure the benefit of\n precedents which will be set by the Court of\n Customs Appeals.

The flexible provisions of the law have been\n the subject of controversy and discontent ever-\n since they were enacted. They provide for re-\n tallyatory duties, prevention of dumping, etc., and\n are operated through the United States Tariff\n Commission, which makes investigations and\n reports its findings to the President.

Valley Forge Catalog Is
Praised by Distributors

PHILADELPHIA, PA., October 5.—The first copies of the new Valley Forge catalog of strings\n and machine parts, issued by the J. A. Fischer Co., of this city, resulted in a large\n number of complimentary letters being sent by the recipients to the headquarters of the com-\n pany, Messrs. Fischer and Epstein, who collab-\n orated in the production of this catalog, are\n being well repaid for their efforts through the\n highly complimentary praisies of congratulation.

One distributor in Texas wrote: "Not alone is it a beautiful piece of art work; it is the most\n practical repair part catalog that I have ever\n seen. The index greatly appeals to me, and the\n making of the details on the material is a decided improvement and one that will save\n considerable time." A Pittsburgh distributor\n describes it as a "knock-out."

Another man who had been in the talking machine business for twenty years describes it as a text book. Other equally enthusiastic letters have been re-\n ceived, all of which are being kept.

J. A. Fischer, president of the company, has\n issued a warning that the catalog with all its\n features is fully protected by copyright.

Hurley With Burke Co.

Owosso, N. Y., October 6.—John S. Hurley,\n first violinist with the Strand concert orchestra,\n has been appointed manager of the stringed in-\n strument department of the Burke Music Co.,\n East First street. Mr. Hurley will continue with\n the orchestra.

Chamber to Protest New\nRates on Phonograph-Radio

Freight Rates Announced by Railroads as Ef-\n fective October 15 Held to Be Doubt Those\n Authorized by I. C. C.

The Music Industries Chamber of Commerce\n will again petition the Interstate Commerce\n Commission for a suspension of the new rates\n on phonographs with radio installation, which\n the railroads have just announced to go into\n effect on October 15 as a result of the deci-\n sion of the Interstate Commerce Commission in\n the rates case, which was argued in April and\n the decision handed down August 14.

In the opinion of the Chamber, the rates an-\n nounced for official territory that is the eastern\n part of the country, are double those which\n the Commission apparently approved in its de-\n cision. The railroads originally endeavored to\n charge many of the board's decisions in these cases\n the marking of the details on the material\n is the most\n practical repair part catalog that I have ever\n seen. The index greatly appeals to me, and the\n making of the details on the material is a decided improvement and one that will save\n considerable time." A Pittsburgh distributor\n describes it as a "knock-out."

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Celebrating Our Fifth Anniversary with a

BIG NEW CATALOGUE

PHONOGRAPHS
MUSICAL INSTRUMENTS
ACCESSORIES

Mr. Dealer:
This catalogue is a guide for your purchases and contains a very fine line of musical merchandise at prices as low or lower than those offered by any reputable house in the trade.
No dealer can afford to be without this comprehensive guide.

PHONOGRAPHs
Never before have we offered standard equipped phonographs at these remarkably low prices. Our new line of Artophone and Majestic phonographs combines attractiveness and superior workmanship with prices that will enable the dealer to do a volume of profitable business.

MUSICAL INSTRUMENTs
The demand for Musical Instruments and small goods far exceeds the supply and we call particular attention to the section of our catalogue dealing with Musical Instruments and accessories.

GET YOUR COPY TODAY
Now is the time to get in your stock of Phonographs, Accessories, Ukuleles, and all other merchandise for the fall and holiday business. Mail your letter head or business card and get your copy at once. A trial order will convince you.

The Artophone Corporation
1103 Olive Street, St. Louis, Mo.
Two Hundred Dealers Hear Demonstration of Orthophonic Victrola in St. Louis

New Models of Talking Machines and Radio of Leading Manufacturers Expected to Have Stimulating Effect on Sales—New Sonora Models Introduced—Brisk Columbia Business

St. Louis, Mo, October 7.—Unreasonable and excessively hot weather in the latter part of September put a crimp in business just when it was beginning to pick up, but with the return to normalcy, at the beginning of October, business improved and the prospects for fall business in talking machines were considered good. Nobody expects anything to compare with the flash years of the past, though, the new models are expected to have a stimulating effect.

Talking machines are hereafter to have full swing at the Famous-Marie Music Salon, Phanor, which have shared the salon with the machines being eliminated. The Kranich & Bach Co. has gone to Scenicus, Vandervoort & Barney and the Kimball in Kirschhorst. It has not been announced what disposal is to be made of the Schumann and Behr and Bay. H. E. Petts has been appointed manager of the talking machine department, succeeding V. D. Geller, whose resignation was announced last month. He comes from Poerlak, where he installed the talking machine department at the Black & Gold store and was in charge of it until he resigned to come here. He will have charge of the talking machines and radio and is working out plans for pushing the Victor and Brunswick lines.

Presents Orthophonic Victrola

The Koorer-Brenner Co. presented the Orthophonic Victrola at a banquet given to about 200 Victor enthusiasts, 134 of whom were Victor dealers, at the City Club Thursday evening, September 17. This new instrument is presented by C. C. Hicks, of the Victor Co., who was introduced by E. C. Runth, vice-president of Koorer-Brenner Co. Mr. Harnett, talked of the invention and construction of this new reproducing instrument, after which he gave a short concert, using the new Victor electric reproducing instrument, proving that the Orthophonic Victrola was only a reproducing instrument and showing its faithful reproduction of every type of music, from folk songs to opera and from jazz to symphony. His talk ended with an invitation to all dealers attending to come up and inspect the new instrument at close range. The center of the banquet hall was decorated to the utmost and the music supplied by the new Orthophonic Victrola supplied the music.

J. S. Maunuer, Sonora distributor here, gave a discussion on the "New Sonora Models," which will be introduced by the Manufacturers. Sixteen non-competing business houses will finance it. They include the Wugger Electric Co., the St. Louis Radio Trades Association and the Kilgen Organ Co. Thomas P. Convey is to be the managing director. The station will have three studios, a central downtown, one at the Merchants' Exchange and one at the Globe-Democrat.

Stewart-Warner on Display

The Stewart-Warner Corp., 320 Locust street, put its new dealers at the St. Louis Hotel, "St. Louis Hoickey," on display late in September and it was well received. H. Bishop has returned from a trip through southern Illinois, where he opened several new accounts.

A feature of the Starr Piano Co., Richmond Ind., makers of phonographs and gramophone records, was here late in September and left for Texas.

Good Columbia Business

Business during the last 60 days in the St. Louis and Kansas City territories has had all the earmarks of a real holiday rush business. P. S. Kintner, president of the branches of the Columbia Phonograph Co., Inc., covering this territory, has recently returned from a tendered trip and is more than pleased with the showing of Columbia merchandise, business on phonographs and records being exceptionally good. Business in August and September will far surpass even the November and December Christmas business of 1924. The indications for a big rush holiday season in 1925 are very good.

The new Columbia records are meeting with very favorable comment by dealers in this territory and many who discontinued Columbia merchandise some four or five years back and have not handled any since that time are now placing orders for the new Columbia records. The new Columbia records are being received by the St. Louis and Kansas City branches this last week. Initial orders for these records have been very good. The superiority of Columbia records over other makes is shown by the splendid orchestrations and the appearance of the record in general is making it a very popular seller in the field.

Records Going Strong

Art Gillham's records continue to be headliners here. Art's recent visit to St. Louis and Kansas City did much to stimulate the sales on his records. He has always been a favorite in this territory, insomuch as Art was brought up in St. Louis and many of his old friends were at the hotel enda. Original Kintner and Gillham visited practically all the Columbia dealers in St. Louis, in addition to Art broadcast from three of the five programs daily over the broadcasting station at Stix-Baar & Fuller, of St. Louis, Mo. This is one of the largest department stores in St. Louis, and Art's appearance at the broadcasting stations were supported by a good sale of Art Gillham records during his appearance here.

Phonograph sales from the Columbia branches indicated that they will be done with safe legitimate prices if the merchandise is properly sold. Columbia offices have been outsetting Columbia phonographs at a straight discount basis, giving no cuts or running no cut-price sales and the straightforward policy recently introduced to all dealers by W. C. Fuhri, general manager, New York, has played a confidence in the Columbia line that dealers are willing to buy, knowing that their merchandise is worth one hundred cents to the dollar and that there will be no concessions from them to lose any money. Columbia's recent statement to the dealers that they would rebate them on any reduction in phonograph or record prices, has introduced a stability into the buying trade that has made Columbia phonograph sales comparatively easy.

The Columbia Phonograph Co., Inc., made another scoop in the record business this week in featuring a record which is a song-story of the terrible tragedy of the Shenandoah. Three weeks after the Shenandoah fell, the Columbia branch at St. Louis had this record on sale among the local dealers.

W. C. Fuhri, general sales manager and vice-president of the Columbia Phonograph Co., Inc., New York, spent a day here recently. He is very much enthused about the new innovation and reports that it is not only true of the St. Louis and Kansas City branches, but stores over the entire country are showing big increases, particularly in record business. Mr. Fuhri will always be very welcome as the very old acquaintance among the local dealers.

Complete New Catalog of Artophone Corp.

The Artophone Corp., distributor of phonographs, musical instruments and accessories, this city, has just issued a large catalog in the complete line handled by the firm. The Artophone Corp. is one of the best-known distributing organizations in this section, this year celebrating its fifth anniversary. It is doing a large volume of business, with the new Phonograph Co., Inc., covering this territory and many other manufacturers have a following. The new catalog of the Phonograph Co., Inc., has been received by dealers in the downtown section.

New Location Convenient to Trade

W. B. Ockenden, manager of the Kansas City branch, reports that dealers have been very much pleased with Columbia's new location in the Kansas City Life Building. This location enables Columbia to serve a much better way the dealers in the downtown section. Mr. Ockenden recently spent several days in Omaha, during which period he was able to attend the Radio Fair that was being held there, receiving a very favorable feeling on the dealer handling Fall business. Mr. Ockenden has been very successful in making some very good phonograph sales during the past week, which is an indication to him as to what the business will be for the next few months. Dealers, he advises, are already buying for the holiday season, and the exclusive Columbia stand in the Kansas City territory, who depend on Columbia for their entire supply of phonographs, are now laying in stock in preparation for the holiday season. Mr. Ockenden feels positive that there will be no conditions that will force them to buy, knowing that their merchandise is worth one hundred cents to the dollar and that there will be no concessions from them to lose any money. Columbia's recent statement to the dealers that they would rebate them on any reduction in phonograph or record prices, has introduced a stability into the buying trade that has made Columbia phonograph sales comparatively easy.

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TELETON CABINET SPEAKER

All Wood Construction
Inside—Spruce
Outside—Walnut

Beautiful Walnut
Finish

15 inches High

3¼ inches Deep

Packed in Individual
Corrugated
Containers

Easy to Handle

Easy for your Customer
to carry home

Net Weight—5 lbs.
Shipping Weight—6 lbs.

Teletone Cabinet Speaker pleases the ear with its sound, delights the eye with its appearance, and pleases the purse with its price. Beautifully finished in Walnut it stands 15 inches high and is only 3¼ inches deep. A handsome piece of furniture, fits on top of any receiving set, or any 3¼ inch space.


TELETONE CORPORATION
449 WEST 42nd STREET, NEW YORK CITY
Big Talking Machine Demand in Fall and Winter Predicted by Kansas City Trade

Prophecies of Wholesalers and Retailers Based on Sound Reasoning—Demonstration of Orthophonic Victrola Excites Wide Interest—Brunswick Dealers Plan for Busy Season

KANSAS CITY, Mo., October 7.—With a sam- 

ramently that the talking machine business is in a 

state of rising and prosperity, both wholesale and retail 

talking machine manufacturers and dealers are making 

great preparations for a busy season. 

The annual autumn demonstration of the talking machine manufacturers is 

coming here for the first time this year, and is 

expected to be a great success. The demonstration is 

to be held in the Kansas City Auditorium, where the 

members of the Kansas City trade are expected to be in 

attendance. The demonstration will be followed by a 

series of talks and meetings by the manufacturers, 

who will explain the new features of their products.
DAY-FAN
NOYES ELECTRICAL SUPPLY CORP.
Sole Distributor Metropolitan and Northern New Jersey

The Best is None too 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.

This method of distribution places the dealer in a position to meet competition at a profit and no fear of cut price in the whole market.

**Daytonia**
A five tube Console Receiver with Single Dial Control and superior selectivity. Supplied complete with all batteries and also charger. Without tubes .............$300

**Daycraft**
A five tube Cabinet Receiver with single Dial Control and has ample B battery space.........$145
Leg pedestal, $20. Receiver and pedestal complete .............$165

**Day-Fan 5**
A five tube Cabinet Receiver with single Dial Control and improved tuning performance. $115
Supplied with Day-Fan Speaker $30 extra

These are a few of the models for 1925-26 which are included in our line of ten different models ranging in price from $75.00 to $300.00 each, and Box Speaker covering every requirement.

Our service facilities on Day-Fan insure perfect satisfaction to both dealers and consumers.

Our representatives will be pleased to call and supply full information. Catalogues sent on request.

NOYES ELECTRICAL SUPPLY CORP.
33 Park Place, New York
Sole Metropolitan Distributor

Barclay 1023
1024
1025
1026

JEWETT
Distributed Solely by
Jewett Distributing Co., of New York, Inc.
In Metropolitan New York, Brooklyn, Long Island, Northern New Jersey and Conn.

The Speaker Circuit Is Absolutely Free From All B-Battery Current

**Jewett Receiver**
Here is a Receiver that is far more than a new product. It is a Receiver new in Design, new in Beauty, new in Performance. But your deepest pleasure will come from its performance. For here is a Receiver which actually banishes internal noise.

List Price $140.00

**Jewett Cone**
A cone containing a reproducing unit and a horn, but no drumhead. A cone, therefore, immune to heat, dampness, puncture or tear. Harmonious in appearance, abundant volume, excellent distance, and brilliant quality will combine to make your Jewett Cone a joy and a delight. Reproducing unit by V. E. Morrison, originator of the famous Vemco unit, which speaks for its quality and performance. List $18.00

Franchised dealers are reaping their profits. Room for a few more dealers. Sign up and order now for the Fall Season.

JEWETT DISTRIBUTING CO.
OF NEW YORK, INC.
16-22 Hudson St., New York City

Whitehall 5922 Telephones

"THERE IS NO SUBSTITUTE FOR THE BEST"
Let This Receiver Talk for You

Put your trust in A-C DAYTON, and you can count on bigger profits, growing good will and a soundly established business. The A-C DAYTON speaks for itself—not only to the public but to the dealers as well.

Consider the Console, for example. A full range instrument capable of equaling or bettering the reception of any other receiver regardless of price, it offers in addition, compactness, beauty and extremely popular price. It stands but thirty-eight inches high—an ideal furniture model for any home, large or small. It is completely contained, including loudspeaker, with "A" Battery cabinet lined with asphaltum. And it retails at $185 ($190 west of Denver), as compared with prices ranging from $250 upward for similar models of other makes.

In terms of "dealer performance," these things mean easier sales, quicker profits and more ready turnover. They stand for increased good will and multiplied satisfaction for your trade. With those things goes our guarantee of constantly maintained prices. Wild and unsupported claims, whether made by manufacturer, jobber or dealer, will take radio nowhere. Performance is all that counts with your trade; it should be all that counts with you. Seek the line that speaks for itself—as the A-C DAYTON does! Send the coupon today for full description of the line with prices and discounts.

The A-C Electrical Manufacturing Co.
Dayton, Ohio

The A-C DAYTON Radio is a complete radio receiver for ready installation in phonographs of all types. Fitting into the record rack, in both cabinet and console models, it adds the utility of a full-range, fully established radio receiver to the enjoyment possibilities of the phonograph itself.

With the Phono Set you do not have to depend on combination phonograph and radio units for combination sales. Practically any machine in your stock becomes a combination instrument with less than an hour's work. You can sell radio to your old customers, as well as speed up the sale of present stocks. Performance is absolutely the best, for the Phono Set is the standard A-C DAYTON circuit, changed only in size.

A-C Electrical Mfg. Co.,
Dayton, Ohio.

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

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

A-C DAYTON Radio

"for the man who believes his own ears"
Second Annual Radio World's Fair Scores

Thousands of Interested People Crowded Huge Armory in New York to View New Models of Radio Sets and Accessories—Marked Improvements Feature 1925-1926 Lines—Show Was Mecca for Trade

Viewed from all angles the Second Annual Radio World's Fair, which was held at the 258th Field Artillery Armory, New York, during the period from September 14 to September 19, and which drew thousands of interested radio enthusiasts, was most successful. Approximately 800 manufacturers displayed their newest products, and the exhibits of receivers in all types of models, loud speakers, tubes, batteries and accessories of every description revealed the fact that during the past season the manufacturers have made vast strides in the improvement and refinement of their products, and the radio receiver that is now on the market is a musical instrument in every sense of the word, and can no longer, even by the most prejudiced, be referred to as a novelty.

The management of the World's Fair, in order to make this season's exposition more attractive from the public's standpoint, arranged entertainment features that were practically continuous. A glass-encased broadcasting booth, the Crystal Studio, was erected in the center of the Armory and was connected with wires to the studios of ten metropolitan broadcasting stations, and the leading radio announcers and artists appeared personally before the thousands who have been entertained by these sante artists. The leading radio announcers and their products, and the manufacturers have made vast strides in the improvement and refinement of their products, and the exhibitors expressed themselves as being more than satisfied with the results of the display of their new models. The vast outpouring of radio fans could not help but justify the optimistic predictions which have been made by manufacturers regarding the excellent prospects of the coming season and this feeling has communicated itself to dealers who ordered stock in a manner which indicates that 1925-1926 will be a banner radio year.

Partial Bird's-Eye View of the Exhibits at the 258th Field Artillery Armory 
ments which make the radio receiver a much more desirable instrument for the house, while not only the set proper but also each part which goes to complete it has shared in the general advance and improvement, nevertheless, it remains true that no revolutionary developments have occurred which would have the effect of making obsolete those sets now on the market.

Hundreds of dealers from East and West attended the show and they, too, shared in the optimism of the manufacturers, for invariably the exhibitors expressed themselves as being more than satisfied with the results of the display of their new models. The vast outpouring of radio fans could not help but justify the optimistic predictions which have been made by manufacturers regarding the excellent prospects of the coming season and this feeling has communicated itself to dealers who ordered stock in a manner which indicates that 1925-1926 will be a banner radio year.

Leading Exhibitors and Their Products

Zenith Radio Corp.
The Zenith Radio Corp., Chicago, Ill., maintained a very attractive exhibit which was equipped with furniture of dignity and beauty, creating a handsome setting for the very attractive Zenith line. Ten models of radio receiving sets were shown, with the De Luxe line being featured. The Zenith art models, ten-tube, single-control sets in Spanish, Chinese, Italian, English and Colonial cabinets, embodying the latest in design and set construction, attracted thousands of interested visitors to the booth. In a glass case, at the entrance to the exhibit stand a model of the Boudoir, the vessel used by Commander Donald H. MacMillan in his Arctic explorations, and a model of the airplane, both being on rent with the wireless apparatus of the Boudoir constantly sending the call letters "WSQ." The display, which was exact in every detail, was constantly surrounded by crowds of visitors, who were told by an exp

(Continued on page 116)

It would be difficult to place one's finger on what exactly constitutes the outstanding development of the new line of radio receivers, the improvement has been so general. Cabinets have been created in more attractive designs and the majority of cabinet sets displayed merited a place in the finest of homes and can
Second Annual Radio World’s Fair Scores—(Continued from page 115)

The Laurel Victor type, 753, was introduced as a new type of model, and was exhibited by The Laurel Victor Co., of Chicago. This type is distinguished by its unique feature of incorporating the complete 3-speed parallel coil motor in the cabinet, eliminating the usual motor compartment. The cabinet is of the unique “Art Deco” type, with a stylish design, and is a definite improvement over the earlier models.

The Crane Victor line, 754-757, was exhibited by The Crane Victor Co., of Chicago. These models are characterized by their unique design and styling, with a distinctive “Art Deco” look. The cabinets are of high quality, and are built to last. The models are available in a variety of colors.

The General Electric line, 758-760, was introduced by The General Electric Co., of Schenectady, N.Y. These models are known for their quality and durability, and are popular among radio enthusiasts. The cabinets are designed to last, and the models are available in a variety of finishes.

The Philco line, 761-763, was exhibited by The Philco Radio Corp., of Philadelphia. These models are well known for their quality and performance, and are popular among radio enthusiasts. The cabinets are designed to last, and the models are available in a variety of finishes.

The RCA Victor line, 764-766, was introduced by The Radio Corporation of America, of Camden, N.J. These models are known for their quality and performance, and are popular among radio enthusiasts. The cabinets are designed to last, and the models are available in a variety of finishes.

The Federal Radio line, 767-768, was exhibited by The Federal Radio Co., of Pittsburgh. These models are well known for their quality and performance, and are popular among radio enthusiasts. The cabinets are designed to last, and the models are available in a variety of finishes.

The Zenith line, 769-771, was exhibited by The Zenith Radio Corp., of Chicago. These models are known for their quality and performance, and are popular among radio enthusiasts. The cabinets are designed to last, and the models are available in a variety of finishes.

The Sylvania line, 772-773, was introduced by The Sylvania Radio Corp., of East Orange, N.J. These models are known for their quality and performance, and are popular among radio enthusiasts. The cabinets are designed to last, and the models are available in a variety of finishes.

The Radio Shack line, 774-775, was exhibited by The Radio Shack Corp., of Mansfield, Ohio. These models are known for their quality and performance, and are popular among radio enthusiasts. The cabinets are designed to last, and the models are available in a variety of finishes.

The Sarnals line, 776-777, was introduced by The Sarnals Radio Corp., of Chicago. These models are known for their quality and performance, and are popular among radio enthusiasts. The cabinets are designed to last, and the models are available in a variety of finishes.

A Section of the Armory Showing Several Attractive Exhibits

In addition to the above, there were many other exhibits in the armory, including those of The General Electric Co., The Philco Radio Corp., The RCA Victor Co., The Zenith Radio Corp., The Sylvania Radio Corp., The Sarnals Radio Corp., The Radio Shack Corp., and The Sarnals Radio Corp.

The complete list of exhibits is too long to be included in this article, but can be found in the Radio World’s Fair catalog, which is available at the fair. The fair was a great success, and the exhibits were well attended. The fair closed on May 25, 1925.
Artistic Settings for

Radio Products Added to the Attractiveness of Exhibits, as Is Shown Above

The set with silent dials and a silent electric motor was also shown, as were the transformers and other parts made by the Electrical Research Laboratories. H. Hayden, Eastern district sales manager of the company, was in charge of the booth, assisted by Sanford M. Locke, eastern district sales manager, and members of the Eastern sales staff.

Utah Radio Products Co.
The Utah Radio Products Co., Chicago, III., at its attractive booth, had a full display of its receivers, consisting of the Utah Superb, the Utah Standard, a two-tube model, the Utah Censer, and a couple of Utah Special models. The company was represented by H. H. Frost, president of the company, and W. A. Smith, manager of the company.

The Utah Deluxe model was also shown, as were the transformers and other parts made by the Electrical Research Laboratories. H. Hayden, Eastern district sales manager of the company, was in charge of the booth, assisted by Sanford M. Locke, eastern district sales manager, and many others.

The exhibit displayed the complete line of Utah receivers, containing the Utah Standard line. The models shown included the Utah Deluxe, the Utah Deluxe Deluxe, and the Utah Special models.

Electrical Research Laboratories
The Electrical Research Laboratories, Chicago, III., at its exhibit displayed the complete line of electrical research sets, containing the complete line of electrical research sets. The models shown included the Electrical Research Laboratories line, the Electrical Research Laboratories Deluxe line, and the Electrical Research Laboratories Special line.

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The Talking Machine World
October 15, 1925

Second Annual Radio World's Fair Scores

(Continued from page 117)

Advantage

advantages, a number of the sales staff, including M. J. Christensen,

Mubak Electric Corp.

The Mubak Electric Corp., Chicago III., displayed

three models of Mubak- and dial receivers, including

console model No. 105, a table type receiver, No. 361, and

the console-model No. 360, with built-in loud

speaker and "U" battery compartment. The Mubak phonograph

perfectly and magneto 1200R, but set were shown by the

Mubak products which show others to the

exhibit. J. H. Mock, G. M. Gomme and J. R. Kenty, of the Mubak Co., Chicago III., sales representatives,

were in charge of the exhibit. F. T. Chase, vice president of the

Mubak Co., was also in attendance at the show and took considerable time at the Mubak exhibits.

Air-Way Electric Appliance Corp.

The Air-Way Electric Appliance Corp., Toledo, O.,

displayed the full line of Air-Way receiving sets which consists of three wire type sets, one console and one table

model; one five and one four unit sets, each of which

is of the table type. Open cabinets of the different models

were shown in order that the size and weight of the

receivers could be closely noted. J. O. Minter, sales

superintendent; R. H. Smith, Boston representative, J. B.

Kaye, Philadelphia representative; Ralph Reimer, New

York representative; Fred Gumble, agent, and Fred

Rebol, Jr., assistant in the president, were in charge of the exhibit.

N. G. Saul Co.

The N. G. Saul Co., Chicago III., displayed a large

complete line of the Saul series speakers, including the

Saul, Jr., in a variety of styles. This speaker, which is made of

burlap with an ashworth cone, made a most attractive appearance. Jack Studler and Thomas Komiga,

of the Studler-Comeno Mfg. company's representatives,

were in charge of the display.

Andrews Radio Corp.

The Andrews Radio Corp., Chicago III., displayed

the "B" and "K" automatic receivers, the J and K.

The Deaden-type K, which was the feature of the exhibit,

operated by means of battery power, is a receiver which

has all necessary current from the light socket. Lynn T. Piper, general sales manager, and

R. D. Miller, assistant, were in charge of the exhibit.

Curta-Legger Furniture Corp.

The Curta-Legger Furniture Co., Chicago III., displayed

the Curta-Legger Invisible speakers, made in varying

styles, and used as a base for the operating sets; the

Curta-Legger Blue Streak tubes, four types of which were shown, and a loud speaker system. The Henry Sengel phonograph units were also shown, as well as the

Sengel glass cover for phonograph record cabinets and

elite rubber case and grommet for use in the exhibit.

Henry Byron & Co., Inc.

Henry Byron & Co., Inc., New York, exhibited their

complete line of radio receiving sets. Among the various

models on display were the American, Imperial 20 and 30.

The models of this style are equipped with a built-in

amplifier and contain complete line of radio sets as well as a

number of other receivers, which are used in the exhibit.

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number of other receivers, which are used in the exhibit.

American Wireless Corp.

The American Wireless Corp., New York, exhibited its

complete line of receivers at the American Wireless Exhibition. This set is

displayed the "B" type receiver, of the "V" model type, and has been especially designed to meet the home requirements of

radio enthusiasts and has been thoroughly tested in the home. The cabinet contains the built-in loud

speaker and battery requirements. W. Bross, president,

and W. L. G. Brown, manager, with the assistance of the exhibit, were in charge of the exhibit. The new

All-American Radio Corp.

The All-American Radio Corp., Chicago III., displayed

the new All-American receiver, a set with built-in

battery compartment. The All-American thyratron coils

were also featured, as were the new frequency converters.

The set was in charge of E. S. Feinberg, president; F. T. Conwell, sales manager, and

the All-American Mfg. Co., New York, represented.

Spartan Electric Corp.

The Spartan Electric Corp., New York, distributed

the Spartan line of receivers at the American Wireless Exhibition. The set is

displayed the "V" type receiver, of the "B" model type, and has been especially designed to meet the home requirements of

radio enthusiasts and has been thoroughly tested in the home. The cabinet contains the built-in loud

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All-American Radio Corp.
Second Annual Radio World's Fair Scores—(Continued from page 118)

THE TALKING MACHINE WORLD

The following manufacturers were represented by displays of their lines at both the World's Fair and the Fourth Annual Radio Exposition. The exhibits in practically every case were identical at both Expositions:

Atwater Kent Mfg. Co.

Prominently located close in the main entrances of both shows were the displays of the Atwater Kent Mfg. Co., Philadelphia, Pa. Much attention had been given in the description of these booths and displays by the trade journals, and it was expected that this would be the case. The Atwater Kent booth was well equipped with a wide variety of receiver sets, including those with Atwater Kent tubing, designed to carry the trade name of the company. The booth was well equipped with a wide variety of receiver sets, including those with Atwater Kent tubing, designed to carry the trade name of the company. The booth was well equipped with a wide variety of receiver sets, including those with Atwater Kent tubing, designed to carry the trade name of the company.
Second Annual Radio World's Fair Scores—(Continued from page 119)

grades of the sales staff of the company's metropolitan districts, including John H. B. Crome, Chicago; C. W. Sher- 

manc, etc.

Kelleigh Swiss & Surrounds Co., Chicago Ill., developed its slim line of receivers, loud speakers and 

components for radio cabinets, and was awarded a large number of contracts for its line of products.

The Kelleigh Symphony was awarded the 1925 New York Award for outstanding performance, and

the company's sales staff was increased to meet the increasing demand for its products.

The 1925 New York Award for outstanding performance was awarded to the Kelleigh Symphony, and

the company's sales staff was increased to meet the increasing demand for its products.

Bryant Fan & Motor Co., Chicago, Ill., was shown at the New York Fair, and announced its new line of 

fans and motors. The new line was introduced to meet the demand for improved air conditioning, and

the company's sales staff was increased to meet the increasing demand for its products.

The A.C. Electrical Mfg. Co., Chicago, Ill., was shown at the New York Fair, and announced its new line 
of electrical products. The new line was introduced to meet the demand for improved electrical appli-
cances, and the company's sales staff was increased to meet the increasing demand for its products.

The 1925 New York Award for outstanding performance was awarded to the A.C. Electrical Mfg. Co., and

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the company's sales staff was increased to meet the increasing demand for its products.
Both A and B radio power from your house current

Philco Socket Powers are plugged right into a lamp or wall socket. They change ordinary A.C. house current into smooth, hum-free power necessary for radio. Dependable as your electric current. Turned on just like an electric light.

Philco Socket Powers make radio even more convenient and easy to operate than talking machines. Thousands of persons are now buying sets who previously thought radio too mysterious and technical. Thousands of others—tired of the bother and expense of renewing dry cells—are equipping their sets with Philco Socket Powers.

*For Radiola Super-Heterodyne* (old and new models) and ordinary sets using 3-volt dry-cell tubes, Philco Socket Power "AB" is ideal. Both "A" and "B" power built into one dull-brown, hand-rubbed cabinet. The one Socket Power switch controls everything. Nothing else to think about. Simply snap it ON and OFF.

- For 50-60 cycle 105-125 volt alternating current.
  - Consumer price: \$65.00

- For 25-40 cycle 105-125 volt alternating current.
  - Consumer price: \$68.50

*For Storage Battery (6-volt) tubes* Socket Powers "A" and "B" are supplied in individual cases. Either may be used alone but for maximum convenience both should be used together. Philco Socket Power "A" is a complete "A" power unit, permanently connected to your house current and automatically supplying battery current for sets using storage battery tubes. Socket Power "B" eliminates "B" batteries and can be used on any set. Plug the "B" into the built-in socket in the "A." Plug the "A" into a lamp or wall socket.

The one "A" switch then controls everything.

- Socket Power "A" for 50-60 cycle 105-125 volt alternating current.
  - Consumer price: \$47.50

- Socket Power "B" for 50-60 cycle 105-125 volt alternating current.
  - Consumer price: \$47.50

- Socket Power "B" for 25-40 cycle 105-125 volt alternating current.
  - Consumer price: \$52.50

You can obtain Philco Socket Powers from your Jobber or Wholesale. Order now or write to us for complete details.

Philadelphia Storage Battery Company, Philadelphia

Philco also makes rechargeable batteries, storage batteries in rubber cases, all kinds of radio accessories, radio racks in wood and metal, and line of complete sets. Write for catalogue. Also rechargeable storage batteries for automobile, phonograph, etc.

Philco "A" Batteries for all kinds of radio—dry battery cases for rechargeable batteries. In rubber cases, 1000 mah, 2000 mah, 3000 mah. Also recharger. Write for catalogue and prices. Always write to us regarding needs in radio or phonograph batteries or Edison Records.
Second Annual Radio World's Fair Scores (Continued from page 120)

They want!
What they want!
When they want it!

You owe it to your customer in consideration of patronage.
You owe it to your service in consideration of profits and goodwill.

Earn both—give them Supertron.
Not just guaranteed—that's nonsense, but guaranteed by a serial number which identification that's sensible.

All types $2.00 each
Canada: $2.15 each

Branch Offices

At 2nd and Race Sts.
23rd and Race Sts.
Reliance Bldg.
Main Office, Supreme Bldg.
Gray's Bldg.
Tower Bldg.
35 Front St.
504 Wells St.
R. T. Bldg.
P. O. Box 2689
P. O. Box 1906
2nd Floor
21 S. Third St.
4807 Penn Ave.
1710 Fairmount Ave.

SUPERTRON MFG. CO., INC.
1100 Roosevelt Ave.
HOBOKEN, N. J.

A SERIAL NUMBER GUARANTEE

For QUALITY there is no substitute for Supertron June

LISTEN TO THE TUBE WITH A SENSITIVE GUARANTEE

A National Carbon Co.
The National Carbon Co., New York City, occupied a ten to eleven space in the hall, and through its exhibits of Eveready radio batteries. A feature of the exhibit was a large group of tube apparatus in detail to be, "D" battery sets, which were not only published, but also manufactured by A. M. Tower, who was in charge of the exhibit. The exhibit was surrounded by crowds of interested spectators, to whom he explained the various advantages of the Eveready battery, and how to obtain them. The same method of demonstration was carried out at the Amboy and other radio shows. At all of the Tube exhibits the battery featured was the new Eveready Lusterline, which although it is a dry battery, is constructed of a new process similar to that used in the manufacture of set cells. C. J. Schmidt was in charge of the Tower exhibits, with W. Held in charge of the battery. Other representatives of the company present were: W. R. Dimenton, O. T. Loughlin and J. M. Curley.

Electric Valley Co.
The Valley Electric Co., St. Louis, Mo., and six to seven spaces on radio apparatus at its exhibit, as at the shows. The Valley Electric radio receivers, of which four models were shown: Valley battery receiver, and Valley "D" battery receiver were pronounced "agrees." The Valley Battery receivers, in Counsell and table models with special Valley cabinet, were exhibited. The shop manager, Herbert Edson, treasurer of the company, was in charge of the exhibits, and was ably assisted by R. P. Cunningham, Eastern sales manager, and C. A. Higginbotham, district manager, and members of the Eastern sales force.

Aepa Mfg. Co.
The Aepa Mfg. Co., of Providence, R. I., had component displays of the Aepa line through the direct distribution, the Telephonie Radio Corp. The exhibit included the Aepa "A" battery changer in two types, No. 77 and 92, and the Aepa "B" battery changer types 69 and 89. There was also shown Aepa audio transformers, "B" battery cabinet, radio speaker as accessories side, and radio, vitamin doors and battery clips. Thomas F. Wilson, president of the company, spent several days at the exhibits during the week.

Deutschman Co.
The Tube Deutschman Co., Boston, Mass., displayed in the Palmer and Amory various radio accessories and parts featuring the Tube filter condensers and indoor loop aerials.

Pepact Mfg. Corp.
The Pepact Mfg. Corp., Long Island City, N. Y., manufacturer of parking containers for radio sets, was represented at both the Palmer and Amory. Under the display of "Pepact packed" was to be found the contents of the various sizes of Pepact containers. F. S. Oppenheimer and E. H. Perlman were in charge of the exhibits and explained the merits of Pepact parking.

Exhibit of the Murdock Line During the Show

During the week in which the radio shows were held in New York City, the William J. Murdock Co., of Chelsea, Mass., welcomed many dealers at a special exhibit arranged in a suite at the Hotel Commodore. D. R. Murdock, treasurer and general manager of the company, and A. S. De Vescu, New York representative, were present and demonstrated the new Murdock neutronine radio sets which were shown for the first time. Model 201, a five-tube neutronine cabinet set with loud speaker attached and Vermer doors, was shown as well as Model 201, the same instrument without loud speaker. Model 203 was also shown. This is a new neutronine. An improvement, however, was the new Murdock model 204, which is described as a "no antenna or ground" set. The set was installed in a floor cabinet of artistic appearance and is a two-tube set, dual control, with neither antenna nor ground is necessary for radio reception. A noticeable advantage in radio construction was to be found in this set, which employs a shield covering the various units.

J. H. Blinn was recently appointed manager of the talking machine and radio departments of the Denver Dry Goods Co., Denver, Col. Mr. Blinn is well known in retail music circles in that city.
Quality Sells Them -Not Price!

BRIGHTON TRUE BLUE RADIO TUBES

When True Blue Radio Tubes were first advertised as "The Finest Radio Tube in the World" no one could prove such a claim. It was necessary to have faith in the product.

Today an ever increasing number of True Blue Tube Dealers will testify to the truth in True Blue advertising. Their sales show that the man who bought one True Blue Tube generally came back for more.

Investigate the value of a True Blue Tube Franchise.

Brighton Laboratories, Inc., Waldorf-Astoria Hotel
16 W. 34th Street, New York City

Write our Nearest Representative

Philadelphia Office:

Vend, Lortz & Richardson,
115 W. Jackson Blvd., Chicago, Ill.

American Electric Lamp Co.,
156 Spring St., Atlanta, Ga.

D'Elia Electric Co., Inc.,
211 John St., Bridgeport, Conn.

Hunt-Walsh Co.,
633 Stark St., Portland, Ore.

Magrane & Machtol Co.,
1636 Cathedral St., Baltimore, Md.

Radio Dealers Supply Co.,
422 Howard St., San Francisco, Calif.

B. C. Schulte,
551 Crescent Ave., Detroit, Mich.

Williams Hardware Co.,
136 Second Ave., N., Minneapolis, Minn.

Zeta Cooperative Merc. Inst.,
Salt Lake City, Utah.

Clyde Washburn Co.,
355 Union St., Memphis, Tenn.

Boston Office:
366 Park Square Bldg., Boston, Mass.

D. B. Smith & Co.,
151 Locust St., Kansas City, Mo.

Eaton & Hill Supply Co.,
144 Pike St., St. Louis, Mo.

Metal Centre Co.,
12 West 45th St., New York City.

Chicago Office:
241 Chamber of Commerce Bldg.,
25 East Wacker Dr., Chicago, Ill.

New Horizons Electric Co.,
365 8th St., New Haven, Conn.

Raymond Radio Co.,
1614 Graham St., Des Moines, Iowa.

Southern States Corp.,
601 Camp St., New Orleans, La.

Frank B. Wilson, Inc.,
333 Pike St., Seattle, Wash.

Nelson Hardware Co.,
3333 N. Main St., Seattle, Wash.

Campbell Ave., E., Kansas City, Mo.

A. E. Smith, Inc.,
33 West 1st St., Charlotte, N. C.

New Jersey Representative:
Tewt Store Co.,
519 E. Main St., Jersey City, N. J.

G. J. Schenck Auto & Radio Co.,
155 W. 3rd St., Brooklyn, N. Y.

Bart ing-Carter Hardware Co.,
F. O. B. Dist., Huston, Texas.

Hurry & Phillips Hardware Co.,
Dallas, Texas.

Lee Keating Hardware Co.,
14th and Harrison, Omaha, Neb.

Price Hardware Co.,
141 S. Well St., Spokane, Wash.

Roberts Tackle Co.,
Kilgoe, Ohio.

W. & E. Radio Service Co.,
Wright Bldg., Tulsa, Okla.

Yarb & Lecora,
301 East Water St., Milwaukee, Wis.

L. Lerner & Co., 714 Prospect Ave.,
Cleveland, Ohio.
Simpler, More Selective, More Sensitive, the New **MAGNAVOX**

is making radio history

**MAGNAVOX** has perfected the single dial control. In the new Magnavox a flick of the fingers makes you master of the air. The new Magnavox is ultra-sensitive. It is factory tuned with the Magnavox tuning meter, 1,000 times more sensitive than the human ear. The new Magnavox is ultra-selective—the new Magnavox circuit and Torodial R.F. Transformers tune out the big, powerful stations at will—turn the single dial of Magnavox to the wavelength of the station desired and no other station can butt in.

No Magnavox Set can ever become obsolete because Magnavox Receiver Units are interchangeable except in the case of Magnavox Junior. Should our constant research show that the Magnavox circuit can be improved, it will only mean a change in units to bring most Magnavox sets right up-to-date.

The new Magnavox is making radio history—the new Magnavox sells on demonstration—and demonstrations are easy with Magnavox.

For your profits sake, write, or better still, wire our nearest office today for the name of your territorial distributor.

**THE MAGNAVOX COMPANY**

1315 S. Michigan Avenue, Chicago, Ill.  
130 West 42nd Street, New York
Radio Exposition at Palace a Big Success

Leading Exhibitors and Their Products

Radio Corp. of America

The Radio Corp. of America was represented not only by the full line of Radios, Radiosonic and Phonographs, but also by educational exhibits which gave the public a closer and clearer picture of the new product. A pilot, which was part of the product, was on display, and several models were arranged so that the public could have an idea of the new product. The educational exhibits were well received by the public, and the educational booth was one of the most popular exhibits at the exposition.

Brownsville Bullseye Co.

The Brownsville Bullseye Co., Chicago, III., at its very attractive exhibit, featured two models of the new product, the Penguin and a model similar to the Penguin, both of which were very popular with the public. The exhibits were designed to give the public a closer and clearer picture of the new product. The exhibits were well received by the public, and the exhibits were one of the most popular exhibits at the exposition.

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Radio Exposure at Palace a Big Success—(Continued from page 125)

Radio Industry Co.

The New Radio Industry Co., formerly known as the Royal Industry Co., was introduced at the recent exhibition, held in Chicago last week for the benefit of the National Electrical Manufacturers’ Association.

The new company was organized for the purpose of manufacturing and selling radio apparatus of all kinds, including broadcast receivers, talking machines, phonographs, and other electrical devices.

The company was formed by a group of experienced engineers and manufacturers, who have been active in the radio field for many years.

The new company has already secured a number of important contracts for the manufacture and sale of radio apparatus, and is expected to do a large business in the near future.

The new company is located at 1234 Main Street, Chicago, and is under the management of Mr. John Smith, who has been active in the radio field for many years.

The company is well equipped with the latest machinery and is able to turn out high-quality products at a reasonable price.

The new company is expected to be a strong competitor in the radio field, and is sure to meet with success in the near future.

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Some Views at the Fourth Annual Radio Exposition in Grand Central Palace

The illustrations above give an idea of the many attractive booths of leading manufacturers of radio products which made the Radio Exhibition an outstanding success and which drew thousands of interested radio fans and trade representatives.
Radio Exposition at Palace a Big Success

Radio Exposition at Palace a Big Success—Continued (From page 126)

Radio Exposition at Palace a Big Success

Radio Exposition at Palace a Big Success

Radio Exposition at Palace a Big Success
Thousands of go-getters are already lined up for making Big Money this Fall on Grimes Radio Products. If you haven’t already signed up, only immediate action will get you in on our most liberal Authorized Dealer proposition. Territories are closing up fast. We expect to reach our quota in another 10 days. We want only live dealers and only live dealers can get the full benefit of the millions of lines of free publicity and the hundreds of thousands of dollars of national advertising that have made the name Grimes known throughout the world.

Your city should have, right now, scores of ready made prospects for the DAVID GRIMES HIGH POWER RADIOS

Our direct-to-dealer policy gives him the full jobber’s profit and allows him sufficient margin to advertise the Grimes Radio Products under his own name and make a good profit besides.

NOW, you have the greatest and most valuable business opportunity ever offered to you.

FOR BIGGER PROFITS and QUICKER TURNOVER

Write us today for our proposition. Address

DAVID GRIMES, Inc.
1571 BROADWAY
NEW YORK. N. Y.
Radio Exposition at Palace a Big Success— (Continued from page 128)

Gilbert-Keaton Corp., Host to Metropolitan Retailers

Online Plans for Marketing Kolster Radio at Dinner in Hotel Pennsylvania During the Recent Radio Show Week

The Gilbert-Keaton Corp., 135 Fifth avenue, New York City, distributor of standard lines of radio receiving sets and merchandise, held a dinner at the Hotel Pennsylvania, New York City, during the week of the radio exhibitions. The outstanding feature of the gathering, at which many important metropolitan dealers were present, was a message regarding the plans for the marketing of Kolster radio, a product manufactured by the Federal Telephone Co. (of California).

Both Randall M. Keaton, of the Gilbert-Keaton Corp., and H. H. Southgate, of the marketing division of Kolster radio, presented to the retailers the protective plans under which Kolster products will be marketed. Mr. Southgate also outlined the plans of his organization for supporting the public with the Kolster products that will be shown in the medium of national magazines and local newspapers, the latter in close conjunction with the activities of the Kolster distributors and dealer representatives.

After the dinner the Kolster products were demonstrated and the tone quality of the receiving sets was emphasized, as well as the simplicity of operation. The greatness of the Gilbert-Keaton Corp. were emphasized over the products shown and commented favorably on the high business standards upon which the sets will be marketed.

Others who were in attendance at the gathering were Maximilian Well, of the Audak Corp., inventor and manufacturer of the Selectron. This product makes available the amplifying chamber of the talking machine for either radio or talking machine record purposes at the will of the operator. It becomes a permanent part of the talking machine, and is delivered equipped with a Selectron loud speaker unit.

Benjamin Miessler, of the Miessler Electric Radio Corp., spoke on and demonstrated the Miessler Electric receiving set. This set opens from alternating current electric light socket and eliminates the use of batteries. Prior to its presentation this season the product underwent exhaustive tests and both the manufacturer and distributor guaranteed its merits.

Zenith and Pearsall Entertain During Show Week

During the week of the Radio exhibitions in New York, the Silas E. Pearsall Co. entertained visiting officials of the Zenith Radio Corp., and Paul Khlug, Eastern manager of the Zenith Radio Corp., was also host to Mrs. Lydia M. Green and others of the Pearsall organization.

On Friday afternoon, September 18, S. I. Marks, treasurer of the Zenith Corp.; Paul Khlug, W. J. Gaynor, district sales supervisor; H. H. Roemer and Mrs. Roemer and Lloyd L. Springer, Pearsall general manager, motored with Mrs. Green to her home at Great Neck, L. I., where dinner was served and a party ensued followed by a midnight supper.

On Saturday the Zenith Corp. entertained in its suite at the Hotel Commodore, where the group was joined by S. W. Creddie, sales manager of the Macenric Radio Corp.; Henry Rowerdink and J. L. Pratt, Rochester Zenith distributors; Major Andrew White and Ernest Hare and Billy Jones. After several hours of entertainment the party adjourned to the Del Fcy Club.

Demonstrate Panatrope Daily During Exposition

During the week of the Fourth Annual National Radio Exposition the Brunswick Panatrope and the Brunswick Radiola were on display at the Grand Central Palace, and each day these instruments were demonstrated to an invited audience of dealers at the offices of the company.

Eastern Sales Manager Harry A. Beach was in charge of the demonstration and he states that the new instrument made a definite impression on the dealers who listened to it for the first time.

Ralph D. Riezen, formerly of Yoskum, Tex., has been named as manager of the New Mexico Piano Co., 114 North Second street, Albuquerque, N. Mex.

You Want the Best Talking Machine Felt—“American Felt” Is Its Name

 YEARS OF catering to the talking machine manufacturer’s felt requirements have not gone for naught. Well do we know his needs.

American Felt Company’s turntable felt gives supremely satisfactory service. Durability is inbred in the product. No matter how rigorous the usage, American Felt Company’s felt may be depended upon to last.

Value is in keeping with our output—the largest in the country. Write our nearest office for quotations.

AMERICAN FELT COMPANY

213 Congress St., Boston

114 E. 13th Street, New York City

325 So. Market Street, Chicago
Another Bosch Radio triumph—a Radio Reproducer at an extremely low price with unusual tonal quality, purity of reproduction and remarkable range.

The Bosch Junior Ambotone is manufactured by an organization whose reputation for the production of precision electrical equipment has been supreme for years. The Junior Ambotone is beautifully designed and is smaller than the usual type, taking up about half the room—an important sales point.

The Bosch Junior Ambotone will lead sales in reproducers—the greatest value in Radio, in quality and price—$14.50

AMERICAN BOSCH MAGNETO CORPORATION
SPRINGFIELD, MASS.
Noted Musicians to Be Heard by Radio

Steinway to Broadcast Programs by Damrosch, Mengelberg, Hofmann and Schumann-Heink

Concerts conducted by Damrosch, Mengelberg and other great musicians, and recitals by Josef Hofmann, Schumann-Heink and other artists will be broadcast in a series of six entertainments given by Steinway & Sons and the Radio Corp. of America, it was announced recently.

The first of the Steinway concerts, which will be broadcast from the new Steinway Hall, 169 West Fifty-seventh street, New York, through stations in New York, Washington and Chicago—by the Radio Corporation and its associates, will be held on October 27 under the direction of Will Mengelberg. The program will include a recital by Hofmann. A festival hymn composed by Mengelberg for orchestra and baritone solo will be given for the first time in this country. Franz Gage will be the soloist.

On November 8 Walter Damrosch on the piano and Paul Kochanski, accompanied by the Steinway String Orchestra, will give the Kreutzer Sonata, which will be broadcast from WJZ, WRC and WGY.

Schumann-Heink will sing at the third concert of the Steinway series on December 4. Other concerts will be broadcast on November 2, November 4 and November 6.

McCoy's Takes Over Skinner Music Co.

Waterbury, Conn., October 12.—Alvin P. McCoy, president of McCoy's, Inc., has announced the consolidation of McCoy's, Inc., and the Skinner Music Co., two of the leading music shops in this city. Skinner's will be closed in a few days.

The store has been growing steadily, and from time to time incorporating new stores under its present management. Commencing with Fulton Music Co., it became Driggs & Smith Co., Fulton, Driggs & Smith's, Inc., also taking in the New York Piano Co., all of Waterbury. Sedgwick & Co., the oldest store in Waterbury, is now operating under McCoy's, making it the largest music organization in the State.

The new board of directors named after the Skinner parlour includes A. V. McCoy, Charles D. Nye and Henry Dunn. J. H. Keilchim, Lewis Mattoon and Harty Smith, who have been in charge of Skinner's since the deaths of Mr. and Mrs. Skinner, will be associated with McCoy's.

Well-Known Houses at Illinois Products Show

CHICAGO, III., October 9.—At the Illinois Products Exhibition, which opened yesterday at the American Exposition Palace in this city, the Chicago division of the Association of Musical Merchandise Manufacturers is represented to advantage. Among the prominent Chicago houses represented in this co-operative display, which will close on October 17, are the following: Armour Co., Ludwig & Ludwig, Wilson Bros., Lyon & Healy, Inc., Geib & Shaefer Co. and others.

New Rate on Radio Sets Disapproved by Commission

WASHINGTON D. C., October 12.—The proposals of Eastern railroads to increase freight rates on radio sets when combined with phonographs were disapproved to-day by the Interstate Commerce Commission. New schedules which would have made such devices take first-class rates when shipped anywhere in Eastern territory were suspended from October 12 until February 9. In the interim the commission will investigate.

Milleman Music Co. Buys Out the Ohio Music Co.

NEW CASTLE, Pa., October 8.—The Milleman Music Co., 309 East Washington street, this city, has purchased the Ohio Music Co., of 8 West Washington street, where the firm will make its headquarters. The concern now handles a complete line of musical instruments, including talking machines, radio, pianos, etc. Through the purchase of the Ohio Music Co., the business of the Milleman Co. will be considerably enlarged.

JASON CO. OPENS STORE

SPOKANE, Wash., October 5.—The Jason Piano Co., at this city, recently secured a three-year lease on a new store at W948 Riverside. The store will be under the management of Leon M. Jones, who has been connected with the music business in this vicinity over a period of many years.

CHANGE CORPORATE NAME

The corporate name of the Mohawk Electric Corp., with headquarters at Diversey and Logan boulevards, Chicago, Ill., has been changed to the Mohawk Corp. of Illinois, doing business at the same address. This step has been taken to avoid any confusion of names.

MISS ANN EILERS WED

Miss Min Eilers, president and manager of the Eilers Phonograph Co., Spokane, Wash., was recently married to B. C. Lantry, assistant superintendent of the Great Northern Railway Co. for Spokane division.
get off to a FLYING start

THIS FALL!

Stock the "Big Three" in Phonograph Needles Now and You Will Be All Set for a Big Season

The profit in business lies not in the first sale but in the repeats. That's something you don't have to be told, but if you want to feature a successful line of Phonograph Needles you must stock the "BIG THREE" because they mean repeat sales and lasting customer satisfaction.

THEY TOP THE FIELD

BRILLIANTONE — REFLEXO — GILT EDGE
the "Big 3" in PHONOGRAPH NEEDLES

Made the Bagshaw way which means 100 per cent quality, fast turnover, repeat business and satisfied customers. Feature the "BIG THREE" this Fall for big Fall business.

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

WRITE today to us or your jobber for samples and sales-getting information.
Important Trade Activities Feature the Month Throughout Richmond Territory

COLUMBUS FURNITURE CO. HOLDS FORMAL OPENING OF REMODELED STORE—TALKING MACHINE DEPARTMENT A FEATURE—DEMONSTRATIONS OF NEW VICTOR INSTRUMENT—THE MONTH'S NEWS

RICHMOND, VA., October 8.—The Columbus Furniture Co., which handles talking machines and radio, held a formal opening October 7th of its handsomely remodeled store at 213 West Broad street. The opening was literally advertised in advance and was well attended throughout the day. The opening was at 3 o'clock. All portable sets in stock were sold during the day. These were of the Regal type. The firm handles talking machines and both the Atwater Kent and Crystal makes of radio. Jack Herbert, manager of the radio department, was on hand throughout the day and was kept quite busy explaining the various points about radio.

According to Kenneth Lord, manager of the phonograph department, the battery of Audakas did themselves proud. They were in action frequently while the orchestra was playing, the visitors being able to hear whatever records they pleased without interfering with the orchestral music. In addition to the musical attraction, visitors were given souveniers and served refreshments. Max Schutte, president and general manager of the store, was on hand to see that everything went off fine. The Columbus is the only firm in town equipped with Audakas for demonstration of records and is one of the very few furniture stores handling radio.

Dealers View Orthophonic Vitrina

Fred R. Kesselnin, wholesale manager for The Cordy Co., recently accompanied a factory representative of the Victor Co., to Columbus, St. C., and Greensboro, N. C., where the Orthophonic machine was shown to dealers. Quite a goodly number of dealers were present at both places and expressed themselves as highly pleased with this new product of the Victor. H. L. Lukhard, secretary of the Cordy Co., is back at his desk after being confined to his home by illness.

JOBS AND DEALERS


BIGGEST RADIO PROFITS

ARE MADE DURING THE RADIO SEASON

HERE ARE A FEW REAL DOLLAR PULLERS:

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<tr>
<th>Receivers</th>
<th>Speakers</th>
<th>Batteries</th>
<th>Tubes</th>
<th>Accessories</th>
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<tr>
<td>NEWPORT</td>
<td>K-E</td>
<td>OUR OWN STORAGE, (18 Months Guaranteed)</td>
<td>GOLD SEAL, second to none—guaranteed.</td>
<td>Cords, Plugs, Antenna Kits</td>
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<td>EDISFANN</td>
<td>SUPEROLA CONE</td>
<td>EXCELENTONE</td>
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<td>OUR OWN RITZ</td>
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THE "UNIRAD" WITH A "NEWPORT" RECEIVER EDRMS A PERFECT INSURANCE OF GOOD RADI RECEIPT.

THE "UNIRAD" SUPPLANTS ALL BATTERIES, OPERATING ON EITHER A. C. OR D. C. CURRENT, IMPROVES ANY RECEIVER 100 PER CENT.

3 EAST 14TH STREET BRISTOL & BARBER CO., INC. NEW YORK
The New Series Gennett Records at 50c.

NOW that the indoor season is here the New Series Gennett Records at 50 cents with their timeliness and quality are an important stimulant in renewing interest in the record as a source of home entertainment.

The Gennett Slogan "First and Best on Gennetts" was never truer than it is today, for up-to-the minute popular dance, vocal and novelty hits are to be had when they are new and at a new price!

Then there are the Gennett standard numbers—without which no dealer's shelves are complete—representing the highest attainment in the art of sound recording.

The new Gennett sales plan eliminates all possibility of dead stock and enables the dealer to have on his shelves selections that are in constant demand, the profits from which are never being jeopardized by left-overs and slow movers.

Every dealer will be interested in this new plan because the Gennett proposition is worth while. Write for further information.

GENNETT RECORDS Richmond, Indiana
Kolsters Anticipate

Kolsters satisfy every requirement of the CONSUMER

The public demands reality in tonal perfection.

It demands easy tuning—preferably single control.

It demands a quiet set with no background noises.

It demands selectivity—no interference.

It demands ample sensitivity.

It demands beautiful cabinets harmonizing with fine furniture.

It demands service based upon a reliable guarantee from the manufacturer.

Kolster Radio satisfies all these reasonable demands of the public.

Because of this, Kolster Radio is a money maker for progressive dealers.
Public Demand

Kolsters satisfy every requirement of the DEALER

Progressive dealers must have, in addition to a set which satisfies public demand, territorial protection. They must have a substantial margin of profit. They must have protection against obsolescence. They must have protection against erratic price fluctuations. They must have aggressive advertising support. Kolsters more than satisfy these reasonable demands of progressive dealers.

Because of all this, Kolster Radio is the line for you to handle.

Write, wire or mail the coupon for complete information.

Federal Telegraph Company
(of California)
Woolworth Building, New York City
Continued Good Demand for Machines and Records in Baltimore Creates Optimism

Columbia Wholesalers, Inc., Report Increase of 40 Per Cent in Shipments of Machines—Local Trade Enthusiastic Over New Victor Products—Radio Show Resulted in Increased Sales

October 15, 1925

Baltimore, Md., October 10—Talking machine business during September was remarkably good, according to a number of dealers, not only in records but in sales of machines as well. Strange to say, the best business was reported from dealers who are selling standard and nationally advertised machines at list prices and not from dealers advertising cut prices.

40 Per Cent Gain in Columbia Demand

This is also true of the jobbers here, the Columbia Wholesalers, Inc., distributors of the Columbia, making the best report on business for the past month of any of the jobbers. "Shipments of machines during September, in spite of cut prices on competitive products, increased 40 per cent over the corresponding month last year," declared W. H. Swartz, vice-president of the company. "We sold three and one-half year," declared W. H. Swartz, vice-president of cut prices on competitive products, increased for the past month of any of the jobbers. "Ship-

prices and not from dealers

and

reported from dealers who AnC Selling standard

only in

good, according to

Columbia Wholesalers, Inc., Report Increase of 40 Per Cent in Shipments of Machines—Local

Continued Good Demand for Machines and

for tire month were away ahead of December,

THE TALKING MACHINE WORLD

Columbia Wholesalers, Inc., Report Increase of 40 Per Cent in Shipments of Machines—Local Trade Enthusiastic Over New Victor Products—Radio Show Resulted in Increased Sales

How much did you increase your phonograph record business last month, over the corresponding month last year? During the month of August our record sales increased 119 per cent over August, 1924. Good product, ex-

ellent artists, and carefully selected music were largely responsible for this increase, and only Columbia dealers shared in the extra profits.

Let Us Serve You!

Columbia Wholesalers, Inc.
L. L. Andrews
Wm. H. Swartz
Exclusively Wholesale
205 W. Camden St., Baltimore, Md.
Practical Notes on Organ and Piano Maintenance

Player Pianos

Music shops: Southern Hardware Co., Baltimore Hub-Wheel Co., and Litzinger, Inc.

New Radio Station on the Air Soon

The new $500,000-watt broadcasting station to be operated by the Gas & Electric Co. is rapidly nearing completion and is expected to be in operation by the first of the month. Frederick H. Bixler, municipal director of music, will be in charge of the broadcasting and Stanley W. Barrett, formerly announcer at Springport, Iowa, will be the announcer. This will be one of the most powerful broadcasting stations in this section of the country.

Reports Good Radio Demand

"The radio business is going ahead by leaps and bounds," said L. L. Andrews, president of Columbia Wholesalers, Inc., distributors of the Fada and Crosley machines. "We are the only local jobber to have exhibits at both the Baltimore and Washington shows, occupying large spaces at each show and both shows were very successful from all standpoints."

"We have just completed the allotment of Crosley dealers in Washington and no more franchises for this line will be granted there. The local territory is rapidly being taken up and the same situation applies to the rest of the territory we cover. Our radio and battery business shows an increase of approximately 400 per cent over last year and the busiest time of the year is just at hand."

New Columbia Franchises


Columbia also announces the appointment of S. K. Snyder, as city salesman, and Henry Windfohr, who will act as sales man in eastern Maryland.

L. L. Andrews, president of the Columbia Wholesalers, Inc., is receiving the congratulations of his friends on the birth of a daughter about six weeks ago.

H. H. Sheldon Transferred

H. H. Sheldon, formerly covering Baltimore and Washington for the Brunswick branch, has been transferred to the Boston branch of the company, and F. H. Espey, Virginia representative, is now connected with the Philadelphia branch of the Brunswick.

Porto Rico Reduces Taxes on Musical Instruments

Washington, D. C., October 5—Decided reductions in the excise taxes on musical instruments have been provided in a new internal revenue law put into effect in Porto Rico last month, according to a report to the Department of Commerce.

The ad valorem tax on pianos, organs, player pianos and accessories, pianos, harpsichords and accessories has been reduced from ten to seven per cent. Musical instruments not specified remain subject to the ten per cent tax.

At present the tax will be collected at the time of sale or transfer in Porto Rico, but upon ratification by the United States Congress the excise taxes will be collected at the time of importation into Porto Rico from the United States and thereafter such articles will be exempt from further tax.

Braileran-Fedder Co. Is Making Rapid Progress

Distributor of Valley Forge Main Springs and Parts Reports Excellent Business—Founded Last Spring, Has Advanced Rapidly

Baltimore, Md., October 5—Although founded in the Spring of the year, the Braiterman-Fedder Co., distributor of Valley Forge main springs and talking machine repair material, made by the J. A. Fisher Co., of Philadelphia, Pa., has made rapid strides. The company is now established in its quarters at 1110 Lawrence street, and in the comparatively short period of its existence has opened up a large number of dealers for the Valley Forge line in the territory which it covers.

William Braiterman, head of the organization, is familiar with the talking machine field, having had several previous years of wholesale traveling experience in this industry. He, together with his partner, William Fedder, has

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.
205 W. Camden St. Baltimore, Md.
We cooked up the Carryola Flapper to catch the ladies' eyes at Christmas time—and after. She's the niftiest, nobbieset Holiday Item that ever coquetted from a dealer's window.

But don't forget the Master—the Carryola Master—the million-dollar-in-less-than-a-year machine. It's the model to intrigue the sturdy male. Its lines are truly masculine—it looks stronger—it performs with less affectation. Men will prefer it—unless they happen to remember they are buying for a girl.

As for performance—merit—quality—the two are twain. The same Add-A-Tone Reproducer and other patented features throughout. Both are sturdy, dependable, attractive. Both are guaranteed in the fullest and best sense of that word. (See the right hand page.)

The Carryola Master is finished in genuine Du Pont Fabrikoid—your choice of four rich colors or orthodox black. Spanish Red, Turtle Blue, Butternut Brown, or Jade Green—you can catch about every taste with that assortment!

Don't forget the Carryola Master at Christmas Time—use it to back up the Carryola Flapper. Cash in on our Display Helps and Literature. Order NOW for Xmas delivery.

The CARRYOLA COMPANY of AMERICA
647 Clinton Street
Milwaukee, Wisconsin
Date up the Carryola Flapper for your Christmas trade. She has that “rare something,” that catchy combination of style and dash that strikes straight in. Every flapper—every girl who loves to tip a toe to jazz—will want this truly charming Carryola.

Music from a band-box! From a de luxe, surprisingly light band-box! And make no mistake. It's real music. Every whit as good as from the Carryola Master. Better than that from many a larger machine, console models not excepted.

It's the Add-A-Tone Reproducer that builds that exquisite tone. But there are other selling features, too. The throw-back tone arm; the 15-record pocket in the cover; individual lock and key; nickelled lock and hasps; and other equipment standard with high-class machines.

The Carryola Flapper comes in genuine, black, Du Pont Fabrikoid, trimmed with tan. Open or closed it's a knockout!

GUARANTEE
With every Carryola Master goes a Written Guarantee that unless it completely and unconditionally satisfies, it may be re-shipped at the end of ten days and all charges will be cancelled. This guarantee eliminates all risk.

You'll never find a better Holiday item than this. People will be looking everywhere for suitable gifts—for something different. A colorful window display plus an adequate stock of Carryola Flappers will get them. Write us for suggestions and details.

The Carryola Company of America
647 Clinton Street
Milwaukee, Wisconsin
3 Routes to Sales

In the set market, biggest of all, Thorola dealers are fortified with the 5-tube Thorola Islodyne. It is the only receiver embodying the original Isolated Power principle of Thorola Low-Loss Doughnut Coils. Now interference is nil; selectivity is positive—you can demonstrate it. Sets are uniform; no embarrassing disappointments. The appearance is exquisitely distinctive. And tone is the tone which has made Thorola one of the permanently big names of radio.

Thorola tone also gives Thorola dealers the strongest loudspeaker line. With new burnished Bakelite horn—the largest Bakelite form ever produced; with important technical refinements such as the self-harmonizing feature; with the identifying, beauteous gold throat-band, Thorola 4 at $25 continues as the speaker aristocrat of the world!

Smaller, but bristling with Thorola quality, is the Thorola Junior at $15, putting Thorola dealers powerfully into both ends of the speaker market.

Thorola stores also are the center of interest for set-builders. Only Thorola Low-Loss Doughnut Coils assure the results experimenters are seeking today. Not only the enclosed field of these coils, but the exclusive Thorola low-loss construction contributes to their epochal performance.

In complete receivers, in loud speakers, and in vital radio parts, Thorola dealers have a clear edge, backed by Thorola popular, class, and technical advertising. And with additional new Thorola parts: Low-Loss S. L. F. Condenser, Golden Audio Reproducing Transformer, Rheostat and Fixed Condenser, Thorola guarantees your 1925-26 season.

REICHMANN COMPANY, 1725-39 W. 74th St., CIII.C.100
Encouraging Conditions in the Middle West Filling the Trade with Confidence

All Lines Moving in Satisfactory Manner—Wholesalers and Retailers Optimistic Over the Outlook—Agricultural Districts in Good Financial Shape—Trade Activities of the Month

CHICAGO, ILE., October 7.—The situation in the talking machine and radio trade in the Middle West is at the present time indeed encouraging and its aspect is one which is filling the trade with confidence and optimism. Economically, this section is in a better position than has been the case for several years, bank and government reports showing the central West to be enjoying good crops, and the agricultural districts to be in fairly good financial shape.

The sale of records has been on the upgrade for the past month, the demand being at the present time largely for dance records, musical comedy hits and popular numbers. It is expected, with the advent of the opera and concert seasons, that a similar demand will be noticed for selections of the more serious type.

Talking machines, especially medium priced consoles and combination models, are moving as that of the corresponding period last year. As an example of the betterment of the record business, one Chicago branch of a large record manufacturer reports that the sale total for the past month was two and one-half times as great as the case for several years, bank and government reports showing the central West to be enjoying good crops, and the agricultural districts to be in fairly good financial shape.

The radio buying season is approaching its height, and the enthusiasm of the public seems to be equally as fervent as was the case in the Fall of 1924. One radio show held in Chicago two weeks ago, comparatively early in the season, drew capacity crowds, with a fine dealer attendance, and the interest displayed bodes well for record-breaking sales of radio products this season.

A. C. Valeur with Perkins Phonograph Co.

A. C. Valeur, formerly general manager of the Illinois Phonograph Co., Sonora jobber in the Chicago territory, was recently elected vice-president and manager of the Perkins Phonograph Co., Chicago, and assumed his new duties on September 1.

Mr. Valeur is well qualified for the position he now holds as he has spent twelve years in the phonograph industry, having been associated during that time with firms of prominence. For some time he was managing director of the Sonora Phonograph Co., Ltd., with headquarters in Toronto, Can. Previous to that time he was connected with the Sonora Phonograph Co. in New York City. At one time occupying the position of secretary and treasurer.

Initial Presentation of Brunswick Panatrope

The Brunswick Panatrope, new musical reproducing instrument, about to be marketed by the Brunswick-Balke-Collender Co., Chicago, was given its initial presentation to Brunswick dealers in this territory on October 5, 6 and 7, in the Congress Hotel, Chicago. Three demonstrations were given each day, in the morning, afternoon and evening. Brunswick dealers and members of their sales organizations were present at the gatherings in order to listen to the new instrument, and obtain first-hand information upon the invention, which promises to create a furor in the music trade.

It is in the intention of the Brunswick-Balke-Collender Co. to hold similar demonstrations at Detroit, Toledo, Indianapolis and Des Moines, and other of the larger cities in the Middle West in the near future, but the dates of the hearings have not yet been definitely announced.

Outlook Pleases Henry Forster of Utah Radio

Henry Forster, general sales manager of the Utah Radio Products Co., manufacturer of Utah loudspeakers and units, spent several weeks away from his desk visiting the New York and Omaha radio shows. Mr. Forster also spent some days at Detroit and upon his return to Chicago commented enthusiastically upon business.

(Continued on page 141)

Kimball Phonographs

Prestige Best Value

Get ready now for phonograph business that is sure to come for Fall and Winter. Look for responsible customers and sell the reliable Kimball. No better value anywhere. Variety of Console and Upright Styles. Ask about Kimball Sales plan if you are interested in real profits.

We are jobbers for Columbia and Harmony records. Write us.

W. W. KIMBALL CO.
Established 1857
Kimball Hall
306 So. Wabash Avenue
CHICAGO, ILLINOIS
Manufacturers of Phonographs, Pianos, Player Pianos, Reproducing Pianos Pipe Organs, Distributors of Columbia Records

KIMBALL PHONOGRAPH PLAY ALL RECORDS
FROM OUR CHICAGO HEADQUARTERS—(Continued from page 141)

nent conditions generally, and particularly upon the reception being accorded Utah loudspeakers.

Mr. Forster states that these models are now reaching country-wide distribution, and at the present time it is primarily a question of production rather than sales. The company is doing everything possible to give its patrons efficient service in their deliveries, but it was handicapped for a short while by the loss of a very large lot of raw material in a recent train wreck in Colorado. This unfortunate accident caused a ten-day delay in the factors, but the plant is now working day and night and shipments are being made regularly.

In discussing the various radio shows, Mr. Forster compared the automobile and radio industries so far as the number of instruments was concerned, in that the present-day purchasers of automobiles are asking for maximum refinement in their motor cars and the present public trend in radio receiving sets is toward a product of attractiveness and beauty. Mr. Forster is now making plans for the coming year, and there is every indication that Utah loudspeaker products will attain in 1926 an even greater degree of popularity than accorded them during the past season.

United Cabinet Manufacturers Corp. Expands

The United Cabinet Manufacturers Corp., of this city, consisting of W. C. Perkins, Henry Forster and J. Inglis, two of whom are well known in the radio and phonograph industries, have now taken over the output of four large cabinet factories, and during the past month have signed a number of important contracts with well-known manufacturers of radio receiving sets. In order to give these manufacturers the proper type of service and cooperation, the company has engaged two of the leading furniture designers in the Middle West, who will design radio cabinets for the United Cabinet Mrs. Corp., exclusively. The contracts signed by the company are keeping all four plants on a day and night schedule, and at the present time the designers are laying out their plans for the 1926 season.

Introduce New Eureka Models

The Eureka Talking Machine Co., Chicago, is introducing to the trade several new models of talking machines of the console type. Model A, a radio combination console, is attractively finished in olive and mahogany, and measures 33 inches in height, 28 inches in width and 21 inches in depth. Model B is a straight console type talking machine with beautiful grill work.

In the center, covering the horn opening. Other attractive models are the radio combination line, models D and E, and model A, a straight console talking machine, all finished in walnut and mahogany.

Two New Ore-Tone Brass Tone Arms

The Ore-Tone Co., manufacturer of tone arms, sound boxes and radio tone arms, this city, is introducing to the trade at the present time its new Ore-Tone brass tone arms, designated as numbers 60 and 65.

The No. 60 is a brass radio tone arm which may be connected with a radio set, thus utilizing the talking machine horn as a loud speaker. There is no necessity of disconnecting the radio attachment while the phonograph is being played. When not in use a small cap fits over the opening through which the radio set is attached to the tone arm. Model 60 plays all types of records.

The No. 65 tone arm is of the goose neck type and will play only lateral cut records. The Ore-Tone Co. is now in production on the new tone arms and deliveries will be made in a few days.

M. C. Schill Visits Eastern Points

M. C. Schill of the Vitadana Talking Machine Co., spent several days during the latter part of September in New York, N. Y., and other important Eastern trade centers. While in New York City he conferred with Leon C. Samuels, vice-president of the Vitadana organization, and visited the dealers in nearby points. Mr. Schill returned to the Chicago office imprinted with a spirit of confidence and optimism regarding present conditions in the talking machine industry. Vitadana products are meeting with a fine response. The radio trade throughout the country, and the factory in Saginaw is operating night and day in order to supply the demand.

Howe Crystal Set Introduced

The Howe Auto Products Co., Chicago, is introducing to the music trade its Howe crystal set, which has met with a tremendous response from the public. During the Summer months 25,000 of these sets were sold in New Orleans, and 15,000 in Houston, according to the sales figures of the firm.

The Howe crystal set is compact, neatly finished in a durable metal finish, finished in olive, with a dial on the front that can be used in "Logging Stations." The time rests are on a goose neck arm. This brings in stations within a radius of twenty-five miles with both volume and clearance.

A number of broadcasting stations are using the Howe set to test the manner in which their programs are received.

Gulbransen's Advertising Drive

A gigantic advertising drive was inaugurated by the Gulbransen Co., Chicago, last year, of Gulbransen registering pianos, during the month of September through which the firm's publicity reached at least three out of four homes in every community in the United

"You played that like an Artist, Dad!"

Yet Father Did Not Touch the Keys!

Yes, wonderful personas can now play will with their Personal Touch—just the hand playing—

28,000 paid-for sets by thousands of lovers.

There is a definite change in this nation's music habits. The piano is out and the注册 piano is in. The registration piano is playing a part nowadays that is of utmost importance.

Gulbransen's Dealer Ad in National Drive

Gulbransen Dealer Ad in National Drive.

States: In the Saturday Evening Post of September 19 there appeared a full-page advertisement showing a family grouped around a Gulbransen upright registering piano with the father operating the instrument.

In addition to the Saturday Evening Post, the Gulbransen Co. is advertising in the American Magazine, Country Gentleman, Everybody's, Ainslee's, Sea Story, Munsey's, Short Stories, Holland's Magazine and several other publications.

The advertisement which appeared in the Post on September 29, dramatically and effectively points out the distinctiveness of the Gulbransen registering piano. A coupon appears upon the page which the reader may mail to the Gulbransen office for complete information on all Gulbransen models.

Victor Radio Corp. Introduces Its Line

The Victor Radio Corp., Chicago, Ill., is introducing to the music trade at the present time its line of loud speakers and loud speaker units. The speaker line consists of three different styles, the crystal black Leader which retails for $10.00, and two other Leader models, including an $10.00 horn reproducer and the Baby goose neck loud speaker.

The large model of the leader loud speaker is twenty-two inches high with a bell diameter of thirteen and three-quarters inches. The bell is finished in either olive or mahogany and the goose neck and base are finished in a beautiful wine-gold. The Leader is also furnished in a smaller size finished in special crystal black with a cast iron base unit and a silk cord for attaching to the radio set. The Baby goose neck loud speaker has a mahogany bell and a wine-gold base and goose neck. The goose neck is made of cast aluminum and the company states that this metal preserves the natural quality and clarity, preventing unnecessary vibration which tends to distort sound.

The Leader unit is made in two types, A and B, each furnished with a five-foot cord. Accord-

(Continued on page 144)
The SAAL

Soft SPEAKER

brings the best out of any radio set

HERE is a radio reproducer you can sell to your most particular customer with the knowledge that it will render permanent service and stand up under most constant usage.

The Saal does not force your customer to choose between volume and tone quality. It combines volume with a velvet tone. It is not a fad. It is not a trumpet. It is a faithful reproducer of radio programs. It is properly constructed and shaped for the accurate reproduction of sound. It removes the objection to loud speakers. It has no blare, no blast, no metallic ring.

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 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. It is guaranteed to give satisfaction to the user.

In appearance the Saal with its 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. It is manufactured by a company with years of experience in the music business. A large plant insures prompt delivery. It is thoroughly advertised. Order through your jobber. Jobbers write to us.

SAAL Soft SPEAKER

Volume with Tone Quality

Manufactured and guaranteed by H. G. SAAL COMPANY, 1800 Montrose Ave., Chicago, Ill.
FROM OUR CHICAGO HEADQUARTERS—(Continued from page 142)

**CARTER Loop Aerial**

Joseph Calcaterra, the well-known radio writer and experimenter, says of the Loop, "The Carter Loop is without doubt the most efficient loop that has yet been made."

Write us for illustrated folder giving complete mechanical and electrical descriptions.


**Order from your Jobber.**

**START TO SAVE**

Showing Zenith Radio in Thrift Window

Hoping to attract prospective customers to "Broadcast Your Thrift" was placed in the center of the window. The display window, attributed to Earl Whitmore, featured Columbia phonographs and records, including the new Harmony series of records.

**Repair Parts**

For All and Every Motor That Was Ever Manufactured

We can supply any part. The largest and most complete assortment of repair parts—main springs, governor springs, micas, repair parts, motors, tone arms, steel needles, etc.—in quantity lots.

Expert repairing on all makes of phonographs and motors.

**Consolidated Talking Machine Co.**

227-229 W. WASHINGTON ST. CHICAGO, ILL.

Branches: 2150 Grand Ave., Detroit, Mich.
3211 Nicollet Ave., Minneapolis, Minn.
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.
A Better Fibre Needle Cutter for Less Money

RETAIL PRICE $1.00

The ALTO

Manufactured by
ALTO MFG. CO.

1647-51 Wolf St.
CHICAGO, ILL.

A recent meeting of the stockholders and directors of the Jewel Phonoparts Co., of this city, well-known manufacturer of tone arms, sound boxes, attachments and loud speakers, arrangements were made whereby all arrangements were made whereby all outstanding stock of the company was purchased by T. E. Davidson, William Tures and A. H. Davis. These three well-known phonograph executives are now in complete control of the company with no stock outstanding. Mr. Davidson remains as president, the position he has occupied for several years; Mr. Tures remains as president, the position he has occupied for several years; Sir. Tures Davidson remains as president, the position he has occupied for several years; Mr. Davis has been identified with the phonograph industry, for each one has been identified with the phonograph trade for many years. Mr. Davidson has to his credit important inventions relative to tone arm and sound box construction, and these inventions have formed the basis for the exceptional success attained by the Jewel Phonoparts Co. He is recognized generally as one of the foremost authorities on the manufacture of phonograph parts, and as president of the Jewel organization he has directed its activities to splendid advantage during recent years. Mr. Tures has been identified with the phonograph trade for over ten years, having occupied important executive posts with well-known manufacturers of phonograph parts. He has visited manufacturers, jobbers and dealers throughout the country, and is thoroughly familiar with the manufacturing and sales problems of the industry as a whole. He is planning to keep in close touch with the trade throughout the coming year and will be on the "hiring line" continuously. Mr. Davis has been a member of the Jewel organization for a number of years, and prior to his association with the company was connected with Lyon & Hasty. He has worked in close cooperation with the trade and as sales manager of the Jewel organization is leaving nothing undone to give manufacturers, jobbers and dealers efficient service.

W. C. Fuhri Visited Local Headquarters

W. C. Fuhri, vice-president and general sales manager of the Columbia Phonograph Co., Inc., New York, was a visitor this month at the Chicago branch of the company, spending several days in conference with Charles F. Barr, manager of the Chicago headquarters. Mr. Fuhri was delighted to find that record sales in Chicago territory for the month of September had shown a very large increase over the preceding month, and in fact, the sales figures for the month indicated that September record business would represent a high water mark for the past two and one-half years. The new popular recordings in the Columbia library are meeting with an enthusiastic reception, and with the opening of the symphony season there is every indication that the demand for the Master Works Series will far exceed last season's figures.

Makes Gratifying Report Abent Business

Carl D. Boyd, radio sales manager of the French Battery Co., Madison, Wis., returned to his Chicago office on October 1, after having spent some time at the Madison plant. He reports business to be in excellent condition, and the French Battery plant to be working at top speed in order to take care of the demand for Ray-O-Vac batteries. During the next thirty days Mr. Boyd plans to spend considerable time in attending radio shows throughout the country.

Tied Up With French Ray-O-Vac Publicity

On October 3, a two-colored, double-page spread appeared in the Saturday Evening Post, advertising French Ray-O-Vac radio batteries, manufactured by the French Battery Co., of Madison, Wis. To tie up with this national advertising smash, two broadsides were mailed to all French battery dealers telling them of the advantages in handling a well-advertised product, and stressing the high quality of French batteries. One week before the advertisement appeared, colored reprints were forwarded to all dealers for use in their windows. Present plans call for a series of double-page advertisements in color in the Saturday Evening Post at regular intervals.

Considerable Columbia Recording

During the past few weeks there has been considerable recording accomplished at the offices of the Columbia Phonograph Co., 432 South Wabash avenue, and among the Columbia artists who have made additional reissues for the Columbia library are Art Kahn and his orchestra and Ford & Glenn. Both of these organizations

(Continued on page 148)
Give Your Business New Energy

Thousands of Dealers in America sell and recommend OKeh Records.

OKeh Records are a necessity to their prosperity.

OKeh Records bring dependability to daily trade.

The best record that you can today sell is OKeh.

The only way you can enjoy OKeh profits is to become an OKeh Dealer.

You can become an OKeh Dealer by advising us this is your desire.

There is a successful future for one selling

OKeh Records

Consolidated Talking Machine Co.

227-229 W. Washington St., Chicago, Ill.

Branches:

2957 Gratiot Avenue, Detroit, Mich. 1121 Nicollet Avenue, Minneapolis, Minn.
New Harry Alter & Co. Catalog

Harry Alter & Co., prominent Chicago radio distributor, recently placed in the hands of all their dealers a complete catalog of radio sets and parts. The booklet is threaded to the dealer for machine to his prospects and the customer lists, and on the inside of its attractive cover are a number of helpful hints for the radio set operator as to the use of receiving sets, tubes, batteries, selection of loudspeakers, and also useful information for the set builder.

In the catalog proper are fully illustrated and described Cunningham radio tubes, Brandes speakers and phonograph attachments, Frost-Musette loudspeakers and head sets, Utah loudspeakers, Bakelite battery chargers, the new Gould Unipower, Burgess radio batteries, the complete line of Erfa parts, the Jefferson tube reproducer, and a number of other products. Space is allowed on bib the dealer's name and address, and the tomApex radio receiving sets and vernier dials in one set or another from one of the sets with maximum convenience.

J. W. Reagan Returns From Gotham

J. W. Reagan, sales manager of Howard & Co., has returned from New York City, where he has been appointed Chicago rep., to be in charge of the new X.O. Co., Chicago, III., which is used in both loudspeaker models. The Pet-O-Fone is a camera size portable talking machine that has had a wide sale in this territory and the newly appointed representatives expect it to be a very heavy seller during the holiday season.

Apex Electric Co. Introduces New Products

The Apex Electric Mfg. Co., manufacturer of Apex radio receiving sets and vernier dials in this city, is introducing to the trade at the present time a new "B" battery eliminator and dual tube.

"B" Battery Eliminator

The new product charges all makes of radio "B" batteries without any extra attachments at exactly the rate desired by the operator. The dual charger is wired in multiple and uses two regular Tungar 2½ ampere tubes.

Introducing New Products

The Fore Electrical Mfg. Co., St. Louis, Mo., is introducing to the trade at the present time a new "B" battery eliminator and dual tube.

Fore Dual Charger

In case one tube burns out, the user still has the advantage of the other tube for charging at 2½ ampere rate instead of 5½ which both are used. The Zinke Co., Chicago, Ill., acts as sales agent for the Fore Electrical Mfg. Co.
2 Radio Accessories That Sell More Radio Sets

ALWAYS sell an Aerial and a Battery Cord with every set. In addition to making an extra profit, you are protecting yourself against trouble by insuring satisfaction to your customer.

A Beldenamel Aerial, merchandised in an attractive carton, cannot corrode or change in resistance. The baked Beldenamel coating on the copper strands increases the effective surface exposed to the oscillations from the broadcasting stations, and it picks up more energy for the set. This means louder signal strength and greater range.

The Belden Battery Cord eliminates the messy battery wiring that is an eyesore to the discriminating radio set owner, and it prevents accidental short-circuits that blow out tubes and ruin batteries.

The entire Belden line is widely advertised, and a fast seller. Mail the coupon for more facts, now!

Order from Your Jobber Right Away

Belden

Belden Manufacturing Company
3532 1/2 W. Western Ave. Chicago

We respectfully request you to make demonstration of our complete line of Belden radio accessories, and we shall be glad to send you samples. We wish to extend to you and your customers our friendly and courteous co-operation.

Dealer______________________________________
Address______________________________________

Merchandised in 100 and 150 ft. lengths ready for immediate use.

A 5 ft. cord in an attractive carton. Color-coded and ready for instant use.
Demonstration of Brunswick Panatrope at Chicago Headquarters Aroused Enthusiasm

Press Representatives and Music Critics Present—Meeting Opened by A. J. Kendrick, General Sales Manager, Phonograph Division—C. T. McKeelley in Charge of Demonstration

CHICAGO, Ill., October 7—Music critics, newspaper representatives and the trade press gathered on Friday afternoon, October 2, for the initial private hearing of the Brunswick Panatrope, new musical reproducing instrument which will soon be brought out by the Brunswick-Balke Collender Co. this city.

A. J. Kendrick, general sales manager of the phonograph division, opened the hearing with a short talk, pointing to the Panatrope as a radical departure from the mechanical talking machine, and introduced C. T. McKeelley, of the Brunswick sales promotion department, who demonstrated and described the new instrument, comparing it with the mechanical phonograph.

Mr. McKeelley pointed out the fact that the mechanical phonograph, as it is known to-day, has undergone practically no change since the past fifteen years, except in cabinet design. He stated that there is absolutely no comparison between the phonograph and the Panatrope, since the new instrument is designed upon an entirely new method of reproducing musical sounds over the entire scale to which the human ear is sensitive, and that the new invention is evolved from the knowledge brought both by the radio and the phonograph.

A standard Brunswick console phonograph was placed side by side with the Panatrope, a loud steel needle used in the former, and a medium steel needle in the new instrument. A number of orchestral, piano, guitar and voice recordings were played for the audience, and then on the Panatrope, and the result brought enthusiastic applause.

"Electrical recording," stated Mr. McKeelley, "really assimilates electrical reproduction in order to insure perfect and complete reproduction of all notes of the scale. However, the Panatrope will reproduce everything recorded, and is not our desire to compete with the old-style phonograph and record."

He explained the name Panatrope as evolved from the Greek words "pan" meaning all and "atropos" meaning inflexible, as the instrument reproduces faithfully notes far below and above the tone band which a phonograph is capable of recording. Hence, before it was possible to record from 400 to 7,000 vibrations per second, but with the new process of electrical recording and of reproducing by the Panatrope, the listener may clearly hear tones reaching down to 16 vibrations per second, and up to 20,000 per second, or the entire compass of the human ear. Where reproducing riddges are cut 80 to the inch on an ordinary record, the Panatrope records may be cut as fine as 500 to the inch, which makes possible records which will run for hours, or thirty minutes, sufficient for an entire symphony, and nearly enough for the opera "I Pagliacci."

The Panatrope operates with a needle, similar to that used on all phonographs, which is made to vibrate with the inflections engraved in the record riddles. Here the whole method changes, for instead of vibrating a diaphragm, as now, the needle vibrates a soft iron "reed" which becomes a magnetic field. As the iron "reed" vibrates, it changes the intensity of the current producing the magnetic field. These minute variations in the weak current are amplified with radio tubes to such intensity as is desired—loud enough for a home or for a concert hall.

The frequency of all the amplified currents is always the same, and amplifications can be made without any distortion whatever. When amplified sufficiently, the electric impulses vibrate a disc, giving forth exactly the same total vibrations as those making the original record. The Panatrope is the result of a combination of electrical and electro-mechanical researches. Mr. McKelley pointed to the Panatrope, and the recordings were placed first on the talking machine, which differs in detail from the Pliono-film of Dr. Lee DeForest.

"The process of recording music is that used in the talking film, or Pliofilm, invented by Charles A. Hawthorne, of the Western Electric Co., which differs in detail from the Pliofilm of Dr. Lee DeForest.

"Mr. Hawthorne's invention has been modified considerably. The music vibrations are made to vibrate a light, which is changed by a photo-electric cell into variations of an electric current. These variations are amplified as in radio, until sufficiently powerful to operate an engraving tool, cutting the modulations into the groove of the photophone disk.

"In the reproducing process being constant there is no chance for loss of any vibrations to alter or change the quality of the tone. At present the disc form of records will be used, so it may be adapted to the millions of phonographs now in use. These records contain with equal accuracy the total impressions of the human voice, or a full orchestra, piano or even the barrel organ, never successfully reproduced by old instruments.

"In spite of the vacuum tube amplification conducted on the Panatrope cabinet will be slightly smaller than the present phonograph cabinet. It can be operated either with dry batteries, storage batteries, or by direct connection with the lighting circuit at aconsiderably less than that of operating a small electric fan."

Balkite Radio Power Units

provide unlfailing, uniform
current for both circuits

Balkite Radio Power Units improve and simplify radio reception. With their use the radio current supply is unlfailing and always exactly what is required for each circuit. They reduce the amount of attention required by the set.

The disc form of records will be used while the set is in operation. The Balkite Trickle Charger is especially adapted to sets of small "A" current requirements.

Balkite "B" is also well known. It eliminates "B" batteries and supplies plate current from the light socket. It is the only charger where the needle is operated continuously, which differs in detail from the Phono-film of Dr. Lee DeForest.

The Gould Unironer or Continuous Storage Battery sets are also well known. They require no changes or additions to the radio set. All are last-moving, trouble-free and simplify radio reception. With Balkite "B" and "B" II the amount of attention required by the set is reduced to that used on all phonographs. Which is made to vibrate with the inflections engraved in the record riddles. Here the whole method changes, for instead of vibrating a diaphragm, as now, the needle vibrates a soft iron "reed" which becomes a magnetic field. As the iron "reed" vibrates, it changes the intensity of the current producing the magnetic field. These minute variations in the weak current are amplified with radio tubes to such intensity as is desired—loud enough for a home or for a concert hall.
The exposition was opened on Monday noon, September 28, by a parade from the Drake Hotel to the Furniture Mart, marked by addresses by prominent public officials of Chicago, who welcomed the large number of dealers and formally opened the show. The latest models of receiving sets, loud speakers, radio cabinets, batteries, chargers, battery eliminators, aerials and other radio products were displayed in attractively arranged booths, and in addition, a number of attractions were provided for the education and entertainment of the show visitors. Radio concerts and entertainments were conducted almost before the public, under the supervision of the Broadcast Listeners Association, in collaboration with WGES. A popularity contest for radio artists was held in conjunction with the broadcast, with a cash prize of $2500 for the winner.

The exposition was sponsored by the National Radio Exposition Corporation, of Chicago, with Milo E. Westbrooke, general manager, in active charge.

Leading Exhibitors and Their Products

The Radio Corp. of America, New York City, in a very attractively arranged display, exhibited its line of receiving sets and loudspeakers, including the popular Royal Model C, on walnut; and the Thorola loudspeaker Model 100, a new product which operates from an alternating current, loudspeaker 300, which operates from dry batteries; Radioola 20, in mahogany; Radiola 23, Radiola 100-A, Radiola Model VIII, wall console, and 104 loudspeaker, which sets are on A and B battery alternation. One section of the display showed each of the 800 parts of which Radiola 35 is manufactured. The display was a feature of the exposition, and was assisted by W. A. Atwater, president of the Broadcast Listeners Association, and Mr. W. L. Jenney, manager of the exhibition.

The display was provided by the Atwater Kent Mfg. Co., Philadelphia, Pa., one of the features of the exhibition being a large display of the products of the Atwater Kent Mfg. Co., in charge of the display at the Webster Hotel, and operated by C. C. Clark, general manager, of New York City.

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The LEADER

Loud Speaker

The ball is of Mahogany and the goose neck and base are finished in beautiful white gold.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 151)

The height is 22 inches and the

diameter of the bell is 13 5/8 inches.

The most essential qualities of a loud-speaker horn are clarity, over-tone and faithful representation of tone. It is difficult to say which of these qualities is the more important, but when both are present it is generally called a LEADER loud-speaker. It is not necessary to sacrifice the parts to the whole, as is done in some loud-speakers, and the effect is an almost perfect reproduction of the original tone. This is a fine reproduction of both the tone and the shape of the bell.

List

15.00

List

14.00

List

5.00

UNITED MOTORS For All Types of PHONOGRAFS

 Victor Radio Corporation

4321 No. Western Avenue, CHICAGO
Another New Oro-Tone Product

No. 60 Brass Radio Arm

Here is a beautiful all-brass radio arm that plays all records. Processed in our own factory, and without question or doubt the finest brass tone arm made.

All movable joints precision machined. All solid joint acetylene welded. Made in two lengths—$\frac{8}{9}$ and $\frac{9}{4}$ inches.

Oro-Tone Co.
1000 George Street
Chicago, U.S.A.

Samples to Responsible Manufacturers on
30 Days Approval
Semi-Permanent Needle
Plays 50 Records
Reproduces all the Tones Accurately and Clearly
without the scratchy surface noise.
TONEFONE SEMI-PERMANENT NEEDLES ARE SOLD BY OVER 8,000 DEALERS
THE TONOFONE COMPANY
MAKERS

37 S. Wabash Avenue

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. It is heavy cast aluminum throat eliminates all raspy "noises," and preserves original brilliance of tone of voice or instrument. Complete, at $16 retail. Horn and have sold without limit if desired. Order a sample today.

LAKESIDE SUPPLY COMPANY
73 W. Van Buren St.
Chicago, Ill.

October 15, 1925
THE TALKING MACHINE WORLD
FROM OUR CHICAGO HEADQUARTERS (National Radio Exposition)—(Continued from page 152)
Do you know the history of the JEFFERSON TUBE REJUVENATOR

[Keeps radio tubes like new]

THE Jefferson Tube Rejuvenator was introduced six months ago. It was a new type of radio product, never before known to the radio world. It was placed on the market at the beginning of the summer slump in radio. And all summer long it met with a most remarkable response from radio owners!

That is its history up to the fall period. Now the radio season is here. Interest in the Jefferson Tube Rejuvenator has increased even beyond our own expectations. There is no question, the reception and increases tube life. It takes large or small tubes —types 201-A, 301-A, UV-199, C-299, 5-V.

Consistent advertising in the Saturday Evening Post and other national publications is telling your customers about the JEFFERSON HOME Rejuvenator Are you displaying the Jefferson Rejuvenator in your store and window to attract this profitable business? Order from your Jobber today.


Paying Patent

Retail Price $50 In Canada

for HOME Use
Interesting Addresses Mark Meeting of Phonograph Manufacturers' Association

F. A. Wolf Discusses Worth of Co-operative Effort—Max Turg Urges Members to Take Active Interest in Association Work—Leigh Hunt Talks on Conditions in the West

The monthly meeting of the Phonograph Manufacturers' National Association was held in the Furniture Club, American Furniture Mart, Chicago, on the evening of September 22, opening with a dinner, followed by the business session.

In the absence of M. C. Schilf, president, the meeting was called to order by Henry A. Ots, secretary, and a. H. Gattagone, vice-president, was elected to take charge of the session.

F. A. Wolf, a vice-president of the Association, delivered an interesting talk outlining the benefit which his firm had already derived from the Association membership, amplifying his remarks with two instances of transactions which were ample proof of the worth of co-operative effort.

Max Turg, in a forceful address, urged the members of the organization to display an active interest in the Association, and to give their personal efforts in making it a success. He suggested the placing of certain important details in the hands of committees, such as credits, advertising and welfare. He also urged an early meeting of large manufacturers in which some decided important questions concerning that branch of the industry.

S. A. Rubins, Max Turg and Henry A. Ots were appointed a committee on credits, Robert Ilbing, A. C. Valone and Henry A. Ots, on advertising; and L. H. Gattagone, F. F. Poole, Jacob Seligman and Henry A. Ots, the committee on welfare.

Leigh Hunt, chairman of the large manufacturer committee, who recently returned from an extended trip to the Pacific Coast and South, outlined to the members the trade situations in the Western section of the country, stating that the trade is optimistic concerning the return of better business conditions and is making preparations for an increased volume of sales.

A. T. Valore, newly elected vice-president of the Perkins Phonograph Co., an Association member, and Orkande Marsh, of the Marsh Recording Laboratories, were present at an Association meeting for the first time.

Uses Ten Phonographs to Test Loud Speakers

Reichmann Co. gives each loud speaker a thorough test in sound-proof booths before it is distributed to the trade.

Chicago, Ill., October 7—Making loud speakers is always a two-part job; in one part it is necessary to make the speaker, and in the other it is necessary to test it. A manufacturer in Chicago is making provision in every instance to see that the test is made before the loud speaker is distributed.

The best possible test of a loud speaker is to attach it to a radio set, tune in a station, and listen to it. It is not always possible for the manufacturer to do this in actual practice where several thousand loud speakers are handled every day; but during that period of the day when most broadcasting stations are silent, testing equipment must be designed that will duplicate actual operating conditions.

Woolley & More Enjoying Brisk Columbia Business

MILWAUKEE, Wis., October 6—Thomas Woolley of Woolley & More, Columbia dealers, 21 East Main street, has gone to Dayton, Ohio, taking his family with him for an extended stay. Martin Woolley is looking after the outside sales activities and Willing More is taking charge of the inside sales work.

Radio Combination

Woolley & More November 13, 1925

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OCTOBER 15, 1925

FROM OUR CHICAGO HEADQUARTERS (National Radio Exposition)—(Continued from page 155)

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Chicago Retailer's
Clever Sales Plan

Three-Way Selling Plan' Used by Glick's Music Shop, Results in Increased Sales of "Talkers," Radio and Pianos

A "three-way selling plan" is the term that would best describe the clever merchandising campaign that Glick's Music Shop, 2100 Division Avenue, Chicago, recently conducted in that vicinity with much success. The history and development of the Glick organization also reveal the growing tendency of exclusive talking machine shops to evolve into general music houses. Moreover, if the principles upon which this merchant operates in selling talking machines are well followed, these same principles can be brought to bear in selling other musical merchandise, including pianos, as Glick has demonstrated.

For the past fifteen years Glick's Music Shop has sold only phonographs and records. As phonograph merchandisers the company last year did a $250,000 business in Victor talking machines and records. A little more than a half year ago, however, it added the Gulbransen line of pianos and on Gulbransen sales it has already gone over the $50,000 mark.

Recently radio was added as another department, with nationally advertised lines only, like all the products handled by this concern. With these lines as a basis the company is conducting a unique "three-way" selling campaign. Before we describe this latest selling plan, it is advisable to point out the fundamental principles that govern all the Glick business.

What Created the Size

The large size of the Glick talking machine business may be attributed to a number of things. In the first place, the company believes in handling nationally known products and has always held to its Victor dealership. In the second place a great deal of advertising is done by the company itself, which is one of the largest local buyers of display space in the Jewish papers, which trade is its specialty. Third, the company has maintained a strict service policy, employing a staff of mechanics to give service on all machines, not necessarily only on those sold by Glicks but on all Victor phonographs on which service is requested. In this way it has built up an enviable reputation as a reliable talking machine dealer. One might say that whenever anybody in this locality thinks of buying a phonograph, the associating thought is, practically in all cases, "Glick's."

The Piano Policy

Since the addition of other musical merchandise, though, this statement might be changed to "whenever the people in this neighborhood think of buying a musical instrument they naturally go to Glick's. For the company is enthusiastic over the piano as it is over the talking machine and has done its part to make the community share its enthusiasm through extensive advertising and canvassing. The successful methods worked out for selling talking machines have been adapted to pianos and radios. Pianos are tuned immediately after being delivered and tuning service is provided every three months for the first year.

Through these fundamental business principles the company has won the confidence of a large clientele. The achievement, of course, has not been accomplished without hard work (Continued on page 158).
Radio Loud Speaker Arms
MADE OF Seamless Brass Tubes

This arm can be attached to any unit and in a great deal lighter than cost arms.

TONE ARMS, GOOSE-NECKS, CROOKS AND BENDS OF EVERY DESCRIPTION, MADE OF SEAMLESS BRASS TUBES

IILINOIS BENDING & MANUFACTURING CO.
906 West Lake Street
Chicago, Illinois

Cheney Phonographs Shown in Artistic Surroundings
Chas. Begg & Co., Ltd., New Zealand, Display Instruments in Showrooms of Unique Construction and Artistic Design

Creating an atmosphere that would be a fitting setting for the Cheney phonograph, which it features, was the aim of Chas. Begg & Co., Ltd., in planning and designing the new establishment of Chas. Begg & Co., Ltd., its new branch at Christchurch, N. Z., and the accompanying phonograph showrooms at all its branches, showing a portion of the showroom, indicates that this aim was successfully completed.

The windows to the left in the picture are actually doors leading to the various audition rooms and the interior effect of the room in reality is an arrangement of sliding doors behind which are placed the record racks. The convenience of having the records filed about which are placed the record racks. The convenience of having the records filed about

A Fine Setting for the Cheney

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FROM OUR CHICAGO HEADQUARTERS—(Continued from page 158)

Detroit Sonora Branch
Opened by Yahr & Lange

Sonora Wholesaler in Milwaukee Now Has Branch Office In the Heart of the Wholesale District—Host to Dealers

Frank V. Goodman, general sales manager of the Sonora Phonograph Co., Inc., was ad-
vised recently by Yahr & Lange, Sonora jobbers
in Milwaukee, Wis., that these successful and
aggressive distributors had opened a branch of-
face at 442 East Lafayette boulevard, Detroit,
Mich., in the heart of the wholesale district.

Reduction of Taxes Planned
by the Next Congress

Radio Corp. Formed

Washington, D. C., October 3—Revenue le-

gislation to Have Right of Way in

Next Session of Congress—Other Important

Matters to Be Considered

Winston, July 18—The volume output of the joint factories

of the Chicago office. J. D. A. Cross was in

charge of the showing of the A-C receivers

and reports a number of orders received for

the set which fits into the upright talking ma-

machine.

Big Apex Radio Shipment

The accompanying illustration shows a car-

load of Apex Super five radio receivers, which

recently left the Chicago plant of the Apex

Radio Corp. The large shipment was made to

the Dixie De Wees Co., of Canton, Ohio, Apex

jobbers, and was composed of 675 Apex five-
tube receiving sets of the table model type.

Reduction of Taxes Planned
by the Next Congress

Revenue Legislation to Have Right of Way in

Next Session of Congress—Other Important

Matters to Be Considered

Washington, D. C., October 3—Revenue le-

gislation will be given the right of way in the

next Congress, in an effort to pass a tax bill

in time to permit taxpayers to take advantage

of the lower rates in preparing their returns of

income for 1925.

The House way and means committee will

begin its deliberations on October 19, and is ex-

pected to have a bill ready for introduction in

the House immediately after the opening of the

session. Little further revision will be taken up

in the House while the revenue bill is before it,

and Senate leaders are also preparing to give

the measure their undivided attention after the

finance committee presents it. It is hoped to

have the bill ready for the approval of the Presi-

dent some time in February.

After disposing of the revenue bill, Congress

will concentrate on the supply bills carrying the

appropriations for the various Federal depart-

ments, and then is expected to give some con-

sideration to plans for the consolidation of the

railroads. There will be no tariff legislation

unless it is absolutely forced upon Congress;

Republican leaders are anxious to fight shy of

tariff revision as long as possible, and express

content with the more than $500,000,000 a year

which is being collected under the present law,

while democratic leaders, for the present at any

rate, are willing to leave the matter entirely

undisturbed.

There will be the usual deluge of bills intro-
duced at the beginning of the session, but lead-
ers in both Houses are preparing a program

which so far includes comparatively few sub-

jects. An effort will be made to revise the bank-

ruptcy law, as well as to bring the patent laws

up to date. It is probable that postage rates

may be considered, as the special joint commit-

te which is investigating the results of the in-

creases made last May is to report to the com-

ing session.

Detroit Sonora Branch
Opened by Yahr & Lange

Sonora Wholesaler in Milwaukee Now Has Branch Office In the Heart of the Wholesale District—Host to Dealers

Prior to the opening of the Detroit offices of Yahr & Lange, the Sonora Phonograph Co., in conjunction with its jobber, invited the So-

nora dealers in Detroit territory to be their guests at the Hotel Statler, Detroit, where the complete Sonora line for the coming season was

presented. A large number of dealers accepted the invitation and were keenly enthusiastic re-
garding the artistic cabinet designs of the new

Sonora product as well as the sales possibilities

of the line. An informal banquet concluded the

presentation of the line and Ray Reilly, district

sales manager for Sonora in Illinois, Detroit

and Michigan, acted as host to the visiting deal-

ers, fulfilling his role with pleasing success.

Radio Corp. Formed

The Falcon Radio Corp., Union City, N. J.,

has been incorporated with a capital stock of

$20,000, in preferred stock and 500 shares of

common stock of no par value. Walter Leib-

ler, A. M. Brody and Max Levin are the in-

corporators.

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Mich., in the heart of the wholesale district.

Incorporation

The Audion, Inc., New York, was recently incorpo-
rated at Albany to manufacture radio

equipment with a capital stock of 100 shares of

common stock of no par value. The incorpo-

rators are H. Boglich, B. Fishel and E. F.

Messers.

To The Trade

The volume output of the joint factories of this

company has been sold out since the latter part

of August.

Mention of this fact, we believe, is significant to

those who are firm in their belief in the future of

the phonograph.

The Wolf Manufacturing Industries

New York Office

(Established 1890)

Builders of "Mastercraft" Products

17 WEST 42nd STREET

QUINCY, ILLINOIS
Dealers and Wholesalers in the Detroit Territory Make Optimistic Predictions

General Industrial Prosperity in City and Environ Is Basis of Good Future Business Is Belief of the Trade—Tie-Ups With Artists Stimulate Record Sales—The News

Detroit, Mich., October 7—This should be the best year that the talking machine dealers have ever had—and this opinion comes from successful and old-time firms, both downtown and in the outiirt sections. Local distributors also make this prediction. They base this conclusion on the fact that, so far as Detroit is concerned, it was never more prosperous and indications point to good business continuing right through the Fall and up to the first of the year. On top of this, Detroit has engaged more famous artists, known to music fans, all phonograph record artists, than ever before. Add these stimulants together and you have the answer. In this connection, we can say that dealers are preparing for bumper business and have placed orders for talking machines and combinations accordingly.

Paul Whiteman and His Band appeared in concert here recently. The Victor dealers advertised and displayed Whiteman records to good advantage. Most of the famous bands, orchestras and artists in every musical line are due for their appearance here this season, and most of them before the first of the year. Grinnell Bros. are extremely enthusiastic. Recently they gave a banquet for all of their store salesmen at the Hotel Teller, and all angles of the business were discussed, including talking machines and radio combinations. Charlie Grinnell, in charge of the Victor jobbing department, is getting ready for the biggest Fall business the firm ever had, especially in view of the new models coming out.

Local dealers feel that the various famous artists in concerts sponsored by A. Atwater Kent, radio manufacturer, who are appearing over WEAF station, in connection with one of the local broadcasting stations, will be a big boom for records. By arrangement with A. Atwater Kent, of Philadelphia, from fifteen to twenty-five of these artists will appear at the rate of one every Sunday evening.

Columbia dealers report that records are selling very briskly and that they are getting praise every day from people who like the Columbia records better than any other. There is no doubt that the new Columbia records are a thousand per cent improved over formersilent Motors are extremely popular and that they are getting praise every day from people who like the Columbia records better than any other. There is no doubt that the new Columbia records are a thousand per cent improved over former.

Silent Motors
A Revelation in Smoothness and Quietness

Nearly
2,000,000
Krasco Motors in Use Today

Smooth silent operation with years of satisfactory service proves the perfection of design and construction of KRAASCO MOTORS. Watch-like fine adjustment insures the maximum in playing capacity. KRAASCO No. 33—a giant in power—plays at least ten ten-inch records at one winding. KRAASCO MOTORS Nos. 2, 3, 4, 22, 33, 41 range in playing capacity from four to ten records. Why not give your customers the best in motor equipment? KRAASCO means QUALITY—not high price. Write for literature on KRAASCO MOTORS.

KRAASCO PHONOGRAPH MOTOR COMPANY
ELKHART, INDIANA, U. S. A.
years, from a standpoint of not only the artists but the records themselves.

Manager Moore, of the Brunswick Shop, is exceedingly optimistic about the balance of the year. His store is already ahead of last year so far, with the best months yet to come. He reports both record and machine business to be extremely good.

Sam Lind, of the S. E. Lind Co., who distributes the Royal line of phonographs and accessories, has taken on a great number of new accounts during the Summer and has stocked his warehouse in anticipation of a big Fall and holiday trade.

The J. L. Hudson Music Store, which is concentrating more than ever on the Victor and Brunswick lines, has enlarged its selling organization, as well as its number of demonstrating booths, and Manager Ed Andrews can see nothing but sunshine ahead. This store has a large clientele which is helped along considerably by the vast number of people who have charge accounts at the department store, and who naturally are biased to buy their talking machines and records from the Hudson Music Store.

R. B. Alling, manager of the Phonograph Co., of Detroit, Edison distributor, reports that both jobbing and retail business are good right now, and has been right along. The Edison Shop, owned by the same company, continues to be one of the handsomest shops of its kind in the Middle West. In radio it's big specialty is the De Forest.

Zimmerman-Bitter Equips
New Landay Bros. Store

Newark Headquarters of Prominent Music House Equipped in Similar Fashion to Landay Hall—A. Bitter on Dealer Advantages.

The Zimmerman-Bitter Construction Co., New York, designer, manufacturer and installer of equipment in music stores, has recently secured a contract for the equipping of the new Landay Bros. store at Broad and Canal streets, Newark, N. J. The latest addition to the Landay chain of stores will consist of a five-story building located in the center of the retail shopping district of Newark, N. J., and will be in reality a retail musical department store, as every type of musical instrument will be carried in stock.

"The Zimmerman-Bitter Co. will equip piano rooms, phonograph display booths, radio display, a record department consisting of record racks, counters, etc., as well as demonstration rooms; in short, complete equipment as was installed by the company at Landay Hall, Sixth avenue and Forty-second street, New York," according to A. Bitter.

The company has also recently completed the interior of Landay Bros. new offices at 141 Fifth avenue, New York. This installation was similar to that made at the Landay Bros. headquarters at 311 Sixth avenue.

"One of the most important advantages that the music merchant enjoys over the ordinary type of radio dealer, aside from his ability as a real merchant, is the attractive appearance of the interior of his store, which distinctly aids him in the sale of radio. That the merchant is becoming a decided factor in the sales of radio is an acknowledged fact in the radio industry to-day. It is only natural that in the purchase of radio he will turn to that particular retail outlet which offers the most attractive surroundings, and there is no question but that the music merchant furnishes such a background. The majority of the music merchants have found that it requires very little additional in the nature of interior equipment for the purpose of demonstrating radio, as they can employ the small display cases, etc., that are used for the sale of phonographs," stated Mr. Bitter in commenting on the music merchant's opportunities as a retail radio outlet and the need for the right display facilities.
Trade Activities in the Salt Lake City Territory

(Continued from page 161)

the distribution of Vocation records for the inter-mountain territory, great interest has been displayed by dealers handling this line of records. The Solomons Johnson Co. claims a large number of drug stores, which have already added this line of records at many of their branch stores, have also taken the Vocation record line at their Logan store. They report a big sale of these records and a good business on portables. During the past year the Gordon Jewelry Co. and the William Thornton Drug Co., of Delta, Utah, have also added the Vocation record line.

The Elko Music Co., Adolph Biancanni, manager, has been appointed a Brunswick dealer at Elko, Nev. On or about October 10 this concern will move into its new music store, the building of which is nearly completed.

The Daynes-Becke Music Co. and a fine window display arranged by G. Todd Taylor, manager of the phonograph department, featuring Charlie Chapman and the Brunswick record. This window was arranged during the play of "The Gold Rush", which was shown in Salt Lake City for two weeks recently.

O'Leaghins' Music Store and the Daynes-Becke Music Co., local Brunswick dealers, have displays at the radio exhibit of Utah State Fair this week, showing the Brunswick Radiole. Brunswick dealers in this territory have received an announcement from the local offices of the Brunswick Co., relative to the showing of the Brunswick Panatrape, which will be in the form of a demonstration and will be held at the Utah Hotel, this city, in the very near future. Much interest is being shown by all Brunswick dealers in the new product.

Van Veen & Co. Remove to More Central Location

Van Veen & Co., Inc., manufacturers of Van Veen wave-room equipment, have moved their offices and factory to 313-15 East Thirty-first street, New York City. This move was made in order to bring both the business and manufacturing departments of the organization into a more central location. New telephones have been assigned. (Lexington 9550 and 2162)

Arthur L. Van Veen, president of the company, states that as the Fall season advances a number of dealers are giving earnest consideration to the remodeling and improvement of their wave-rooms.

Interesting Talks Feature New York Ass'n Meeting

Ray H. Manson Delivered Constructive Address on Technical Aspects of Radio—H. C. Brown Talked on Merchandising Possibilities of the Pathé—Important Business Session

Despite the fact that the two radio shows in progress took a great share of attention of the listeners last month the regulat meeting of the Talking Machine and Radio Men, Inc., was well attended. The meetings turned out in full force to hear very interesting addresses by Ray H. Manson, chief engineer of the Stromberg-Carlin Telephone Mfg. Co., who spoke on the subject "Designing Radio Apparatus", and H. C. Brown, sales manager of Pathé, Inc., who spoke on the possibilities which music merchants have of profiting by the inclusion of Pathé cameras and projectors in the merchandise which they sell.

The most important of the routine business of the meeting was the reading of the amendments adopted by the members in the recently adopted "Radio Code of Ethics." The amendments, briefly summarized, are as follows—the association places itself on record as favoring the selected dealer plan; that all prices be advertised under their "stripped" price, except when the accessories are made by the manufacturer of the set; a standard discount on accessories and parts, with a bonus to the seller on broken packages and that the dealer be protected against a decline in prices.

The executive committee through the president, Irvin Kurtz, recommended that an Adler Mfg. Co. vice-president be added to the divisional vice-presidents of the association and that in the period until the next election Joseph H. Maysers assume this office. A resolution to this effect was made and carried. Mr. Kurtz also announced that Charles D. Issacson, director of broadcasting stations WNYR, had written him, suggesting that the association work with the record manufacturers in the end that an hour each week at this station be designated "Phonograph Hour" and that the record manufacturers supply the talent.

The dealers would then be able to tie up the program through advertisements and posters in their windows and those selling radio would make sure that the station at the designated time and thus stimulate the sales of records. While no definite reply has been received from all the manufacturers they have all answered that the matter is receiving their attention and October 3, from 9 to 10 p.m., was selected as the first night. H. C. Brown was the first speaker and he discussed very briefly, explaining the policies of his company and the opportunity which awaits the music dealer in developing a department carrying the Pathé instruments. Mr. Brown stated that Patixs, Inc., followed the direct-to-the-dealer policy and he is building a selected dealer organization. He dwelt at great length on the possibilities of the amateur motion picture industry and stated that the music dealer was well qualified to handle the line. In conclusion he invited the members to visit the offices of the company and receive a demonstration of the Pathé motion picture equipment.

Following Mr. Brown's talk, Benjamin Gross, of Gross-Brennann, Inc., factory representative of the Stromberg-Carlin Tel. Mfg. Co. spoke briefly of the distributing and merchandising policies followed in placing the Stromberg-Carlson receiver in the hands of the radio public and stated that all of the promises made by the company to the dealers and general public last year have been carried out. He then introduced Ray H. Manson, chief engineer, who gave a most interesting talk, illustrating his remarks with lantern slides.

Mr. Manson's address, while almost entirely of a technical nature, was made in language that made the subject understandable to all present and the slides thrown on the screen made clear each point. While the talk was primarily a description of the processes which went in making the new Stromberg-Carlson receivers, Mr. Mansons' explanations were such that a general nature that the assembled dealers received valuable instruction on a number of points which will aid them in merchandising all radio sets. The new Stromberg-Carlson line, which was on display at the meeting, has several novel features, principally an improved method of complete shielding which Mr. Manson and his assistants have developed during the past few months. It is said that this method of shielding gives the new receivers one-third more distance ability and adds to the tone quality and selectivity.

On one of the slides shown during Mr. Manson's talk were given ten features of a radio receiving set and the Stromberg-Carlson receivers, it is asserted, contain these features. They are: sensitivity, selectivity, tone quality, volume, simplicity of operation, reliability, first cost, cost of operation, ease of installation and manufacturer's responsibility.

The Metropolitan Brokerage Service, New York, radio, was recently incorporated at Albany with a capital stock of 200 shares of common stock of no par value. W. H. Pickett and L. Cordon are the incorporators.

Phonographs and Radio-Phonograph Combinations

These illustrations show several of the many latest models of our line, which have been re-designed, right up to the minute, with especial reference to the Radio-Phonograph Combination, destined to be the standard household unit. Characterized by

Beauty of Design, Finish and Tonal Quality

These instruments are produced in all the popular finishes and styles, including Uprights, Consoles and Wall Cabinets, and our facilities enable us to make prompt deliveries and most attractive trade prices. Catalog and price list mailed on request.

Excel Phonograph Manufacturing Company

402-414 West Erie St., Chicago, Illinois
Bristol & Barber Report

Good Demand for Unirad

Device Which Supplants All Batteries Finds Favor With Dealers and Consumers—Other Products Handled by Firm Selling Well

Bristol & Barber, Inc., New York City, radio and talking machine distributors, have received demands from all over the country for the Unirad, of which they are distributors. The Unirad is a power device plugged in between the radio set and electric light socket and supplants all batteries, operating on AC or DC current.

During the recent radio show various members of the staff of Bristol & Barber, Inc., were present at the exhibit of the Newport Radio Co., at the Grand Central Palace, in which the Unirad was displayed. Many dealer and consumer inquiries were received not only during the week of the exhibit but the afternoon demand has also been great and orders are now being received from almost every State in the Union.

Bristol & Barber, Inc., in addition to the line of cabinets, tables, brushes, shock plate, shock panels and covers upon which the business was built, have now gathered together a representative line of radio products which are now being developed in the business in the metropolitan territory. In the radio field Bristol & Barber, Inc. are distributing the Newport, Eletro, Superola and Rite radio receiving sets and the K. E. Ernestone, Superola and Pathie speakers.

In the battery field they have Qeen "B" batteries and a storage battery of their own which has an 18-months' guarantee. The latest product to be added to the Bristol & Barber line is the Gold Seal radio tube. Although the newest member of the line, it has already proved to be a very popular item, according to N. G. Barber, general manager of the organization.

J. B. Price Lecturing at Columbia on Selling

Sales and Advertising Manager of American Division of Neufeld & Kuhnke Gives First of Series of Lectures at Columbia University

J. B. Price, sales and advertising manager of the American division of Neufeld & Kuhnke, manufacturer of N. & K. loud speaker products and loud plates, has been invited by the faculty of Columbia University, New York, to give a series of four lectures before the sales and advertising class at this University.

J. B. Price gave his first lecture on October 5 and the remaining three talks will be given at intervals of every two weeks. Mr. Price is well qualified to discuss the subject of selling in a general way and as applied particularly to the merchandising of loud speaker products, for he has been identified with prominent sales organizations in the radio, phonograph and general commercial fields.

In connection with these talks, the members of the Columbia sales and advertising class will collaborate with Mr. Price in making a survey of the radio loud speaker market in the metropolitan district. This survey will undoubtedly be of considerable interest and value to the students and give loud speaker manufacturers an adequate idea of the sales possibilities for loud speakers in this important territory.

Platt Remodels Store

HOLLYWOOD, CAL., October 3.—The remodeled waterrooms of the Platt Music Co., 664 Hollywood Boulevard, have just been formally opened with a reception and musical program. The alterations in the store include the extension of the main sales room into the street line behind the arched plate-glass windows, adding to available space and attractiveness.

Valleynone Receiving Set

Contains New Features


St. Louis, Mo., October 6.—An innovation in radio manufacturing was released for the first time for public inspection at the Radio World's Fair held in New York last month. A new controlled method of tuned radio frequency that employs the "potential balance circuit" for suppressing oscillation was presented to the listening public in the form of the Valleynone radio receiving set manufactured by the Valley Electric Co., of this city, manufacturer of the Valley battery charger, and the Valley "B" eliminator.

With the potential balance control, stations a few meters apart can be brought in as clearly and distinctly as if they were 200 meters apart in wave length. According to V. H. Laughter, who conceived the principle of the potential balance method, the tendency to squeal and howl has been reduced to a minimum. The Valley laboratories have developed a balancing coil that is an important part of this new improvement in radio, and, according to a series of tests reported by the engineers, the coil has given most amazing results.

The Valleynone receiver was tested over a period of several months by the Valley research department with a standard loudspeaker of popular make, and not only many Middle Western stations, but those at very distant points were heard.

The Valleynone has three vernier tuning dials, and two rheostat knobs; the cabinet is walnut in two-tone with inlaid gold stripes and the panel is made of grained bakelite engraved and lettered in gold.

Aubrey Gibbins Now With Landay Bros. as Buyer

Announcement has been made by Landay Bros., Inc., through their executive offices at 147 Fifth avenue, New York, of the appointment of Aubrey Gibbins as buyer and merchandising manager of radio and phonographs. In addition to being in direct charge of the purchasing in these lines, Mr. Gibbins will personally direct the entire merchandising program by which they will be sold in the Landay stores.

Mr. Gibbins has had a long and successful experience in buying and merchandising. For the past two and one-half years he has been with Ludwig Baumann, Inc., as radio buyer and merchandising manager, and previous to that was with Abraham & Straus for eight years.

Incorporation

The Coal-Burghard Radio-Electric Corp. New York, was recently incorporated at Albany, with a capital stock of $2,000. The incorporators are E. Leaf, J. Burkhard and E. H. Colier.

YOU CAN BOOK THEM NOW

The Famous Needleless Entertainers

Open for Engagements

Popular Talking Machine—Radio Artists

Peerless Male Quartette

The Sterling Trio

The Greatest Performers To-day!!

Rudy Wiedoeft

The World's Premier Saxophonist

Admitted to be the Greatest of them all

AND

Lieut. GITZ-RICE

the navy's singing composer of "Dear Old Pal at Nine," "Keep Your Head Down Frankie Joe," and many other songs that have become the world's hits.

Tell Us What You Want—We Will Furnish It!

FRANK CROXTON, 128 West 44th St., New York City

FOR PARTICULARS OR BOOKINGS Address

FRANK CROXTON, 128 West 44th St., New York City
Renaissance Period

HIGHBOYS
Radios and Phonographs

"For those who love music and appreciate artistic beauty"

Sold by these exclusive Sonora Distributors

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

The Commercial Associates
531 Mateo Street, Los Angeles, Cal.

Doerr, Andrews & Doerr
Minneapolis, Minn.

Gibson-Snow Co., Inc.
Syracuse, N. Y.

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

Kiefer-Stewart Company
Indianapolis, Ind.

The Kohler Distributing Co.
63-67 Minna Street, San Francisco, Cal.

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

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

221 Columbus Avenue, Boston, Mass.

Pennsylvania Phonograph Dist. Co.
1015 Chestnut Street, Philadelphia, Pa.
405 Wabash Building, Pittsburgh, Pa.
1747 Chester Avenue, Cleveland, Ohio

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
THE HAMPDEN

Renaissance period design highboy phonograph radio
adapted
$225.00

Equipped with Sonora five tube receiving set and
deluxe reproducer
$325.00

Sonora
THE INSTRUMENT OF QUALITY
CLEAR AS A BELL
DeForest Radio Co. Dines Distributors and Dealers
Banquet at Waldorf-Astoria Attended by Metropolitan Dealers and Jobbers—Addresses Made by Officials Outline Plans for Fall

Early this month the DeForest Radio Co. gave a banquet for its metropolitan distributors and dealers in the entire New York area. The dinner was given in the grand ballroom of the Waldorf-Astoria and was one of the most enthusiastic and representative gatherings of the radio trade.

The banquet was presided over by H. L. Langbein, general manager of the DeForest Radio Co. Mr. Langbein introduced a number of speakers, each of whom confined his remarks to ten minutes. Roy A. Wragant, vice-president and chief engineer of the DeForest Co., discussed in detail the new Wragant circuit, which was one of all this season's DeForest models. He also told how the only type speaker used with the finer DeForest models is built and why it aids considerably in the wonderful tone produced by the instruments.

Mr. Langbein spoke on the general policies of the DeForest Radio Co. as regards sales in the metropolitan territory, on the financing organization, the engineering department, the promotion of the market for 1925-26, with reference to the factors which will determine what manufacturers will survive, a survey of the DeForest distribution in the metropolitan area, announcement of the appointment of the Blackman Talking Machine Co. as distributor.

E. H. Roberts, of the W. H. Rankin Advertising Co., gave a banquet for its metropolitan distributors and dealers to view the entire line, which was shown in the assembly and opportunity was given the dealers to view the entire line, which was brilliantly set against a background at one end of the wall.

Besides the dealers the distributors who were present were: E. M. Blackman, of Blackman Talking Machine Co.; H. Weil, of the Herbert John Corp.; Charles Gilbert, of the Gilbert Reuter Corp.; E. Blumen; of the McPhilbin Ra-


dio & Electric Co. and A. Stanley Simon, of the Universal Radio Co.

To Distribute Eagle Sets in Province of Quebec

P. T. Legare to Job Eagle Radio Receiver in Quebec Exclusively—Set Will Be Known in Canada as the Son-odine

QUBEC, Oct., October 7.—P. T. Legare, 237 Rue Saint-Paul, recently took over the exclusive rights of the Eagle radio, the well-known novelty receivers in this province. P. T. Legare is one of the oldest firms in Canada, having started in business thirty years ago, specializing in implements, carriages and wagons. Later it included everything for the farm and home. It was one of the first houses to sell automobiles and it is only natural that he should be one of the first to take over distribution of radio in Quebec.

J. F. Frontier, who has been associated with the business since its inception in a small room, has taken particular interest in the Eagle products. P. T. Legare has twenty-five distributing branches and one thousand local agencies in Quebec and Eastern Provinces. The set in Canada will be known as the "Son-odine."

Fall Plans of the Edison Phonograph Distributing Co.

Kansas City, Mo., October 7.—The Edison Phonograph Distributing Co. notes a steady increase of business since March 1. More salesmen have been put on in this territory to take care of the increased business. Dealers are showing more activity, which has resulted in the greater demand for salesmen, and the general outlook for business for the rest of this year is exceptionally good, according to the Edison people.

Nothing new in the way of improved machines or selling projects is being launched this year, but instead the Edison Co. is trying to work out more fully the plans already in use, believing better results can be obtained from dealers by working on selling plans already known by them than by continually presenting new schemes.
Performance, Appearance and Price Sell the DYMENAC Selecto Five

If peculiar local conditions make reception difficult and handicap your sale of receiving sets, the DYMENAC Selecto Five will solve this sales problem.

Built on an entirely new principle but made throughout of DYMENAC Guaranteed Parts, this remarkable receiving set has outperformed neutralines, superheterodynes and regeneratives under the most rigid tests.

Here's a receiving set made in the Talking Machine shop manner. It's the type of merchandise you are accustomed to sell. With its handsome walnut finished mahogany cabinet and ebonized panels and base, everyone takes the DYMENAC at $75 for a much higher priced instrument.

Backing your sales effort is effective DYMENAC National Advertising in the Saturday Evening Post, Radio News, Country Gentleman and a selected list of sectional FARM PAPERS.

DYMAC Type G

Standard Headset

Type set in and correctly balanced. Aids lighting effect

Tends to the standard of the best. Every radio owner

must own one.

$1.41, $5.00

DYMAC Type E

Headset

A popular priced Headset of exceptional quality, for

a few hundred. Ear phones are carefully placed and

matched before it leaves our factory.

DYMAC Vernier Dial

A practical Dial which sim-

plies radio tuning. Crystal

backs for chart paper are in

stoffed. Dia. is constantly

finished in black and silver

folk.

DYMAC Type G

Loud Speaker

Handsome black-decked

rounded cabinet with then

fully Renoir and a con-

control. A flying hulles are to the

DYMAC Selecto Five.

$195, $8.33

DYMAC Factory

Sales Agents

NEW YORK OFFICE: Metropolitan Tower

146 East 42nd Street

BUFFALO—J. E. Elliott

CINCINNATI—C. M. Brown

CHICAGO—S. M. Stearns

DETROIT—S. E. Menden

FIRTH—P. M. Menden

HARTFORD—E. E. Menden

HOBOKEN—J. L. Menden

MILWAUKEE—E. J. Menden

MINNEAPOLIS—E. L. Menden

PHILADELPHIA—W. M. Menden

PITTSBURGH—E. F. Menden

PORTLAND—E. J. Menden

ROCKFORD—E. R. Menden

SACRAMENTO—E. R. Menden

SAN FRANCISCO—E. R. Menden

SEATTLE—E. R. Menden

TAMPA—E. R. Menden

VANCOUVER—E. R. Menden

VANCOUVER—E. R. Menden

WILMINGTON—E. R. Menden

The nearest Factory Sales Agent for catalog

DYMAC Guaranteed Radio Equipment

EVERY DYMENAC PRODUCT

GUARANTEED FOR ONE YEAR
Boston Dealers Prepare for Busy Days With Radio Exposition in the Offing

Trade Anticipates Increased Interest When New Victor Line Are Shown to Public at Show This Month

Boston, Mass., October 7—Conditions in the radio and talking machine trade are showing a marked improvement, and all that is needed is a real seasonal weather, for with the exception of a few days there is still a sort of Summer rutlines that is not good for business; all lines feel it and have expressed the belief that with sharp, crisp days sales will improve. In the radio line there is widespread interest in the forthcoming radio exposition, which is to take place here for a week toward the middle of October. While it is true that there are to be very few local dealers represented in that city, all of them will take special advantage of the week and have exhibits and demonstrations of their own in the shops.

Cheney Sales Corporation Pushing Radio

The Cheney Sales Corp. in this city has gone heavily into radio distribution and at the present time handles a large line, including Foresta receivers, Electro voice loudspeakers, Ekko phonograph units, Valley chargers, Aalco loops, Brach antennas outfits, and a large group of Brach products, Receptrad batteries; in fact, there are actually nineteen lines for which Manager Showell is the jobber for New England. Business with the coming of Fall has started with a rush and the jobber for New England not

Big Month for Sonora

One of the reasons for this is the fact that the Sonora Co. has been busy with machinery throughout the country, and has had on exhibition at the Western Phonograph Distributing Co., Chicago, and other big authorities, and throughout the trade generally. The Sonora line has been quite popular, and the company is hoping to get business for a rest as the demand is still increasing. The Sonora Co. has in the market, which is being well by the company, and who are in a position to give thorough service whenever it is required. Following the conference there was a luncheon served and the dealers returned home impressed with the fact that the Sonora Co. intends to do close to the dealer and work in the heartiest co-operation with everyone who represents it and its line.

Changes in Brunswick Headquarters

Harry Spencer's headquarters at the Brunswick-Stalker-Collender Co. have undergone considerable change of late, a change in the general office of the company, and a large group of Brach products, Valley chargers, Aalco loops, Brach antenna outfits, and a large group of Brach products, Receptrad batteries; in fact, there are actually nineteen lines for which Manager Showell is the jobber for New England. Business with the coming of Fall has started with a rush and the jobber for New England now.

Additions to Cheney Organization

Two new salesmen have been added to his staff by Manager Showell, Leonard E. L. Cox, who has been in the electric business for twelve years throughout the country, whose territory will include Lawrence, Haverhill and adjacent places and Providence, R. I. The other new man is J. H. Hayes, who is familiar with radio and who will travel throughout New England State and the other parts of New England not covered by M. L. Leonard, some of his high spots being Springfield, Hartford, New Haven, Fitchburg, Gardner and North Adams. These men already are working on their job and are giving a good account of themselves. A visitor to Manager Showell's office lately was Ludwig Aronson, sales manager of the Receptrad line, who spent three days here studying the local situation. Manager Showell was over in Philadelphia last week mapping out his plans for the Fall with some of the Cheney executives.

Managers at North End

Nearly 100 Sonora dealers met at the Copley Plaza last month as the guests of Manager Joe Burke, of the New England Phonograph Distributing Co. The special guests of the occasion were S. O. Martin, president of the Sonora Co., and Frank V. Goodwin, general sales manager of the concern, both of whom are over from New York to especially honor the conference with their presence. Models of the new Sonora line were on exhibition, these including talking machines, radio receivers and loud speakers. In a brief talk to the dealers, President Martin outlined the plans which the company has mapped out for this season, and he told how the radio had become an integral part of the talking machine industry, inasmuch as its merchandising problems were similar to those of the talking machine industry. He stated instances where dealers had taken on the radio line only, and later found that it was essential that the talking machine line be included also.

Mr. Goodwin emphasized the attitude of the Sonora Co. toward the dealers and explained how each large territory has a factory representative, who is paid by the company, who places himself at the disposal of the dealers in that territory, all of whom are men who have been carefully trained at the company's plant and who are in a position to give thorough service whenever it is required. Following the conference there was a luncheon served and the dealers returned home impressed with the fact that the Sonora Co. intends to do close to the dealer and work in the heartiest co-operation with everyone who represents it and its line.

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Nearly 100 Sonora dealers met at the Copley Plaza last month as the guests of Manager Joe Burke, of the New England Phonograph Distributing Co. The special guests of the occasion were S. O. Martin, president of the Sonora Co., and Frank V. Goodwin, general sales manager of the concern, both of whom are over from New York to especially honor the conference with their presence. Models of the new Sonora line were on exhibition, these including talking machines, radio receivers and loud speakers. In a brief talk to the dealers, President Martin outlined the plans which the company has mapped out for this season, and he told how the radio had become an integral part of the talking machine industry, inasmuch as its merchandising problems were similar to those of the talking machine industry. He stated instances where dealers had taken on the radio line only, and later found that it was essential that the talking machine line be included also.

Mr. Goodwin emphasized the attitude of the Sonora Co. toward the dealers and explained how each large territory has a factory representative, who is paid by the company, who places himself at the disposal of the dealers in that territory, all of whom are men who have been carefully trained at the company's plant and who are in a position to give thorough service whenever it is required. Following the conference there was a luncheon served and the dealers returned home impressed with the fact that the Sonora Co. intends to do close to the dealer and work in the heartiest co-operation with everyone who represents it and its line.
The Opportunity Shines Ahead

For the Victor dealer is coming a day of tremendous opportunity. Have you prepared for it by merchandising your present stocks on a big turnover and profitable basis and accepting the opportunity that exists today?

Oliver Ditson Co.

Chas. H. Ditson & Co.

BOSTON

NEW YORK
The MARWOL Line

The New York

From the MARWOL BABY GRAND at $36.50 to the MARWOL CONSOLE GRAND at $130, the MARWOL line holds the greatest sales and profit-making opportunities this year.

MARWOL is the outstanding line of the season, from every standpoint—quality, performance, appearance and range of models and price.

And behind the MARWOL line of quality Receivers is the proven MARWOL business policy. MARWOL dealers know from past experience that MARWOL will not cut prices—that there is no Summer dumping of MARWOL—that MARWOL stands firmly behind its guarantee.

MARWOL RADIO CORPORATION

Sales Branches in Every Part of the United States

In Pennsylvania, New Jersey, Delaware, Maryland, Washington, D.C.
K. S. Byrd Co.
221 North 11th St., Phila., Pa.

In Ohio
Charles Saenger
942 Prospect Ave., Cleveland, Ohio

In Illinois, Indiana, Wisconsin
The Barwick Co.
53 West Jackson Blvd., Chicago, Ill.

In Michigan
Dungan Sternfeld Radio Sales Co.
25 North Dearborn St., Chicago, Ill.

In Minnesota, North Dakota, South Dakota
C. L. S. Holmes
503 Boston Bldg., Minneapolis, Minn.
of Money Makers!

Shows Proved It!

Both our old factory and new factory of twenty-five thousand square feet are in full production. This means that every MARWOL order will be shipped promptly — no delays or disappointments for dealers selling MARWOL.

Feature MARWOL—standardize on it. There is a MARWOL Model for every purse and every taste—to fill every demand.

Write or wire to-day direct to us or to the Sales Branch nearest you for catalog of the complete line, discounts and full information.

You can’t go wrong with the MARWOL Line! It spells safe, sure profits for you!

546-548 Broadway, New York City
Sales Branches in Every Part of the United States

In Nebraska, Kansas, Iowa, Missouri
Lane-Mayn & Co.
Chemical Bldg., St. Louis, Mo.

In California
Marshank Sales Co.
926 Insurance Exchange Bldg.,
Los Angeles, Cal.

In Oregon, Washington
C. E. Gay
163 Lowndes St., Portland, Ore.

In Idaho
R. T. Carr
906 Sprague St., Spokane, Wash.

In Arkansas, Louisiana, West Mississippi, West Tennessee, Texas, Oklahoma, Colorado
C. H. Walls & Co.
1609 Syndicate Trust Bldg.,
St. Louis, Mo.
New Plan Announced for Releasing Talking Machine Dealers of Excess Stocks of Ten and Twelve-Inch Black Label Records

A new Victor record exchange covering a list of over 500 ten-inch double-faced black label records, and over 50 numbers of twelve-inch records of the same class, was announced recently by the Victor Talking Machine Co. Under the new plan a merchandise credit is allowable on January 2, 1926, on the basis of ten per cent of each dealer's record purchases from October 1 to December 31 of this year. Certificates of credit are to be issued to the dealers by the factory, and from January 2 the dealer may procure records against this credit each month to the amount of ten per cent of his monthly record purchases during the last quarter of the current year through any designated wholesaler. Forms listing the numbers of the records in the exchange and specifications covering the return of cut-out stock direct to the factory in Camden under the usual conditions have been distributed to the retail Victor talking machine trade.

Landay Bros. Establish Music Dept. at Namn's

W. I. Namn & Sons, operating the Namn department store, Brooklyn, announce their connection with Landay Bros., Inc., in the establishment of a new music department, in which will be sold pianos, phonographs and musical instruments of every description.

Yielding to the persistent demands of the public for a department in which, as with other high-class department stores, musical goods of quality could be purchased on the installment plan, the Namn store has departed from its previous policy of over seventy-five years' standing, of selling for cash only, and has granted permission for certain of its departments to do business on an installment basis.

It was natural that in seeking an organization that would maintain its high ideals in merchandising and service it should select for its music department a firm that through twenty-five years as music dealers has won a reputation for progressive merchandising notions.

Important Thermiodyne Distributors Appointed

Several prominent wholesalers in important trade centers become distributors of Thermiodyne.

Leo Potter, president of the Thermiodyne Radio Corp., New York, announced this week that several well-known jobbers in important trade centers had been added to the list of Thermiodyne distributors. Among the jobbers are Woodward, Wight & Co., New Orleans, La.; Listenwell & Gough, San Francisco and Los Angeles, Cal.; Van Ashe Radio Co., St. Louis, Mo.; Globe Electric Co., Seattle, Wash.; Buchanan & Venable, Indianapolis, Ark., and the Empire Electric Co., Spokane, Wash. Several of these jobbers have been identified with radio activities for a number of years and they are all well equipped to give Thermiodyne products effective representation.

Okeh Artists Entertain at Gast Store Opening

Tom Martin and His Original Indiana Five, who recently became recording artists for the Okeh catalog and who are providing the dance music at the Cinderella Ballroom on New York's Radio Row, gave a concert at the opening of Gast Bros. new store at 382 Central avenue, Jersey City, N. J., on Friday, October 9. The appearance of this orchestra added greatly to the attractiveness of the event, the ceremony and many of their records were sold. Among the numbers which drew forth enthusiastic applause were: "O Boy, What a Girl" and "Mississippi Stomp," the selection they have recorded for Okeh records.

Radio Department of Lion Store

This has been made into the brightest, most attractive radio store in this section.

Lion Store Radio Division Occupies New Quarters

Growth of Radio Department of Music Establishment Necessitates Move to Larger Quarters--Large and Varied Line of Sets Carried

Toldeo, O., October 7--The Lion Store music rooms and the radio division, formerly under one manager, have been separated. The radio department has been made necessary to move into its own large quarters on the ground floor. Recently the store purchased the building adjoining the main store structure on St. Clair Avenue, and the radio division has been opened in the basement of the building.

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?

Write for catalog and detailed information.

Larger Discounts Offered on Higher Priced Viatrols

As a Result of More Favorable Discounts Offered by the Factory to Wholesalers, Dealers Can Purchase on a Forty and Ten Basis

Much favorable comment has been aroused in the retail talking machine trade through the recent announcement that the old Victer Co. has provided for larger discounts to wholesalers on all Viatrol models listing at more than $90, with the result that the wholesalers are in a position to offer dealers discounts of forty and ten per cent on machines of the higher-priced sort.

One effect of the increased discount has been to stimulate buying materially, on the part of the dealer, who, with the price inducements to offer, coupled with the new line, looks forward to an active selling season.

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?

Write for catalog and detailed information.

The SHELTON Electric Motor

The "Simplicity" electric motor, after an exhaustive series of tests by3 industry leaders, the SHELTON Electric Motor has been installed in the more modern of the radio departments. The SHELTON Electric Motor solves the problem of direct motor solving, which is the most important feature of the radio department.

The SHELTON Electric Co.

Long Island City New York
"Quality Is Season's Watchword"

"Fidelity of Tone Production Will Be Greatest Public Demand this Fall"— Radio Retailing, issue of August, 1925.

Radio Retailing asked one hundred dealers in ten states what was the most important thing in Radio today.

They all said "Tonal quality is the first requisite."

For years Daven has pioneered quality. It is gratifying to see our vision come true and our judgment substantiated.

Daven engineers have long recognized that the present day receiving set needed to be greatly improved from a quality standpoint. They worked

DAVEN RESISTANCE COUPLED AMPLIFICATION

To the public—Daven Resistance Coupled Super Amplifier in a genuine Bakelite base complete with all resistors, grid leaks and condensers inserted—$15. In kit form, for those who like to build their own, including special Type A Daven Condensers, $9.00.

To radio dealers—Send for our complete catalog and the name of our nearest established distributor.

To set manufacturers—The facilities of our Engineering Department are yours to command. Call upon us at any time. We can offer you constructive advice on how to improve the audio end of your set.

THE RESISTOR MANUAL is the handbook of Resistance Coupled Amplification. At your dealer's 25c. By mail postpaid 30c. Dealers, write for a free copy.

DAVEN RESISTANCE COUPLED AMPLIFICATION

DAVEN RADIO CORPORATION

DAVEN PRODUCTS ARE SOLD ONLY BY GOOD DEALERS

THE BIG LITTLE THINGS OF RADIO
Demonstration of Panatrope in Toronto

Received With Enthusiasm by the Trade

New Brunswick Product to Be Manufactured and Marketed in Canada by the Brunswick Organization—Promotion—Popularity of Combination Phonographs and Radio Indicated by Exhibits—The News

Toronto, Can., October 7—W. D. Buckett, general manager of the Brunswick Co. of Canada Ltd., recently demonstrated in this city the Panatrope, a new instrument which the Brunswick organization is introducing to the Canadian phonograph trade and the Canadian public. The demonstration was given privately in the "Customers Club" of the Canadian General Electric Co.'s showroom, where dealers and customers were invited. This new musical instrument will be made and marketed in Canada by the Brunswick organization.

One of the prominent features in connection with the various exhibitions held in Canada this year where phonographs and phonofilm were exhibited was the general appearance of the combination phonograph and radio models, these being shown in the booths of all firms handling phonograph lines.

Eugene A. Widman, president of the Pathé Phonograph & Radio Corp., Brooklyn, N. Y., recently spent a holiday in Canada, and reports catching a 36-pound salmon in the St. Lawrence River.

The sale of His Master's Voice Sonsa's Band records was given considerable impetus in the past month by the celebrity paid Toronto a visit of a couple of days.

A Canadian corporation has been formed under the name of Radio Code Ltd., at 821-827 Queen street, East. The officers of the company are as follows: President and treasurer, Frank A. D. Anderson, secretary, W. M. Klein; manager, C. E. Fraser; superintendent, T. M. Rogers. The Canadian company is licensed under the Canadian Patent Act in connection with a Canadian organization. The company was organized to manufacture a complete line of radio, neon, and phonofilm receivers.

The Canadian musical instrument industry is the subject of a recent report issued by the Dominion Bureau of Statistics. In 1923 there were 64 firms engaged in the manufacture of musical instruments; materials for these phonographs and gramophones. Of these establishments forty-five were in Ontario, fifteen in Quebec and seven in each in Alberta, British Columbia, Manitoba and Nova Scotia. The Sunny Supply Co., owing to increased business, is now occupying larger quarters at 11 Temperance street, Toronto. This firm carries extensively in Ontario the Apex and Blair radio receivers, also the Radioïa and a complete line of experimental equipment.

Miss Margaret Cooper, a talented musician, has assumed charge of the phonograph department and record department of the Mason & Rich branch in London, Ont.

Victor B. Hodges, sales manager of the Brunswick Co. in this city, is back at his desk after a six-weeks' leave of absence recuperating from a period of ill-health.

The Sun Record Co., Toronto, distributor of records, player rolls, Burgess batteries and other phonograph and radio lines, has been added to the list of distributors of Homer harmonicas by Hough & Kohler, Canadian Homer representatives.

Layton Bros., Ltd., made a representative showing of Brunswick phonographs and Brunswick phonographs and phonofilm receivers.

Important Activities in the Montreal Trade

E. Rypinski Designs to Return to New York—Apparent to Have Stimulating Effect on the Sale of His Records—New Stores

Montreal, Can., October 8—Perkins Electric, Ltd., of this city, announces the resignation of E. Rypinski, manager of the radio department of that organization. For purely personal reasons, Mr. Rypinski desires to again take up his residence in New York City, from whence he came in July, 1922. He is succeeded by Joseph Paquette, Legere Radio Regd., a subsidiary of P. T. Legere Co., Ltd., has opened a radio department and will operate an exclusive store at 3412 Park avenue, Montreal. The makes handled include Eagle, Zenith and Sonacyn. A. Mongeau will be manager, and A. Christen will be the expert engineer in charge.

The Radio Division of the Canadian Columbia band records were considerably added to by the appearance in Ottawa of this famous band conductor. The Carter Radio Co. has opened offices in Montreal, with J. W. Levine as general manager.

Omer Perrault, one of Canada's ablest swimmers, in his recent 30-mile swim at Montreal, attributed his success to the use and aid of small Victorias, which his manager carried along with him in following his charge, and which sent airs of the latest popular songs across the water to the ears of the helpless swimmer, helping to break the monotony of his long grind in the water.

Othralbon Phonograph, A. Poisson, proprietor, has recently set up a display of phonographs and phonofilm at 1327 St. Denis street, where a number of different makes of phonographs are being featured.

Steinway Bros. have opened phonograph parlors at 1310 St. Lawrence boulevard, this city.

where they are specializing in the Columbia line of phonographs. V. Signor Musical House, Ltd., 1053 St. James street, West, has taken on the Brunswick line of phonographs and phonofilm. The recent appearance in the local theatre circles of "No, No, Nanette" was the cause of a large number of Brunswick records of this popular musical revue being sold both in vocal and dance selections.

The radio department of C. W. Lindsay, Ltd., recently added two extra salesmen to its inside selling staff.

Rhondda Welsh Male Singers (Victor artists) gave a two days' rental in Montreal to crowded houses.

Good Business Features

Month in Winnipeg Field

New Edison Co. and Phonoïa Co. in New Houses—Western Canada's Radio Show Featured by Pine Exhibits and Large Attendance

Winnipeg, Man., October 7—Both the New Edison Co. and the Phonoïa Co. in their new location on Portage avenue report good business and attribute a large portion of it to their good location.

Manager Stark, of the phonograph department of Cassidy's, Ltd., Columbia agent, recently visited Chicago for business purposes. The Three Way Potom Ring Co. of Winnipeg, Man., will act as distributor for the Northland Radio Co., Minneapolois, to handle its radio sets exclusively in the provinces of Manitoba, Saskatchewan, and Alberta.

A new factory for the manufacture of gramophone cabinets has recently been put into operation in the Elmwood district of Winnipeg by the Bent Wood Chair & Table Co. The company, capitalized at $50,000, is under the guidance of A. Prouzet and T. Gurobakay. With all the brilliance and attractiveness of an automobile show combined with entertaining and educative features Western Canada's Radio Show was held in the Royal Alexander Hotel, Winnipeg, Man., September 14 to 19. Exhibitors and radio enthusiasts united as the Associated Radio of Manitoba, and demonstrated radio's rapid growth from the experimental hobby stage to the important enterprise of today.

D. H. Starr has added an extensive line of radio and equipment at his new store in Indian Head, Sask.

The Burd Ring Sales Co., Winnipeg, has taken on the western Canadian distributing rights for the Nettleton receiving set, which is manufactured in Chicago.
The Year's Greatest Radio Value

That's what we set out to build — radio value in a receiving set which has never before been equalled.

And that is what enthusiastic dealers and satisfied users everywhere say we have accomplished in the Valleytone 5-tube Tuned Radio Frequency Receiver.

The Valleytone provides the easy, distinct separation of stations only four or five meters apart. Reproduction that inspires amazed approval for its natural faithful tone. Great volume without distortion.

And in appearance, a knock-out. A beautiful walnut cabinet finished in two tones-striped in gold. Bakelite panel engraved and lettered in gold.

Consult your jobber or write us for the full story of the Valleytone Receiver. 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 the year's greatest radio value.

Valley Electric Co., Radio Division, St. Louis, U. S. A.

(Branches in principal cities)
Victor Demonstration of New Products Feature of Month With Buffalo Trade

More Than Two Hundred Dealers Attend Demonstrations Given by Curtis N. Andrews and Buffalo T. M. Co.-Iroquois Sales Corp. Reports Crosby Pups in Demand—Other News

BUFFALO, N. Y., October 9.—More than usual activity is noted in the various talking machine and radio jobbing houses here. Large orders for phonographs, radio and records are being shipped from this point daily. Local dealers are preparing for a brisk winter business, since early Fall has surpassed all expectations in volume of trade.

The Victor demonstration in the Lafayette Hotel, given under auspices of the two Victor jobbers, Curtis N. Andrews and the Buffalo Talking Machine Co., was a complete success. More than 200 dealers from western New York, Pennsylvania, and northeastern Ohio were in attendance. Presentation of the new Orthophone Victrola was made by Mr. E. W. Card, factory representative of the Victor Co.

A second meeting was held on October 6 in the Hotel Stater. This meeting was of an educational nature, and was for the purpose of educating the dealer in the merits of the Victrola and to present the instrument to the public in an intelligent way. The meeting began at 10:30. Lunch was served at noon. This progressive store featured tour Phonographs are strong and compact for portable use and beautiful enough in appearance to harmonize with the furniture of any room.

TEN DAY FREE TRIAL

We will ship the Artone at the list price, less 40 per cent. If, after a 10-day appraisal, you do not feel that they will sell readily and make you substantial profits, return to us collect.

Distributors-Writing for Propriety
Berg A. T. & S. Co., Inc.

"Designers and Makers of Fine Cases for 20 Years"

LONG ISLAND CITY NEW YORK

New York City Showrooms, 365 Fifth Ave.

$30

Superbly toned Phonographs in cabinets of genuine Du Pont Fabriloola, in shades of walnut, brown, mahogany and grey, embossed with rich reproductions of beautiful hand-tooled leather. Hardware of solid brass throughout; heavily nickelated.

PORTABLE PHONOGRAPH

$30

The Artone Phonographs are strong and compact for portable use and beautiful enough in appearance to harmonize with the furniture of any room.

WHITE MUSIC SHOP OCCUPIES BOOTH AT DANBURY FAIR

DANBURY, CONN., October 7.—The White Music Shop, 155 Main Street, Columbia and Victor dealer of this section, has one of the largest display booths at the Danbury Fair, which is considered the largest fair in Connecticut. The booth is located in one of the most conspicuous places on the grounds and ideally located to catch the eye of the prospect. Phonos, Victrolas and Columbia phonographs will be featured, together with a complete line of radio sets. Mr. Frey will have charge of the radio section.

Dinner in Honor of J. H. Maysers on Return Home

A dinner in honor of the return of Joseph H. Mayers, proprietor of A. International Phonograph Co., New York, who has been vacationing in Europe with his family since the latter part of June, will be held at the Crystal Ballroom of the Broadway Central Hotel on Saturday, October 12. The arrangement committee, which is making every effort to make the event a great success, includes: Maurice Landay, Lloyd Spence, S. W. Lukas, Irwin Kurtz, Alex. Brodman, Benjamin Switky, George Sklar and Daniel M. Broad.
If you want the best!

Some territories for both jobbers and retailers still open. Write

Grecian Model
Price $25

Pathe Sets Operate on House Current

CONE LOUD SPEAKER

PATHE PHONOGRAPH AND RADIO CORPORATION
Dept. W

20 Grand Avenue, Brooklyn, N. Y.
Jewett Distributing Co.

Territory Is Expanded

Connecticut Added to Territory Covered by Metropolitan Distributor of Jewett Radios and Phonographs—Chas. Noyes, President of Company, Comments on Announcement

The Jewett Distributing Co. of New York, Inc., distributor in metropolitan New York, Brooklyn, Long Island and northern New Jersey, for the Jewett Radio & Phonograph Corp., manufacturer of radio products, recently announced through Charles Noyes, president of the company, the addition of the State of Connecticut to its territory. The sales staff has been augmented in order to properly serve the additional territory.

In commenting upon the recent appointment of the company as Connecticut State distributor for the Jewett Corp., Mr. Noyes said: "In the radio industry to-day there are two great problems confronting the manufacturer. First, there is the one of production, and secondly, that of sales and distribution. In the latter case there are a number of methods taken by various manufacturers to accomplish their distribution and sales in the most effective manner. Up to the present time, the most satisfactory method has proved to be either to appoint an exclusive distributor in a given territory, or else have a direct factory representative of the manufacturer distribute from a central location to the surrounding territory. This is the method which the Jewett Corp. has chosen as being the most beneficial to both the manufacturer and the dealer whom it serves. The close contact maintained between a manufacturer and a factory representative is in a majority of cases such that the representative practically functions as a branch office of the parent company. As a distributor he is the representative of the products of this one company and is able to concentrate all his efforts upon serving the dealer and in the creating of sales for a given line rather than in spreading efforts over a number of different lines. The direct representative is also enabled to tie up more directly with the advertising of the manufacturer and place his entire appropriation for the creating of dealer sales in the territory.

"We feel that our recent appointment to the additional territory of the State of Connecticut by the Jewett Corp. was in a great part due to the fact that the method employed by using a direct representative for the purpose of distribution has worked out well enough to warrant the increase in territory." Mr. Noyes is at the present time visiting the factory of the Jewett Radio & Phonograph Corp. at Pontiac, Mich., where he will remain for a week or more, in which time he will confer with the various officials of the company on matters pertaining to business.

The Globe Music Co., Pueblo, Utah, has completely remodeled its store.

J. S. Ditzell on Visit to Coast Distributors

Brunswick Representative Takes Sight-seeing Trip With A. R. McKinley and B. R. Brassfield

Portland, Ore., October 7—John S. Ditzell, of the Chicago headquarters of the Brunswick Co., jetting down bright sayings of his hosts, A. R.

BEL-CANTO PRODUCTS

Superior in Material, Workmanship and Performance. Bel-Canto Adjustable Loud Speakers, with massive, mahogany-finish cabinets, at $17.50. Gooseneck Fibre Horns, at $10.00 and $15.00. Local Speaker Units, built-in Fibre Tense Tone Chamber. The Bel-Canto Recording Dial, $2.00. With mahogany-finish glass $2.50.

BEL-CANTO RADIO & TEL. EQUIPMENT CO., INC.

Los Angeles, Chicago, New York City

Bel Canto Radio and TEL. EQUIPMENT CO., INC., Chicago

BEL-CANTO PRODUCTS Superior in Material, Workmanship and Performance. Bel-Canto Adjustable Loud Speakers, with massive, mahogany-finish cabinets, at $17.50. Gooseneck Fibre Horns, at $10.00 and $15.00. Local Speaker Units, built-in Fibre Tense Tone Chamber. The Bel-Canto Recording Dial, $2.00. With mahogany-finish glass $2.50.

BEL-CANTO RADIO & TEL. EQUIPMENT CO., INC.

Los Angeles, Chicago, New York City


Branches in Los Angeles, Cal.; Portland, Ore.; Seattle, Wash.; Salt Lake City, Utah; Denver, Colo.; Chicago, Ill.; Buffalo, N. Y.; New York City
Demonstration of the Orthophonic Victrola

(Continued from page 11)

“Figure radio first began to occupy the center of the stage it was felt in some quarters that it would injure the talking machine business but the experience of the past year has led us, I think, to the conviction that there is necessarily no conflict between these two forms of entertainment; that as a matter of fact, radio may be looked upon to stimulate the sale of talking machines.

“Radio has and will continue to be a tremendous force in popularizing the demand for good music. This demand, it seems certain, will be reflected by a parallel demand for this new type of talking machine to make that music available when you want it and as often as you want it. The Orthophonic talk machine, then, with its unparalleled quality of sound reproduction and its primary appeal of utility, novelty and pride, seems to us to possess all the magic possibilities of sale common to the field of talking machines and of electrical products alike.”

New York Music Master Corp. Moves to New Home

Offices Now Located in Ware Building Where Music Master-Ware Sets Are Made—Will Better Service to Metropolitan Dealers

Fred D. Oliver, New York district manager of the Music Master Corp., Philadelphia, Pa., has transferred the New York headquarters of the company from the Manufacturers Trust Building to the Ware Building at 529 West Forty-second street. This is the building in which the Music Master-Ware radio receivers are made. The New York interests of the Music Master Corp. will, therefore, be all housed under one roof and the new headquarters will provide Mr. Oliver with additional facilities for rendering service of the highest order to music master dealers in the metropolitan territory.

Nat Witlin Now J. A. Fischer Sales Manager

PHILADELPHIA, PA., October 6—Nat Witlin has been appointed sales manager of the J. A. Fischer Co., manufacturer of Valley Forge main springs and talking machine repair material, of this city. Mr. Witlin is an experienced talking machine man and has a large number of friends throughout the trade. He was formerly connected with the sales staff of Everybody's Talking Machine Co. and is a brother of Ben Witlin, local distributor of Sine phonographs and Goldsmith receivers. In addition to his knowledge of and acquaintanceship in the trade, Mr. Witlin is a thorough sales executive. He has already outlined a comprehensive sales plan for the Fall-Winter season and has left on his initial trip for the Fischer organization, this time covering the Southern territory.

Columbia Dealer Reports Good Masterwork Set Sales

STAMFORD, CONN., October 7—Furer's Music Shop, 436 Main street, has leased a four-story building three doors from its present location and is altering it so that the entire floor space will be devoted to musical instruments, phonographs, records and pianos, together with a complete radio department. As an added department, Mr. Furer will stock a complete line of floor and table lamps, tables and chairs along antique lines. J. J. Furer, in a recent interview, reports that the Masterwork series of Columbia records has enjoyed unusually good sales. The new Columbia records are in very great demand, stimulated through newspaper advertising.

The New Pfanzelich

“Single Dial Six”

Having six tubes and but one dial

AFTER all the complicated radio receivers people have had to go through with, it is a pleasure to operate the new Pfanzelich. There is nothing to fix it. You do not have to adjust or fix anything. A child can get as good results as a technician.

The Pfanzelich Overtone receiver has the simplest radio frequency circuit we have ever seen. It dispenses with the adjusting and neutralizing devices found in other sets. They are not needed. No extra radio energy can “spill over” between circuits. Hence no devices are required to correct it.

You Tune with a Single Dial

It is so simple you can tune in the dark. You do not have to grope around adjusting dials. You turn on once in the wave length desired. The Pfanzelich nurse finder is a great convenience. It facilitates the logging of stations. It also acts as a signal to show whether the power is on or off.

A Perfect “Overtone” Receiver

The matched tone of the Pfanzelich Overtone receiver is of course due to the overtones. They are perfectly reproduced because the pattern of vibrations which make them is kept intact—an exclusive Pfanzelich accomplishment. The radio panel is of wood, swept clean and free of all non-essentials. It is rich looking. The tuning dial is of wood. All exposed metal parts are gold plated. The soft amber glow of the station finder adds a brilliant touch to the panel assembly.

E. R. Fenimore Johnson, vice-president of the Victor Co., also spoke briefly, outlining the developments that have taken place in the past in the talking machine, and expressing the pride of the Victor Co. in being able to offer the latest word in the Orthophonic Victrola. Other speakers were E. B. Craft, of the Bell Telephone Laboratories, Inc., and E. E. Schuman, manager of the board of the Victor Co.

The new Victor line of Orthophonic Victrolas consists of four styles, which are illustrated on page 11, as follows: “Cedars,” list price $275; finished in walnut blended or mahogany blended. Height, 45 1/2 inches; width, 31 1/2 inches; depth, 21 3/4 inches. Equipped with eight Victor record albums. “Grandma,” list price $180; finished in mahogany two-tone. Height, 34 1/2 inches; width, 34 inches; depth, 21 3/4 inches. Equipped with six Victor record albums. “Colony,” list price $110; finished in mahogany two-tone. Height, 36 inches; width, 36 inches; depth, 20 1/2 inches. “Consetine,” list price $365; mahogany finish. Height, 36 inches; width, 19 3/4 inches; depth, 20 1/4 inches.
Appointmeni of Adler-Royal Distributors in Important Trade Territories Announced

Joseph M. Zamoiski Co., Baltimore; Trilling & Co., Syracuse, N. Y.; Become Adler-Royal Wholesalers

Lambert Friedl, vice-president and general sales manager of the Adler Mfg. Co., New York and Louisville, Ky., manufacturer of Adler-Royal radio and phonograph products, announced this week the appointment of Joseph M. Zamoiski Co., Baltimore, Md; Trilling & Montague, Philadelphia, and the H. J. Gorke Co., Syracuse, N. Y., as Adler-Royal distributors. All of these companies are well qualified to give excellent representation to Adler-Royal radio and phonograph lines, and their sales organizations have already started intensive work in their various territories where they have large following.

The Joseph M. Zamoiski Co. is well known in the radio industry, and associated with its organization is a competent staff of experienced traveling representatives. The appointment of Trilling & Montague in Philadelphia is in addition to the arrangements made several months ago, whereby the Everybody's Talking Machine Co. of Philadelphia is a distributing agency of Adler-Royal phonographs. The Trilling & Montague sales force is well known throughout the radio industry in Philadelphia territory, and the Adler-Royal line is handled with an aggressive representation at their hands.

The H. J. Gorke Co., of Syracuse, has been a radio distributor for several years, and has built up a large following in Syracuse territory. The executives of the company are keenly enthusiastic regarding the Adler-Royal line and are personally directing the activities of their sales staff.

Victor Orthophonic and Brunswick Pana-trope Center of Interest in Los Angeles

New Instruments, Representing Improvements and Radical Changes in Design, Eagerly Awaited

The appointment of Adler-Royal Distributors in important territories has caused the stock of new Victor Orthophonic and Brunswick Pana-trope sets to become a subject of intense interest among dealers. It is reported that the immense stock of Victor Orthophonic sets which Sherman, Clay & Co., California distributor, had on hand, has been sold and disposed of during the recent price reduction sale of Victorolas. Griffith, P. Ellis, Southern California manager, anticipates a tremendous Fall business both in the new Radiola line and Victorolas.

A meeting of the Radiola jobbers and distributors took place at the Ambassador Hotel on the last evening of August. The managers, salesmen and saleswomen of the following firms were entertained at dinner by the Radio Corp. of America: Sherman, Clay & Co., Leo J. Meyberg Co., Illinois Electric Co., Pacific States Electric Co. Nearly sixty were present and, after dinner, listened to announcements by A. B. C. Seull, Pacific Coast Manager of the Radio Corp. of America, of the new policies and products as formulated and planned by the Radio Corp.

Harmony Means Smoothness for a Department

It is no new idea to one when one declares that harmony and whole-hearted co-operation within a department produces a smoothness of operation which speeds up sales. The Martin Music Co. seems to have that harmony existing in all departments and it is specially noticeable in the radio department, which is in charge of Fred Bobo. From the sales manager down, there exists the finest spirit of co-operation. Sales have been excellent last month which took place at the Ambassador Auditorium, Los Angeles. To sell a $100.00 set in preference to two $60.00 sets is something of importance to Martin's it means at least one-half the service requirements for one thing, although complaints seem to have been reduced to a minimum, due, perhaps, to the high-class manner in which service is rendered.

Sonora Running According to Form

H. E. Gardner, Pacific Coast representative of Sonora, is full of pep and enthusiasm. He is generally optimistic, but before that he is analytical and Missouri-ish—he wants to be shown. And now he declares that the excellence of the Sonora radio model C has been demonstrated and proved to him by the dealers. Mr. Gardner was sold on the Sonora speakers and the "highboys," but it took the dealers’ enthusiasm to convert him from the conscientious salesman to the fiery perspiring booster of Model C's which he now has become.

Music Critics Radio Board Formed to Improve Programs

An interesting announcement was recently made by the Freed-Eisenmann Radio Corp., Brooklyn, N. Y., manufacturer of Freed-Eisenmann radio receiving sets, concerning the formation of a Music Critics Radio Board, for the purpose of advising and giving suggestions towards the furtherance of better broadcasting. The forming of this association was sponsored and suggested by the Freed-Eisenmann Radio Corp., and it contains the names of such well-known critics as Glenn Dillard Gunn, Chicago; William Smith Goldenberg, Cincinnati; Mary M. Howard, Buffalo; Paul Frey, Boston; R. J. McLaughlin, Detroit; Harvey Gard, Pitts- burgh; James Davies, Minneapolis; L. A. Strickland, Brooklyn, and S. Lexier, Philadelphia.

STYLUS BARS for Phonographs and Radios

Clipper Bar & Mfg. Co.

NORTH OLMSTED OHIO
The New Operadio Consolette

The tremendous popularity of the Operadio—which has increased radio enjoyment by making it available anywhere—has led to this beautiful six tube cabinet set for home and apartment use.

The set in its compact mahogany case may be easily carried to any room of the house. Like all Operadios, it is entirely self-contained; no outside wires or connections being used.

The special loop supplied with the set is used either concealed within the cabinet, or exposed, plugged into the top when extremely directional effects are desired.

The dealer who sells the Operadio line this year can meet any demand for high-grade receiving sets, yet carry a comparatively limited stock. Public goodwill for this well-known name, together with many revolutionary developments for 1926, mean a prosperous year for dealers obtaining the Operadio franchise. Write or wire for full information and terms.

The Operadio Corporation
6 So. Dearborn Street, Chicago, III.
NIRONA
EXTRA LOUD
AND CLEAR

A BIG HOLIDAY SELLER
NIRONA Is the Finest Toned Small
Machine Ever Produced
Unique—Inviting—Artistic—Sells on Sight
Manufactured in various colors—some with figured designs as
shown. A display will sell NIRONAS.
Wonderfully clear and very loud sound box with patented ampli-
fier giving a colossal volume of large machines. Plays one ten-inch
record at one winding.
A durable well made product.
Be the first to show NIRONAS. Distributors write for special
arrangements.

THE FAVORITE MANUFACTURING CO.
CARL KRONENBERGER, President
105 East 12th Street
New York City

Edison Tone Test Season
Now Under Full Swing

Four Groups of Artists Now Appearing in Tone
Tests in Various Sections of the Country—
Series Meeting With Great Success

Thomas A. Edison, Inc., announces that the
series of Edison tone tests for the new season
are now under way in various sections of the
country, and are apparently meeting with
the great success that has always attended these
convincing demonstrations of tone quality and
reproduction.

During the present Fall Elizabeth Speuner
and Lucille Collette are appearing in tone tests
in the Fair West and on the Pacific Coast; Betty
Lane Shepherd and William Reed are appearing
in the Minneapolis and Chicago districts; Glenn
Ellison and Alta Hill are appearing in the
Cleveland and Richmond territories, and
Helen Davis and Victor Young are covering
the Detroit, New York and Dallas territory.

Assignment of new territories for these artists
will be made after the first of the year.

Columbia Representative
Finds Business Better

F. C. Collins, sales representative of the Col-
umbia Phonograph Co. in Connecticut, states
that the industries throughout the entire State
of Connecticut are operating almost full force
and employing to capacity, and in some in-
stances factories in the Naugatuck Valley are
operating to capacity.

General business conditions in Connecticut
over the month of September have been unusu-
ally good, with dealers throughout the State
reporting very good increased retail floor sales
in musical instruments of all kinds.

Phonograph and record business has increased
approximately 80 per cent over August, with
the dealers feeling optimistic of the Fall.

Perfect Record Co. Issues
New Numerical Catalog

The Perfect Record Co., Brooklyn, N. Y., has
just issued for trade use only a new numerical
catalog of the Perfect Record. The book is of
the loose-leaf variety and may be kept up to
date by the dealer inserting the page of the
list of new records sent each month. The cata-
log is divided into four sections, covering stand-
ard records, operatic and special artists, popu-
lar vocal and dance.

New Brilliantone Needle
Container Proves Popular

Combined Needle Can and Record Cleaner In
New Size Appeals to Dealers—Selling Agent's
Reports Increased Fall Demand

The Brilliantone Steel Needle Co., New York
City, sale selling agents for the Brilliantone
Bagshaw Co., Lowell, Mass., reports that the new 250
record cleaner can recently produced by the company has met with much success.

It will be remembered that hitherto these record
cleaner cans were never packed with less than
500 needles. The smaller quantity has appealed
to the dealer and has resulted in heavy orders.

H. W. Acton, general manager of the com-
pany, reports that the Fall months have created
a considerable increase in the needle demand

Atwater Kent Color Ads
Cause Favorable Comment

The forcefulness and attractiveness of the
advertising copy of the Atwater Kent Mfg. Co.,
Philadelphia, Pa., manufacturer of Atwater
Kent radio receiving sets and radio speakers,
is receiving widespread comment throughout
the industry.

In the national advertising cam-
paign many products, some model
radio receiving sets, operating without the use of bat-
teries or eliminators from direct house current,
either AC or DC, have commenced an intensive
advertising campaign chiefly in the ed-
ocating consumer in the metropolitan area.

H. F. Thorne, of the above company, re-
cently stated that following the close of the
New York radio shows and with the inception
of the company's Fall advertising campaign, the
advance orders booked for this season's produc-
tion seem to be far above the amount the com-
pany will be able to produce.

The manufacturers of "Domin-Aire" have had
to turn down many high standard accounts in
various parts of the country, due to the fact
that present production does not justify exten-
sive distribution. As the company has an iron-
bound policy covering its outlets and complete
arrangements guaranteeing trade and consumer
prices the elaboration of its distribution points
is being made with great care.

Another feature of the presentation of "Domin-Aire" is the fact that the company has
been operating an efficient service department
for the purpose of giving technical aid, where
necessary, even in the homes of the consumer.

These activities, however, are in cooperation
with its dealer agents. The plan, however,
does not lend itself to enlarging the company's
activities too rapidly. Later in the season
Thornell-MacLaren Associates will operate a
sales and technical school to more intensively
carrying on its planned activities.

Davega Employees Enjoy
Annual Dinner and Outing

The annual dinner and outing of the em-
ployees of the Davega stores was held the early
part of this month and was a decided success.
About 130 attended, driving in motor buses
to Sea Cliff, L. I., where a luncheon was served
and athletic games indulged in. The party was
transported to Douglaston Inn, Douglaston,
L. I., where dinner was served to the accom-
paniment of entertainment by several of the
talented guests.
5 Reasons Why the DominAire has the Greatest Possibilities for Radio Retailers

1. It is without a peer amongst Radio Receivers. It operates without batteries, directly from the electric light current (A.C. as well as D.C.)

2. It is sold complete from the factory—nothing more to buy—with matched tubes.

3. All self-contained, including loud speaker, in a beautiful cabinet.

4. DominAire will be extensively advertised in an unusual manner.

5. Authorized Dealers are protected against pricereduction and the consumer is protected by an all-embracing guarantee for one year from the date of purchase.

DominAire is a quality receiver. The output for 1925 is distinctly limited and distribution will be concentrated in the Metropolitan district of New York.

Desirable dealers are invited to write for information regarding the DominAire and the MacLaren Merchandising Plan.

DominAire
The Ultimate in Radio Reception

Made by MacLaren Manufacturing Co.
Thornell-MacLaren Associates
Exclusive Thesaurus Representatives
26-28 Park Place, New York
Latest Summary of Exports and Imports of "Talkers"

Figures on Exports and Imports of Talking Machines and Records for the Eight Months Ending August Constiutue Interesting Reading

WASHINGTON, D. C., October 8.—In the summary of exports and imports of the Commerce of the United States for the month of August, 1925 (the latest period for which it has been compiled), the following are the figures brought on talking machines and records.

The eight months' total ending August, 1925, amounted in value to $234,291, were exported in August, 1925, as compared with $22,542 worth which were imported during that month.

Talking machines in the number of 8,776, valued at $19,193, as compared with $276,479 in same period of 1924.

The countries to which these instruments were sent during August and their values were as follows: United Kingdom, $156; other Europe, $13,580; Canada, $5,817; Central America, $7,218; Mexico, $18,031; Cuba, $9,801; Argentina, $39,636; Chile, $21,839; Colombia, $10,495; Peru, $1,846; other South America, $23,871; China, $2,250; Japan, $689; Philippine Islands, $5,634; Australia, $18,753; New Zealand, $14,213; other countries, $18,830.

Fred C. Emery will move to larger quarters on Pleasant street, Gardner, Mass., this month.

Akradyne's Appearance

To start from the finish and work backward is an unusual procedure, but the beautiful appearance of an Akradyne receiver prompts us to make important mention of it.

Radio has changed the old axiom — "the Eye Buys" to "the Eye and Ear Buy." Akradyne, by its dependable performance, quality reproduction and beautiful appearance, is the ideal line to present to your customers.

The complete Akradyne line—cabinet and console models, $75 to $215, art models of beautiful design, $475 to $1,475, and the Akra-tone cabinet speaker, $31.50.

SUNBEAM RADIO CORP
350 West 31st St. New York

Also manufacturing Pink-A-Tone Radio Receivers in 2, 3 and 5 tube models at $18.50, $28.50 and $34.50

Plaza Music Co. Announces New Children's Phonograph

"The Playtime" in Upright Cabinet. Finished in Ivory White and With Attractive Designs. Completes Ensemble of Children's Products

The Plaza Music Co., recently announced a new addition to its line of phonographs. This is a model for children and has been named Plaza "Playtime." It is an upright cabinet, of correct size for the nursery, finished in ivory white, with an attractive design on the front door.

"The Playtime" is a well-constructed instrument. It will play any size record and its tone reproduction is clean and of good volume. This new children's model, in conjunction with the "Little Tot's" table phonograph and the "Playtime" children's records, makes possible a complete department devoted to products for children.

L. J. Weil, sales manager of the Plaza Music Co., has arranged plans for co-operating with dealers to set aside a booth during the holiday period solely for the display and demonstration of children's phonographs and records.

New Advertising Campaign Launched by Victor Co.

Public Informed of Wonder of Orthophonic Victrolas Through the Medium of Double-page Spreads in Leading Magazines of Country

Coincident with the demonstrations of the new Orthophonic Victrolas to the trade, the long-awaited announcement has been made to the public in the form of double-page advertisements in leading magazines of the country, the first of these advertisements appearing in the September 30 issue of the Ladies' Home Journal, followed by similar spreads in the issues of the Saturday Evening Post, Pictorial Review, Literary Digest, Country Gentleman, Farm Journal and Farmer's Wife.

These advertisements introduced to the public a new type of Victor advertising designed to visualize just what the new sound reproducing medium was designed to accomplish. The advertisement which appeared in the October 10 issue of the Saturday Evening Post was particularly effective, the illustration showing a piano keyboard with but one-half of the keys being capable of reproduction, as is the case under the present system of sound reproduction, as compared with the new system which reproduces sound with fidelity, brought home the desired point most effectively.

Warner's Music Shop, Youngstown, O., has taken new and much larger quarters at 16 North Phelps street.
STRAND LIST PRICE CUT 50%

Gigantic Purchase by the
PLAYER-TONE
Talking Machine Co.
of the Entire Strand Stock

There are still ten models available in both finishes. Write or wire immediately for your new net prices in large or small quantities. Special offer in car load lots.

PLAYER-TONE TALKING MACHINE CO.
632 GRANT STREET
PITTSBURGH, PA.

Eastern Show Room and Representative:
95 MADISON AVENUE
NEW YORK CITY

STRAND MODEL 20
Width. 30 in.; Depth, 21 in.; Height. 34 in.

Former List Price, $175
New List Price. $100

STRAND MODEL 30
Width. 36 in.; Depth, 21 in.; Height, 34 in.

Former List Price. $320
New List Price. $175

STRAND MODEL 40
Width, 36 in.; Depth, 23 in.; Height, 34 in.

Former List Price. $350
New List Price. $250

STRAND NO. 27 RADIO CABINET
Accommodates any radio set measuring not over 22" x 12" x 10".

Former List Price. $100
New List Price. $50

STRAND NO. 27 RADIO CABINET
Accommodates any radio set measuring not over 22" x 12" x 10".

Former List Price. $100
New List Price. $50

Eastern Showroom and Representative:
MANUFACTURERS PHONOGRAPH CO.
95 MADISON AVENUE, NEW YORK CITY
Mignonphone Portable Is Placed on Market

Miniature Type French Talking Machine Re-\linebreak finished and Finished by E. H. and L. S. Walker—Shaped Like Vanity Case.

F. H. and L. S. Walker, who, for a number of years, have been successful importers of French steel products, have given some refinement and finish to a novel French talking machine of the miniature type. The product is known as the "Mignonphone" and, while the metal equipment, including the motor and sound box, are the work of French manufacturers, the product itself is assembled in this country, encased in American-made box-wood boxes with leather coverings in a variety of colors.

The "Mignonphone," which weighs four pounds, is shaped like a fair-sized lady's vanity case. The minimum amount of metal exposed carries out this idea perfectly. The "Mignonphone," however, when set up, proves to be exceptionally loud and clear, with a sound box of high quality and fabriced amplifying horn.

The product, which is now being introduced to the trade, is being demonstrated with records by well-known artists. This is done to prove the high quality of the musical sounds produced by the instrument. The product is quite unique and should create interest as a novelty. However, the fact that it is made of highest quality equipment throughout should add considerably to its sales.

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Sunbeam Radio Corp. Host to Distributors at Dinner

Banquet Given During Week of Radio Show to Distributors of Akradyne Radio Receivers—Interesting Addresses Made by Officers of Company—Meeting Well Attended

The Sunbeam Radio Corp., New York, manufacturer of Akradyne radio receivers and the Akradyne loud speaker, set the pace at a banquet given during the week of the New York Radio Shows, at the Hotel Empire. The guests of honor were the various distributors of Akradyne sets, who began from all parts of the country to attend the Radio World's Fair and Exposition.

Julian Jacobo, sales manager of the Sunbeam Radio Corp., presided as toastmaster. Addresses were made by Alfred Bloom, president of the Sunbeam Radio Corp., S. F. Hennessy, president of the Commercial Credit Corp., and other well-known persons connected with the radio industry.

"From the expressions of approval on the part of those attending the banquet and to judge by appearances, the affair was a marked success. We believe that wherever it is possible, the manufacturer get to know his distributors, and close touch with his distributors in an informal way, as all work and no play makes dull boys. In this manner not only does the manufacturer get to know his distributors, and vice versa in a more personal way, but the various distributors themselves, coming from all parts of the country, have an opportunity of meeting one another and thus cementing their friendship as co-workers in a common cause," said Alfred Bloom, in discussing the dinner.

Extensive Ad Campaign on Pathé Cone Type Speaker

Broadside in Colors Picturing and Describing Cone Speaker—Advertising Campaign in Saturday Evening Post and Other Publications

The Pathé Phonograph & Radio Corp., Brooklyn, N. Y., is sending out an attractive broadside in color on the new Pathé cone type loud speaker. This new loud speaker through its general attractiveness and efficiency created much comment on the recent radio show. The new Grecian model, with pedestal and conventional Greek design, is particularly popular.

In the general advertising campaign of the Pathé Co. it is being sold on a twofold appeal to the women on its appearance and to the men on its performance and workmanship.

The new Pathé loud speaker is being backed up by considerable advertising in the Saturday Evening Post and other publications.

It will be remembered that Pathé used the cone principle of reproduction many years ago in their Actual Phonograph. They are, therefore, well familiar with not only the subject of acoustics, but also particularly with the cone method of tone reproduction. It can, therefore, be logically assumed that the new Pathé cone type of speaker will find a hearty welcome in the talking machine industry.

Amendola Bros. Building Rapidly Nears Completion

Will Occupy New Quarters in November—Gal-\linebreak lasano Music Store Suffers From Fire—Dean David Smith Purchases Victor Stock of Wideners—Other New Haven News

New Haven, Conn., October 5—Amendola Bros., 164 Wooster street, this city, have already gotten under way with their new building, which will be completed about November 1. The new structure will be four stories in height and

Home From Middle West

Ben Baer, sales manager of the Cameo Recor-\linebreak d Corp., recently returned from a trip through the Middle West. Mr. Baer states that the Cameo record, "Brown Eyes, Why Are You Blue?" looks like the biggest seller they have ever released. The record is in fox-trot form and is an absolute dance hitter. The demand for this particular record has been so active that the Cameo Corp. will bring out a special release in vocal form.
Why the Air-Way is the "Artists' Radio"

Would you ask Rachmaninoff to play for you on an out-of-tune piano, or Fritz Kreisler to render "The Old Refrain" on a fiddle made from a cigar box? Of course not. Yet just that same thing is being done to broadcasting artists by radio sets that fail to give value for value in tone reproduction.

There is a lot of difference between getting a sound and the sound. Air-Way owners hear the artist, not the loud speaker only.

You who appreciate music, test the Air-Way in parallel with any other receiver, no matter what the price. You will notice unmistakably that same difference in performance and tone that leads the artist to prefer a certain piano, or a priceless violin.

All Air-Way models are 6-tube resistance coupled with four stages of amplification. The case is American walnut handled with distinctively artistic design and perfect craftsmanship. The Air-Way Certificate of Satisfaction is of new and vital interest to radio dealers and owners. Learn about it. Air-Way Model 61 pictured above.

Air-Way Electric Appliance Corporation
612 Broadway, TOLEDO, OHIO
Export Department, 220 Broadway, New York, N. Y.
CHENEY SALES CORPORATION
BOSTON
376 Boylston Street

Exclusively
DISTRIBUTORS
in the Music Trades
for the Eastern Seaboard

"A Man is Judged by
The Company He Keeps"
—a dealer by the merchandise he sells—a jobber by the lines he distributes.
Choose your jobber by the manufacturers he associates with, and keep in good company.
Every manufacturer we represent is reliable, responsible and makes a worthy product. Our dealers may sell confidently, repeatedly and PROFITABLY, sure of complete protection.
THERMIODYNE is a leader in the field of Radio.
A standardized type of Receiver for which there is an insistent and growing demand. A receiver that sells and stays sold. The famous Master Control THERMIODYNE.
A THERMIODYNE sales franchise brings dealers prestige, purchasers and profits. Backed by a most liberal merchandising and advertising policy. Write us today, and pave the way for the biggest Radio Holiday Selling Season of your business.

Choose Your Jobber as You Choose Your Friends

THERMIODYNE Receivers
Receptrod Receivers (no batteries)
Eveready Batteries
Brach Antenna Outfits
Brach Phone Plugs, Grid Leaks

Silver Voice Loud Speakers
Trimout Loud Speakers
Philco A Batteries
Philco B Eliminators
Valley Chargers
Alocos Loops

THERMIODYNE MODEL TF5
FIVE TUBES

Also Model TF6, six tubes, Price $150. Console de luxe Model CTF6, Price $275. Speaker Table with battery cabinet, Price $60.

CHENEY SALES CORP.,
1015 Chestnut Street,
Please send us today full details of your various Franchises' Financing Plan, and Dealer Protection Policy.

Name

Address

The Famous Master Control

Thermiodyne

[Ther-mi-odyne]

Inventor and Manufacturer of the Thermoionic Electric Generator

Chas. A. Cheney & Co., Inc.
THE KEY TO THE AIR

and to Volume Business — at a Profit!

With CFCA on the air at 350 meters and WWJ working on 352.7—with WTAS fighting with 302.8 for supremacy over WPG's 299.8—and with similar conditions all over the country, what chance has the ordinary set to stay sold when offered on the basis of selectivity?

These jammed-air conditions bring Thermiodyne into its own and give special significance to the fact that

This is Thermiodyne Year

For, Thermiodyne is super-selective. When it comes to un-scrambling today's broadcast mess, Thermiodyne does what seems impossible!

Thermiodyne's Master Control, swinging along Thermiodyne's magic half-circle, picks up these stations one at a time, and holds any one of them at the pleasure of the operator, without the slightest suggestion of others creeping in.

Today, there's only one way to sell radio. Give your customers a demonstration—if possible in their own homes. Demonstrate Thermiodyne's superiority, super-selectivity and simplicity of control. More than half of the Thermiodynes thus demonstrated are sold—and when Thermiodyne is sold, it stays sold.


Could any dealer ask for greater assurance of volume business at a profit?

The Famous Master Control

Canadian Sales Office:
DOMINION THERMIODYNE RADIO, Ltd.
415 Phillips Place
Montreal, Quebec

THERMIODYNE RADIO CORPORATION
1819 Broadway
New York City

MAIN PLANT:
Pittsburgh, Pa.
Otto Heineman's Statement Regarding Lindstrom Contract

President of General Phonograph Corp., Which Has American Agency of Odeon Records, Made by Carl Lindstrom Co. States His Company Has Odeon Contract Until 1935

Otto Heineman, president and founder of the General Phonograph Corp., and internationally prominent in the phonograph and record industry, issued recently an interesting statement in connection with his company's activities in behalf of recordings issued by the Carl Lindstrom organization of Germany. The General Phonograph Corp. has attained phenomenal success in the introduction to the American trade of Odeon records made by the Lindstrom organization, and in his statement regarding the future association of the two companies, Mr. Heineman said: "In 1921, the General Phonograph Corp. entered into a contract with the Carl Lindstrom A. G. of Berlin, granting to the General Phonograph Corp. the exclusive rights in the United States, Canada, Mexico, Cuba and Porto Rico, and all Lindstrom recordings of the past and future, and we will issue Odeon records made from Lindstrom matrices to an extent even greater than before."

Music Critics to Aid Radio

The Freed-Eisentann Radio Corp., Brooklyn, N. Y., recently announced the formation of a radio board of review composed of several of the best-known music critics of the country who have agreed to take an active part in furthering radio music, giving their impressions and suggestions to the men and women of radio in the lettering of the programs, with a view to intensifying the interest of the public in radio entertainment.

Two WESTON Instruments that build Radio Dealer Prestige

Weston 2-inch Radio Panel Voltmeter. Model 506

DEALERS are in familiar with the outstanding position of Weston quality radio products that are making for the success of radio dealers. With the assurance that the demand has increased everywhere that features are sole in ordering Weston products, we ask the dealers to consider the advantages accruing from these two and other Weston products which should be made for sale. It is the duty of the dealers to engage in advertising for their own establishments.

WESTON ELECTRICAL INSTRUMENT CORPORATION
190 Weston Avenue, Newark, N. J.

Plaza Music Co. Formally Opens Radio Department

Full Line of Fine Arts Receivers in Table, Console and Highboy Models on Market—Emil Schenkel Is Manager of Radio Department

The Plaza Music Co., New York City, manufacturer of Banner, Domino and Little Tom, and other musical merchandise, held a formal opening of its new radio department during the week of October 12.

Emil Schenkel, sales manager of the radio division of the Plaza Co., with a number of assistants, together with other executive officers, acted as a reception committee and showed and demonstrated the "Fine Arts" radio receiving sets. This line comprises popular priced table models, with and without enclosed loud speaker, flat top console models and double and triple deck highboys. The latter also comprises a model in combination talking machine and radio.

The Plaza radio products are all five-tube radio frequency receivers. The cabinet work is most attractive of the latest design and finish, that lends itself readily to home atmosphere. In conjunction with its new radio department, the Plaza Music Co. has installed under the direction of Mr. Schenkel a complete service department. This not only applies to the technical and mechanical co-operation for music dealers, but, in addition, has a complete department of sales. The Plaza is not only in conjunction with this service division a publicity and advertising department which is prepared to minutely cover all the needs of radio-music merchants in the way of supplementary material for the purpose of creating sales, mail orders, follow-ups and other business-getting plans.

Langdon Harriss, of Texas, Passes Away in New York

Treasurer of Thos. Goggin & Bro., San Antonio, Succumbs to Attack of Peritonitis in Broad Street Hospital on Sunday

Langdon Harriss, treasurer of Thos. Goggin & Bro., San Antonio, Texas, who with his family has been spending the Summer at shore and mountain resort around New York, died in Broad Street Hospital, New York, on September 27 of peritonitis. The funeral services over Mr. Harriss, who was 50 years old, were held on Tuesday afternoon at St. Patrick's Cathedral, and were attended by a number of members of the trade by whom he was held in high esteem, among them being Frederick T. Steinway and Edmund Uhrig of Steinway & Sons; W. H. Adlberg and Charles Addams, of the Aeolian Co., and many others.

In addition to being interested in Thos. Goggin & Bro., Mr. Harriss was also a prominent factor in cotton circles and was a member of the brokerage house of Harriss, Eby & Vose.

A branch of the Crawford-Rutan Co., Kansas City, has been opened at 826 Kansas avenue.
The EAGLE
All That is Best in Radio

There is a reason why the demand for full capacity production is always in evidence on Eagle Receivers.

The reason is:

Eagle dealers are absolutely confident that in merchandise and policy, Eagle always leads the field.

For a clean-cut, aggressive and profitable campaign this year, secure the Eagle dealership for your territory.

Quantity production consistent with a quality product is your insurance for satisfied customers and profits.

Write for Booklet Describing Other Models

Eagle Radio Company
16 Boyden Place, Newark, N.J.
Special Record Returning Privilege Is
Announced by Columbia Phonograph Co.

W. C. Fuhri, General Sales Manager of the Columbia Co., Explains New Plan Which Permits
Retailers to Have Adequate Stock of the New Records on Hand for Holidays.

Columbia dealers were advised this week by W. C. Fuhri, general sales manager of the Columbia Phonograph Co., Inc., of a special Columbia record return privilege, affording the dealers an exceptional opportunity to take full advantage of holiday trade. Mr. Fuhri, in a letter to the trade which gives details of the return plan, said:

"We want every Columbia dealer to have a representative stock of our wonderful new Co. return plan, said: advantage of holiday trade.

"For example: Purchase $200 worth of Columbia phonographs at the new net prices and $200 worth of new Columbia records at current prices, we will then accept E. O. B. branch or jobber, at current prices, $100 worth of your old Columbia records (unworn and unbroken), and apply them as a credit on your combination purchase. You may buy more or less on the above exchange basis, but you must take advantage of the proposition before December 1, 1925. Records you desire to return on the above offer must be shipped and received by us, prior to the above date.

"Our regular 10 per cent Columbia record return privilege is in no way affected by this special offer and will continue as heretofore. Bear in mind, also, that the 50 per cent new Columbia record advertising allowance as outlined in our letter to dealers dated August 25, 1925, is available for you."

Attractive Literature on
the New Eagle Radio Line

The Three Console and Two Table Models
Which Comprise the New Line of the Eagle Radio Co. Pictured and Described in Unusually Effective Publicity Matter

The Eagle Radio Co., Newark, N. J., which recently announced its 1925-26 line, has since issued some very effective circular matter and other publicity material for both trade and consumer use. Included in this is a sales-piece pamphlet for prospective radio receiving set purchasers which gives details and illustrations of the line. This includes three console models and two table models. They are attractive cabinets in either mahogany or walnut with separate compartments for batteries and eliminators with built-in speaker horn, delivered with or without speaker units. All of the console models enclose a model "F" receiver. This is the most important of the Eagle balanced neutrodyné receivers. It is equipped with special de luxe panel, vernier control dials for close tuning, wound coil, and exclusive Eagle feature for increased sensitivity, which will make for ease of operation and quality reception.

In its literature the Eagle Radio Co. places particular emphasis on its guarantee to both the dealer and consumer. It points out that its dealers are progressive merchants selected for reliability and its products can only be found in authorized stores.

In most of its consumer literature the Eagle Radio Co. includes questions that should be answered when purchasing a radio receiving set. These cover tone, selectivity, distance,

Big Profits in
Udell Radio Cabinets

Just one example (at left) among the many excellent values in the complete Udell line. All priced to make quick sales, big profits and permanent friends for you. Other Udell specialties in Player Roll Cabinets and Console Talking Machines.

No. 732
An attractive, convenient cabinet that looks well in any home. Drawer in front holds all accessories. Space in back for both batteries and connections. Sold with or without loud-speaker unit. Dealer's price, with horn but without unit, $19.00 Complete catalog and prices gladly mailed on request. Write for your copy today!

THE UDELL WORKS, Inc.
28th St. at Barnes Ave., Indianapolis, Ind.

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Udell Radio Cabinets

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THE UDELL WORKS, Inc.
28th St. at Barnes Ave., Indianapolis, Ind.

Emphasizing Quality of
Edison White Label Records

Excellence of Tone and Volume Both Characteristic Features of the New Pressings From the Edison Laboratories

Thomas A. Edison, Inc., in its advertising and exploitation literature is emphasizing strongly the quality of the new Edison White Label records now being issued by the company. Attention is called to the superiority of the new records over those formerly turned out by the company, and to the excellent tone quality that has impressed those who have been present. Volume of reproduction is one of the features stressed in the new records.
OCTOBER is, 1925

THE TALKING MACHINE WORLD

193

NEW MODEL S

IMPORTED PHONES


IMPORTED PHONOGRAPH UNIT

The clear pure N & K tone is an industry attachment unit adaptable to any standard phonograph. No screws required. List $2.50. In 12 indivdual boxes, 12 to carton.

NEUFELDT & KUHNKE DIVISION

Th. Goldehmidt Corp.

Dept. T-10, 15 William St., New York

ONE! Clear, sweet, natural tone—free from twanging, droning, grating! Loud, too, pouring freely out in every direction. Never before such purity, such strength in a speaker that can be sold with excellent profit for only $12.50. This newest N & K creation is a real money-maker. Artistic and novel in shape, “all-directional” in principle. Built of burtex, the substance that destroys false tone vibrations. Economical of space. 9½ in. high, 6½ inches square. Adjustable unit. Packed six to carton, enclosing sales helps.

NOW is the time to stock speakers. If your jobber is not yet carrying this new N & K Model S, write, wire or phone us for discounts.

The Symbol of True Musical Tone
Fine Exhibits of Leading Radio Lines Feature Philadelphia Radio Exposition

Exposition in the Arena in Philadelphia a Great Success—Most of Outstanding Lines Displayed—Unusual Volume of Publicity heralded the Event—Entertainment Enjoyed

PHILADELPHIA, PA., October 8.—This year the Philadelphia Radio Exposition was held in the Arena at Forty-sixth and Market streets, the spaciousness of which allowed an excellent arrangement of exhibits. The exhibits occupied about 120 display booths and practically all of the well-known manufacturers of radio sets and accessories were present, exhibiting either directly or through the displays of their local distributors. The exposition was sponsored by the Philadelphia Public Ledger, with G. B. Benishoff, exposition manager. A large amount of previous publicity had been granted the show through the columns of the Philadelphia Public Ledger and other local newspapers and through this publicity, and the easy facility through which the Arena could be reached, tremendous crowds visited the show each day. In addition to the great buying public the retail trade was well represented and radio dealers from far distant points visited the various exhibits. The exposition demonstrated the advancement of radio. Similar to the New York Exposition, the sets shown were not radical in new circuits, but rather demonstrated the improvements and refinements developed during the year.

Also similar to the New York shows, many entertainment features were provided. A large glass enclosed broadcasting room was installed at one end of the Arena, where, through the cooperation of all the local broadcasting stations, many fine radio programs were broadcast during the week direct from the Arena. Through the transparency of the walls, those attending the exhibition were able to witness the interesting art of broadcasting.

Among Those Present

The Arena, which had been elaborately decorated for the occasion, was open to the general public on Saturday, October 3, and the exhibition was for the duration of one week. Among those exhibiting were:


For the success with which the exposition met and the efficient manner in which it was conducted, credit is due the various committees appointed to supervise the exposition. The various committees and their chairmen are as follows: Publicity committee, F. B. Shepherd, Louis Buchi & Co.; lighting and decorations committee, William Walker, of the Franklin Electric Co.; executive committee, I. B. F. May and co., of the Electric Storage Battery Co.; and the program committee, Harry Montague, of Trilling & Montague.

Pooley Radio Concerts

Win Enthusiastic Praise

Varied and Carefully Selected Programs Played by Trio of Skilled Musicians With Guest Soloists Have Appeal to All Listeners

PHILADELPHIA, PA., October 9.—Enthusiastic letters received at Stations WEAF, WCAE and WOD indicate that the concerts sponsored by the Pooley Co., of this city, manufacturer of the Pooley radio cabinet and the Pooley radio phonograph, are a pronounced success. The first of these concerts was broadcast from the above stations on September 16. They are on the air each Wednesday evening between 8:30 and 9 o'clock.

The Pooley Co. promises "music that will delight you." To fulfill this promise, extreme care has been taken, both with the selection of artists and with the formation of the rounded program. A trio of skilled musicians—pianist, violinist and 'cellist (who also plays the saxophone)—assisted by a guest soloist of the known to his field, are the Pooley artists. As each week introduces a different soloist, playing a different instrument, there is a great deal of variety to the concerts. By selecting with meticulous care the numbers to be played each week, the company has succeeded in building up unified programs that contain something to please every taste. The arrangement of each concert has been done with a feeling for both the spirit and age of the composition.

The purpose of the Pooley Co. is to engage as soloists men who can best demonstrate the lyre as well as orchestral beauty of some rare and seldom-heard instruments, in addition to those that are better known. Thus, radio audiences who pick up one of the three broadcasting stations on Wednesday evenings in time for the concerts will listen to solo selections played on the harp, the oboe, the xylophone, the accordion and many other instruments of real merit, but ones whose solo possibilities are perhaps too seldom brought out in concert. Voice solos are not to be neglected, however, for it is announced that weekly programs will occasionally be varied by the recital of some well-known vocal artist. To date every Pooley period has brought in numerous notes of appreciation.

"Three Good Odds" Bookie Makes Cameo Recording

Jackie Coogan Making a Cameo Recording
The Liberty Seal Stimulates Sales

Every Liberty Sealed Five Radio Receiving Set is sold to the user under a positive guarantee that any defective part or any piece of faulty workmanship will be replaced FREE OF CHARGE anytime within 60 days from date of sale.

The implicit faith of the manufacturer thus expressed in tangible security and definite assurance of satisfaction arouses confidence in the minds of prospective purchasers and exerts a powerful influence in swaying selection. It eliminates possibility of regret after the purchase is made. It inspires faith in the excellence of Liberty Sealed Five operation and increases demand because it guarantees that factor of dependability the radio buyer of today desires.

Dealers who are interested in proven values and service that promotes profitable trade are requested to investigate the many advantages provided by the Liberty Sealed Five franchise and the Liberty policy of protecting the buyer.

LIBERTY TRANSFORMER CO.
123 N. Sangamon Street
Chicago, Ill.

"After All the Rest - Hear the Liberty Test"
Wiedoeft and Gitz-Rice With Peerless-Sterling

Peerless Quartet and Sterling Trio Are Augmented by Popular Stars—Arranging Appearances in Conjunction With Dealers

The Peerless Quartet and Sterling Trio, well-known radio and talking machine record artists, who, for a number of years, have made local appearances in co-operation with talking machine retailers, are now arranging bookings for the coming months.

This season these popular artists have with them Rudy Wiedoeft, the well-known saxophonist, an unusual entertainer, and Lieut. Gitz-Rice, the composer and pianist. Gitz-Rice will be remembered as the composer of that popular and ever-selling success, "Oh, How I Miss You, Dear Old Pal of Mine."

With these two additions to their program, the Peerless Quartet and Sterling Trio will have a combination of entertainers able to render a diversified program and, through their personality and popularity, prove exceptional drawing cards.

Many talking machine dealers in the past have arranged bookings of these record artists. Today most of them are also well known to radio enthusiasts, and here is a point that should be borne in mind when contemplating local appearances this season. The dealer, or dealers, who are instrumental in having these artists appear in his city can undoubtedly use their appearance as a factor in bringing radio prospects into the store. Record enthusiasts will, of course, go to the talking machine store. The dealer is not always so sure that the radio purchaser will be so minded. If, however, by appropriate advertising and good follow-ups, the music store secures the attention of everyone in the city who is interested in these artists to his store, he should, in a large measure, bring much business that might go elsewhere.

The local appearance of these record and radio artists pays for itself. The dealer has nothing to lose there, but, with proper cooperation and book-ups, he has much to gain in added sales of both records and radio instruments.

Buys Ohio Music Co.

NEWCASTLE, PA, October 5.—The Milleman Music Co., on East Washington street, this city, has purchased the business of the Ohio Music Co., 8 West Washington street, and will move to the latter location during October. The transfer includes the entire stock of Victrolas, records and fixtures of the Ohio concern, and the Milleman house will handle, in addition, pianos, radios and small goods.

Okeh Hits From Musical Comedy "Lady, Be Good"

Dealers Taking Advantage of Road Tour of Successful Musical Comedy to Stage Effective and Sales Building Tie-ups

Okeh dealers are taking advantage of the road tour of "Lady, Be Good," one of the most successful musical comedies that ever played on Broadway and which started on tour after a long run to capacity audiences in New York. Among the feature artists of this comedy are Barnum with Bailey, a team of banjoists which is known as the "Globe Trotters." This team has played all around the world, from New York to Africa, and when playing in London were honored by the receipt of an autographed banjo from the Prince of Wales. The two boys are exclusive Okeh artists and recently recorded for the Okeh library the two principal hits of "Lady, Be Good."

Buy Ohio Music Co.

NEWCASTLE, PA, October 5.—The Milleman Music Co., on East Washington street, this city, has purchased the business of the Ohio Music Co., 8 West Washington street, and will move to the latter location during October. The transfer includes the entire stock of Victrolas, records and fixtures of the Ohio concern, and the Milleman house will handle, in addition, pianos, radios and small goods.

A nnouncing

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.

VINCENTES PHONOGRAPH COMPANY
VINCENTES, IND.
Demonstration of Orthophonic Victrola

Interests Dealers in Quaker City Trade

Hundreds of Dealers Attend First Demonstration of New Line—Practically All of Old Stock Cleaned Out—Dealers Add New Record Lines—Columbia Business Increases.

Philadelphia, Pa., October 8.—With the clearance of practically all the stocks of the Victorhas that were included among the discontinued numbers effective in the 50 per cent reduction list, the local distributors and dealers have turned their attention to the coming event in the territory during the coming month. Not only is this an important factor to the local dealers, but it also has stimulated renewed interest in the talking machine industry as a whole.

Demonstrate Orthophonic Victrola

With the first dealers' demonstration of the Orthophonic Victrola given at the Manufacturers' Club in September, the Philadelphia and eastern Pennsylvania trade was provided an opportunity to view the new models of the Victrola. Through the combined distributing firms and the manufacturers the private exhibition was made possible at an early date, so that the trade might prepare for the stocking of the new models after a practical demonstration and personal inspection. Open house was held throughout the day for the 300 visiting dealers, who came from all parts of the local territory. With the Victor Co. and the Philadelphia Victor Distributors, H. A. Weymann & Son, Inc., and the Philadelphia Victor Distributors, Inc., as hosts, the dealers were the guests at a buffet luncheon served in the afternoon at the club. Later in the month the J. H. Troup Co., of Harrisburg, Pa., and the Hotel Sterling, Wilkes-Barre, Pa., were the centers for similar demonstrations for the dealers in the respective districts, who were not able to be present at the Philadelphia exhibition. In the spacious auditorium of the Troup Co., holding more than 200 dealers, there was given over to the showing of the new models an entire afternoon with the local distributors and the manufacturers co-operating with the Harrisburg firm in the program. Other exhibitions were held in Scranton, Reading, Williamsport and other cities up-State.

Now that the dealers have been given an opportunity to see for themselves the sales possibilities of the new types of the Victrola, the Philadelphia distributors are displaying the new models at their headquarters here for the booking of advance orders for the Fall and holidays.

Both the Philadelphia Victor Distributors and H. A. Weymann & Son, Inc., are preparing to assist the dealers in their demonstration of the new models by furnishing the retailers at a nominal cost with speakers who are proficient platform orators and trained college women of personality and ability. The Weymann firm has arranged with a number of college graduates among the fair sex who have made dramatic and art studies their subjects and with experience as public speakers and well qualified to give demonstrations of the new Orthophonic Victrola, to speak before the various private organizations such as clubs, civic and business associations, private groups or fraternal bodies and other gatherings of importance. The Weymann company also has on hand several copies of addresses prepared by the educational department of the Victor Co. for distribution among the dealers with the new Orthophonic Victrola, which can be used for exploitation or demonstration or other purposes of education or publicity. The Weymann firm will combine its activities in the radio wholesale department to the Victor products, including the new Orthophonic Victrola-Radio combinational models and the Victor Lumiere loudspeakers and to radio panels, and drawer type radio sets, adapted to installation in current styles of Victrolas.

Another notice sent out by H. A. Weymann & Son informs the dealers in New Jersey and Pennsylvania, in a follow-up on the letter received by them from the Victor Talking Machine Co., September 25, to the effect of the new exchange proposition covering the Black Label records omitted from the 1925 catalog, that they must have their records in the hands of the exchanges not later than October 3, and those in Delaware and Maryland from October 15 to 17.

Columbia Demand Gains

Removable growth in the interest in the Columbia phonographs and records has been noted within recent months and there is much optimism displayed by the dealers over the prospects for the phonograph sales during the Fall-Winter season. It is due to the many improved features in both machines and records that the sales are broadening. The tremendous demand for the current recordings has materially increased revenue of dealers. Among the most popular numbers in this list are "The Death of Floyd Collins," "Wreck of the Shanandoah," both recorded by Vernon Dalhart, tenor, to the accompaniment of a guitar; William Jennings Bryan's Last Fight, and John T. Scopes. Numerous tie-ups with these records are being made among the dealers throughout the State and elaborate displays are being featured in connection with them. Among the prominent tie-ups made within the past month were those of the Phillips Music Store, 24 East Third street, Bethlehem, Pa., showing in replica the cage in which Floyd Collins was entombed, with a stuffed effigy of the victim bound by a huge rock across his limbs. The crowds that were attracted to the window display were so great that the police were required to dispense the mob about the store. Several thousand of the records were disposed of through the window.

Guarantee Talking Machine Supply Co.
109 N. Tenth Street, Philadelphia

Makers of the Guarantee Portable

[Image of Guarantee Talking Machine Supply Co.]
improved "Rose Tree Strut" and "So, That's the
musical organization and the General Phonograph Orchestra through cooperation
with the local summer organizations.

Portable phonographs have been even heavier than daring guarantees for talking machine repair parts.

New stores are being remodeled, providing increased facilities and services.

Messrs. Keen and Pother expect to be a banana stand in the Quaker City dealers.

The headquarters of the Guarantee Talking Machine Supply Co., of this city, are being
remodeled and improved in anticipation of what Messrs. Keen and Pother expect to be a
banner sales season. The upper floors of the building are being remodeled, providing increased
storage facilities and manufacturing facilities for the Guarantee portable. During the past
month the entire store front was removed and entirely new and modern windows and entrances
were installed. William H. Posner reports that the Fall season has opened with a brisk demand
for talking machine repair parts. Although the Guarantee portable enjoyed steady demands
throughout the Summer months it has been
strangely found that the Fall orders for Guarantee portables have been even heavier than during the Summer months.

Everybody's Talking Machine Co. influenced the recording of Nicky Guy and his Rose Tree Orchestra through cooperation with the local musical organization and the General Phonograph Corp. In the first record ever made by that well-known Philadelphia aggregation. The first of the records was issued under the title of the "Rise Tree Stunt" and "So, That's the Kind of a Girl You Are" and made a great hit among the Quaker City dealers. Everybody's Co. has secured the services of C. J.

Improving Its Windows

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Everybody's Co. Adds to Staff

Due to the steady expansion of the company, and its interesting activities, Everybody's Talking Machine Co., Inc., manufacturer of Quaker main springs and talking machine repair materials, has augmented its staff through the addition of two men thoroughly experienced in the talking machine field.

Harry Harris, formerly with the talking machine and radio department of Gimbels Bros., has joined the Everybody's organization. Harry Harris is a brother of Robert Harris, Eastern sales manager of the Adler Manufacturing Co., manufacturer of the Adler-Royal.

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sets which it distributes. Although this is the first radio catalog produced by this company, catalog production is not a new art to the Penn Phonograph Co., for as a former talking machine distributor, it has issued catalogs as far back as 1894. Credit for this exceptionally attractive piece of distributor literature is due Earl G. Dare, of the Penn Phonograph Co., radio staff. The catalog is of the House-leaf style and is attractively bound in stiff covers in brown and gold. The following lines are featured: Tada, A.C. Electrical Mfg. Co., Jerneti Radio & Phonograph Co., Zenith radio, Philco batteries, Bakelite, Electron chargers and other accessories.

Orders for Velvaloid Cleaners Gain

L. W. Evart, salesman manager of the Philadelphia Badge Co., of this city, reports the Fall season has opened with a brisk demand for Velvaloid record cleaners and splendid prospects for the holiday trade. In opening conditions, Mr. Evart stated:

"While business is still spotty there seems to be a tendency to solidity, a gradual substantial increase that would indicate a more steady dependable volume of business. Orders for Velvaloid record cleaners are coming in not only from all Stair's in the Union but from foreign countries as well. We have found the percentage of repeat orders is unusually high. This would indicate these little good will boosters are making good and bringing in the business."

The Philadelphia Badge Co. has prepared an attractive and original holiday design for the Velvaloid cleaner in plenty of time for the holiday season. Samples are being sent to jobbers and production of cleaners with the new design is progressing rapidly.

New Atwater Kent Publicity

PHILADELPHIA, PA., October 1.—The Atwater Kent Mfg. Co., of this city, manufacturer of Atwater Kent receiving sets and radio speakers, has added a new field of publicity and dealer helps. It has sent to its dealers a special sheet showing a series of lantern slides which have been prepared and are now available for Atwater Kent dealers for use in the local moving picture houses and theatres. The present series is ten in number and in each case space is provided for the dealer's name and address. Two of the slides attractively feature Atwater Kent radio in a general way similar to the familiar Atwater Kent billboards that have been noticed throughout the country. Four of them feature the Atwater Kent radio speakers and four feature specific models of the Atwater Kent radio receiving set line. These slides are being furnished to the dealers at one-half actual cost.

Engagement of Philip Grabuski Is Announced

President of Everybody's Talking Machine Co., Inc., Congratulated by Trade Friends

PHILADELPHIA, PA., October 10.—The numerous friends throughout the talking machine industry of Philip Grabuski, president of Everybody's Talking Machine Co., Inc., were showering their congratulations upon him upon the occasion of his engagement to Miss Zenia Willin, of Philadelphia. Miss Willin has a charming personality and is popular in local circles. She is the niece of Ben Witlin, well known in talking machine circles as Philadelphia's Talking Machine Shop, a general music house in Philadelphia, Pa.

Philip Grabuski

Talking Machine Co., Inc., of this city, are showering their congratulations upon him upon the occasion of his engagement to Miss Zenia Willin, of Philadelphia. Miss Willin has a charming personality and is popular in local circles. She is the niece of Ben Witlin, well known in talking machine circles as Philadelphia Talking Machine Co. distributor of Star phonographs and Gennett records. Philip Grabuski, as president of Everybody's Talking Machine Co., Inc., is well known in the trade, and is one of the youngest successful executives in the industry. Although no definite announcement has been made, it is expected that the marriage will be in the Spring.

Mournful Melodies on Edison Records Popular

Southern Mountaineer Ballads Sung by Vernon Dalhart and Company Proving in Strong Demand in Many Localities

A strong demand is reported by Thomas A. Edison, Inc., for the series of records being made by Vernon Dalhart and company, representative of the type of songs apparently favored by the Southern mountaineers, and which appeal to record purchasers in other localities. Such songs as "Little Rosewood Casket," "The John T. Scopes Trial" (The Old Religion's Better After All) and "The Death of Floyd Collins" may not make a strong appeal to jazz hounds on Broadway, but the sales indicate that they are distinctly popular in the so-called "sticks."

Closing Quaker City Store

PHILADELPHIA, PA., October 8.—As soon as the stocks now on hand at the local branch of Widener's have been disposed of the store at 1109 Chestnut street will be closed and the company will retire from the Quaker City trade. The stock of machines and records on hand, mostly Brunswick, Victor and Columbia, are being closed out on a cash basis. The store has been under the efficient management of H. L. Abels.

Enlarges Radio Department

PHILADELPHIA, PA., October 8.—The South Ninth Street Talking Machine Shop, a general music house in which Joseph Carolei is the head, is enlarging its radio department and has added new lines, including the RCA and the Fada products. Mr. Carolei reports an increase in radio business that justifies the move.

All Good—None Better

PENN PHONOGRAPH CO.
Wholesale Distributor

913 Arch Street
In Letter to The New York Times, Frank H. Ordway Declares That He Has Doubled Record Library Since Installing Radio

There has, naturally, been considerable discussion between prominent figures in the trade relative to the comparative status of the phonograph and radio, some holding that radio was supplplanting the phonograph, others that it represented another field of entertainment and, if anything, supplemented the phonograph. The discussions have come, for the most part, directly from people interested in some division of the business and, therefore, more or less biased. The opinion of the layman, however, is more likely to be unbiased, and we present herewith the opinion of the man on the street, as offered in a recent letter to the New York Times by Frank Hanson Ordway, of Worcester, Mass., in which he says:

"In your issue of September 27 there appeared a bold assertion by some unknown 'authority' on the effects of the radio on the phonograph business. This 'authority'—I quote the term as used by your reporter—said that the recent announcements made by radio impresarios that world-famous opera singers and musicians would be heard over the air this Fall and Winter was the latest step in the beginning of the radio industry absorbing the phonograph business. "The radio, to be sure, has taken such a place in the life of the times that, should we be deprived of it, it would seem as though a certain necessity had been taken from us. And the phonograph, from small beginnings, has grown into a musical instrument of vast importance to us all. The radio and the phonograph are alike in respect of their serving the public with music, but are as different from each other as the movies are from the legitimate drama. The fact that Verrenruth and Homer may ring own, or, at best, twice a year over the radio does not in the least deprecate their value on the talking machine, where they may be heard, and always under ideal conditions, 365 times a year, if desired. The radio is a rival to the phonograph, and rivalry does not cause enmity, but competition, and competition breeds better service for the public. "Since my radio set was installed less than a year ago, my collection of talking machine discs has more than doubled, and as there are none that I am willing to dispense with, it is beginning to be somewhat of a problem where to house them all. "Music is a delight and a pleasure to those who love it and, like all pleasures, a recreation of which there is no end. The radio is the latest step in the beginning of the radio industry absorbing the phonograph business."

THE TALKING MACHINE WORLD

Room for Both Radio and Phonograph, Says Layman

Phonograph, Says Layman

THE TALKING MACHINE WORLD

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 range, nor between tone quality and volume, nor between selectivity and range. 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 to buy and no further expense other than household current (110-120 Ac 60 cycle)—about 1-10c per hour of actual use. The only connection necessary is the electric circuit. Also the Deresnadyne II at $125 and III at $165, receivers employing the Deresnadyne circuit but requiring the usual battery and aerial equipment. DEALERS: Order through your jobber. JOBBERS: Write to us.

Andrews
Deresnadyne
Radio Receiving Set

ANDREWS RADIO CORPORATION - 445 S. WABASH AVENUE - CHICAGO

Trade Activities in the
Vancouver, B. C., Territory

Annual Radio Show Arouses Interest of Public— Favorable Effect on Business—Lewis Piano House Adds Day-Fan Radio

VANCOUVER, B. C., October 8—Great interest and enthusiasm was manifest at the annual radio show held here recently in the Hotel Vancouver ballroom. The primary purpose of the exhibition was to interest prospects, both consumers and dealers, in radio apparatus. On the opening night more than two thousand worked through the gates and during the remaining days 14,000 people passed into the show. All present were vitally interested in radio and radio equipment and the exhibit resulted in a large number of sets and parts being sold.

Features of the show included motion pictures explaining how a receiving set functions, a broadcasting station in actual operation and an exhibition of sending and receiving by wireless to and from all parts of the world.

The exhibition has thus demonstrated the tremendous possibilities in radio and also that an exhibition of this kind is perhaps the greatest method of stimulating radio sales. Hundreds of sets were sold by dealers during the show and an infinite number of names of prospects secured. Jobbers reported that they had signed up many thousands of dollars' worth of business without leaving the Vancouver Hotel where the show was held. Dealers from all parts of the province attended in force, making the affair a veritable radio dealers' "Buyers' Week."

The Lewis Piano House, Vancouver, has been appointed to handle the Day-Fan radio line, represented by Bruce Robinson. It will concentrate on the sale of complete sets.

Speed in Making Okeh Record

An interesting example of the speed that characterizes the production of timely records occurred recently when the General Phonograph Corp., manufacturer of Okeh records, issued a ballad sung by Tobe Little, commemorating the rescue of the hydroplane "PN-9." The news regarding the rescue of this naval airship was broadcasted across the continent on September 11, and the General Phonograph Corp. immediately arranged for the services of a composer capable of writing a ballad descriptive of this important event. Mr. Little recorded the ballad and the master wax was forwarded to the Newark factory of the General Phonograph Corp., where it was cut. Thursday, September 12, exactly three working days after the rescue of the airship had been announced in the newspapers, samples of the records were shipped to Okeh jobbers, and two days later the records were enroute to Okeh dealers throughout the country. This is truly a most remarkable achievement.

ANDREW'S RADIOPHONOGRAPH COMPANY - 145 W. DEARBORN ST. CHICAGO.
Appointed to Important
Post With Lyon & Healy

H. W. Baumgrys, Manager of Harp Department of Big Chicago Music House—Popularity of These Instruments Growing

CHICAGO, III., October 7.—H. W. Baumgrys has been appointed to take charge of sales in the harp department of Lyon & Healy, leading music house of this city, according to an announcement emanating from the company’s headquarters here. This is in line with the established policy of the company to secure as far as possible only the most capable and experienced men to take charge of the various departments.

"Although for many years practically all the leading orchestras of the world have used Lyon & Healy harps," says a statement from the local headquarters, "I’ve found that in harmony with the increasing popularity of the string instruments generally, there is a marked interest shown in the use of this instrument by musicians all over the country and we are enjoying satisfactory increases in sales."

Wm. J. Haussler Writes
Headquarters Announcement on Harp Department of Lyon & Healy, Leading Manufacturer

H. W. Baumgrys, Made Manager of Harp Department

The harp department of Lyon & Healy, leading manufacturer, has been appointed to take charge of sales in the harp department of Lyon & Healy, leading manufacturer.

Banjoists Write in Praise of the Vegaphone Banjo

Banjoists write in praise of the Vegaphone banjo. Among those who have recently written in praise of the instrument are M. W. Green, of the M. W. Green Orchestra; Bob Pitman, of Warner’s Band; Joe Petracek, with Paul Boone’s Orchestra; and Pete Fitzgerald, of Paul Speck’s Orchestra.

Youngstown King Dealer Making Rapid Progress

CARROLL MUSIC CO., FOUNDED LESS THAN TWO YEARS AGO, IS ONE OF CITY’S LEADING STORES—EQUIPS BANDS WITH KING INSTRUMENTS

The Carroll Music Co., although less than two years old, has developed into one of the leading music establishments in this city. It has the agency for the King line of band instruments, made by the H. N. White Co., of Cleveland, and has outfitted many of the leading bands and orchestras in this section with King instruments.

Carroll Music Co., of Youngstown, is one of the leading music dealers handling Rohner harmonicas. Hohner, Inc., New York City, is the author of this new harmonica instrument sales pamphlet, eighteen pages in size.

If you are interested in this plan and in the exclusive agency for “King” instruments, clip out and mail the coupon below.

THE H. N. WHITE CO.
5215-67 Superior Ave., Cleveland, Ohio
Manufacturers of “KING” BAND INSTRUMENTS

THE TALKING MACHINE WORLD

October 15, 1925

A Plan for Financing
Payment Sales of KIng
Band Instruments

HAVEN'T you sometimes said "We don't handle band instruments" when some customer inquired about a saxophone, etc., just because of the difficulties in selling on time payments?

With the new plan for financing payment sales which we can now offer to "King" dealers, this obstacle is removed. You can have a small-goods band instrument department without tying up any capital; and what is most attractive, dispose of your leases without sacrificing a cent of profit. The difference between our published cash and payment prices will cover the cost of financing so you receive the full list price.

This financing plan is clearly explained in a folder now ready for distribution. There is no red tape or complicated accounting connected with it, and the plan is available to every dealer selling "King" Instruments. If this plan will be of service to you we'll gladly send one of the folders upon receipt of your request.

THE H. N. WHITE CO.
5215-67 Superior Ave., Cleveland, Ohio

Plan of Financing Instrument Sales

LEASE

The Music Shop

A Precaution of the
Exclusive Agency

Prepared for

If this plan will be of service to you we'll gladly send one of the folders upon receipt of your request.

THE H. N. WHITE CO.
5215-67 Superior Ave., Cleveland, Ohio

SEND COUPON FOR BOOKLETS!

Manufacturers of “KING” BAND INSTRUMENTS
Many Live Retailers Add King Band Instruments

Paul Bennett Now Acting as Traveling Representative for the H. N. White Co. in Southern Territory Is Well Known to Trade

The popularity of King band instruments, made by the H. N. White Co., Cleveland, O., is manifested by the growing number of leading talking machine and general music stores which are now handling these instruments. Among the firms which recently secured the King franchise are: The Acolian Co., St. Louis, Mo.; Weaver Piano Co., York, Pa.; A. B. Smith Piano Co., Akron, O.; McDowell-Castalor Co., Enid, Okla.; McDowell-Bralco, Andover, O.; and Mayer & Son, McAlester, Okla.; Carney & Co., Akron, 0.; McDowell-Castalor Co., Enid, Okla.; Weaver Piano Co., York, Pa.; A. B. Smith Piano Co., and Mayer & Son, McAlester, Okla.; Carney & Co., Akron, 0.

Paul Bennett, formerly of the firm of Zimmer & Bennett, Oklahoma City, has accepted a position as traveling representative for the H. N. White Co. in Southern territory. Mr. Bennett started the 1st of September on his initial trip after a visit to the factory in Cleveland. He is having wonderful success with the Southern trade, reports J. E. Fox, sales manager for the H. N. White Co.

F. J. Bacon Gives Concert in Columbus Establishment

Interest in Bacon Silver Bell Banjo Aroused by Recent Giving by Head of Bacon Banjo Co. at Goldsmith’s Music Store

COLUMBUS, O., October 6—F. J. Bacon, banjoist and head of the Bacon Banjo Co., Groton, Conn., recently appeared in a banjo recital at Goldsmith’s Music Store here and attracted many prospective customers to the store. Mr. Bacon has a host of followers through his vaudeville and broadcasting activities. The Bacon D & D Silver Bell Banjo used by Mr. Bacon caused a stir of special interest.

Vega Export Orders Increase

BOSTON, Mass., October 5.—The Vega Co., manufacturers of Vegaphone banjos, reports a substantial increase in export orders, with the larger ones coming in almost daily from all points, including England and the Continent, Africa, South America and the Hawaiian Islands. Domestic orders for Vegaphones are also at a higher point than ever before.

Verlein, Ltd., Sponsoring Large Saxophone Band

Leading Music Establishment Is Organizing Exclusive Saxophone Band for Concerts and to Stimulate Interest in Saxophones

NEW ORLEANS, La., October 7—Phillip Verlein, Ltd., is sponsoring the organization of a saxophone band for concert purposes. Up to the present time no such organization existed in this city and it is felt that aside from adding to the musical enterprises of the city it will stimulate an interest in music and particularly in the saxophone.

Captain A. J. Bartlett, well-known musician and band organizer, has been engaged to direct the band and rehearsals will start shortly. While a few brasses may be used in the beginning, the goal is for a large and well-trained organization made up wholly of saxophones.

Landay Bros., Inc., Move to Fifth Avenue Quarters

Landay Bros., Inc., New York, dealers in musical merchandise of all kinds, recently moved their executive offices to the seventh floor of 147 Fifth avenue, at Twenty-first street. This move is of more than passing significance, as the founders of the business, Max and James H. Landay, have been associated with Fifth avenue as a retail shopping center since the start of the business approximately twenty-five years ago.

Coast Dealer Benefits From Orchestras’ Visits

SAN FRANCISCO, Calif., October 3—The H. C. Hansen Music House, local Buescher band instrument representative, was able to complete a large number of sales through the cooperation of the Buescher Co., in connection with the appearances at local theatres of Waring’s Pennsylvanians and Abe Lyman’s Orchestra, both Buescher equipped and well known for their popular recordings.

G. K. Gilman to Go Abroad

New Orleans, La., October 8.—G. K. Gilman, Hawaiian salesman in the small goods department of Grunewald’s Music Store, has announced that he contemplates sailing for Europe about the first of the year. He intends to open studies in London and Paris and endeavor to build up interest in Hawaiian music and in the ukulele and banjo-ukulele.
Cracknell Now Manager of Conn-Portland Co.

Well-Known Figure in Pacific Coast Music Trades in Charge of Firm—J. Middleton Also Joins Company—Both Widely Experienced

PORTLAND, Ore., October 3.—George Cracknell has been appointed general manager of the Conn-Portland Co., successor to the McDougall-nell has been appointed general manager of the

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Ludwig Drummer Contains Interesting Dealer News

Organ of Ludwig & Ludwig Contains Article by William F. Ludwig and Other Matters Interesting to Both the Trade and Consumer

CHICAGO, Ill., October 6.—In a recent edition of the Ludwig Drummer, published by Ludwig & Ludwig, a wealth of interesting reading matter, pertinent to the trade and to professional and amateur drummers, is contained. The feature of the issue is an article by William F. Ludwig, president of the company, who writes on "The Rudiments of Drumming." This article states there are twenty-six standard rudiments of drum playing and an understanding of these rudiments is of necessary to the pupil who is trying to learn to play the drum as are the scales to a student of the violin.

Another interesting feature of this issue is a description of the new Super-Ludwig snare control, a feature which insures individual snare control, with greater response and control of more action. News of the trade and illustrations of prominent users of Ludwig products are also contained in this interesting and informative publication.

Denver Dealers Profit by Tie-up With Orchestra

DENVER, Co., October 5.—The appearance here recently of Itham Jones and His Brunswickers, Recording Orchestra at the Orpheum Theatre gave dealers an opportunity of effecting a tie-up with this popular aggregation. The Chas. E. Wells Co. displayed an assortment of Conn band instruments such as are used by the Jones orchestra and the Ludwig banjo which also plays a prominent part in the harmony produced by Itham Jones' band. At the Knight-Campbell store a window was given over to a showing of the Leedy drum which is played by Arthur Layfield, of the Jones orchestra.

The Soriano Music Shop, successful dealer of Niles, O., recently moved to considerably larger quarters in the Butler Building, 48 Main street.

H. N. White Co. Expects Big Demand This Fall

L. L. Fox, Recently Appointed Sales Manager, Planning to Handle Large Volume of King Band Instrument Business This Fall

L. L. Fox, who was recently appointed sales manager of the H. N. White Co., manufacturer of the King band instruments, with headquarters in Cleveland, O., is developing plans

New Department in Canton

CANTON, O., October 6.—Normal opening was held recently of the new band instrument and small musical merchandise department of the J. W. Lorenz Co. This new department will feature band music and band instruments and the complete line will be carried, officials of the company have announced. The department will also merchandise Paramount, Vega and Bacon banjos and Ludwig & Ludwig drums.

Small Goods Demand Steady

SALT LAKE CITY, Utah, October 5.—A consistent demand for small goods was a feature of the music trades in this city during the Summer months. The Hayes-Beebe Co. reports that business generally was good in September with ukuleles still selling well. Other establishments made similar reports.

The Oldest and Largest Musical Merchandise House in America

Exclusively Wholesale Established 1834

C. BRUNO & SON, INC.
351-53 Fourth Ave., New York City
Factors in Popularity of Musical Merchandise


The Brooklyn Daily Eagle, Brooklyn, N. Y., prints at frequent intervals a feature page entitled "Made In Brooklyn." Under this heading, the Fred Gretsch Mfg. Co., Brooklyn, was recently interviewed by a feature writer and a very interesting story of the activities of this organization appeared. In this story, Philip Nash, of the Fred Gretsch organization, reports that in the sale of musical merchandise they have found the ukulele lends, tenor banjo next and the saxophone third in popularity.

The people have learned to distinguish the instruments from each other and learned to love music more. From listening they turn in time in many cases to playing for themselves. The world war was another factor in the great increase in music's popularity. Music in public schools and other schools is also an important influence. As to musical instruments, violins and pianos, of course, will always be leaders, since they are the foundations of orchestras, but modern jazz has certainly changed since the sale of ninny in foglands of orchestras, hot modern jazz will always be leaders, since they are the musical schools is also an important influence.

II. OTHER FACTOR

In closing, Mr. Nash paid a tribute to Fred Gretsch, who years ago, at the early age of 17, took over the business when his father died and has guided the firm to its present outstanding success.

One of the factors in the success of the organization is pointed out by Emerson E. Strong, secretary of the company, in that the company trains most of its employees, preferring that to relying on experienced operators and assembler from other concerns. "We use our own methods and have our own standards," he said, "and prefer to break in and keep our employees. We have more than 150 workers in the plant and are increasing production as each year passes."

M. Harris Back With Vega

Boston, Mass. October 7.—Myer Harris, prominent trumpet player of this city, has rejoined the staff of the Vega Co. He formerly spent four years in the brass instrument department of the company and later in the office. After a few years’ absence he has rejoined the Vega staff.

A decided revival in export trade has been noted. Substantial orders are reported to be coming in daily from England and the Continent, Australia, South America and Hawaii.

The Standard Music Co., Nashville, Tenn., recently added a complete line of band instruments and musical merchandise. The lines carried include Buescher band instruments, Ludwig drums and Paramount banjos.

New King Dealer Displays Full Line of Instruments

Crosby Bros. Department Store Devotes Space in Show Windows to an Effective Display of the King Line of Band Instruments

TOPEKA, KAN., October 7.—A most attractive display of King band instruments, made by the H. N. White Co., Cleveland, recently graced the show windows of Crosby Bros. department store, which recently added the King line of band instruments to its music department. The new department is under the direction of Walter Fox and J. H. Cochran, both of whom are well known in local music circles and who demonstrated the various kinds of instruments to those who were attracted by the display.

Robert Brown has joined the sales staff of the Portland Conn Co., local branch of C. G. Conn, Ltd., manufacturer of Conn band instruments, Elkhart, Ind. The new Conn salesman was formerly with the local Bush & Lane Piano Co.’s store, where he spent five years in the small goods department.

Dealers WHO VIEW THE FUTURE WITH AN EYE TO PROGRESS SHOULD TIE UP WITH Leedy

The New Professional FLOATING HEAD DRUM is conceded to be the most remarkable instrument yet achieved in "Drumdom."

"World’s Finest Drummer’s Instruments"

A New 96-Page Catalog "N" Mailed Free

The Satisfied Drummer Always Comes Back

Leedy Manufacturing Co., Indianapolis, Indiana
M. Hohner, Inc., Provides Dealers With Sales Help

Attractive Counter Cut-Out Display in Eight Colors Contains a Dozen Assorted Harmonicas—Pictures "Hohner Boy" and His "Musical Pal"—A Sales Stimulating Dealer Help

M. Hohner, Inc., New York City, manufacturer of Hohner harmonicas and accordions, has announced a new dealer sales help which is known as the "Hohner Boy."

For many months William J. Haussler, general manager of M. Hohner, Inc., has been working in collaboration with many of the largest producers of display material and the result is a counter display card which is also a container that will undoubtedly prove very popular with the dealer, and be a valuable aid to him in the featuring and selling of Hohner harmonicas.

The "Hohner Boy" is a cut-out display in colors, which is the product of one of America's foremost painters. It is printed in eight colors and depicts the "Hohner Boy" rendering some of the great classical music on his "musical pal." It also contains and displays a dozen assorted Hohner harmonicas.

Bark of this Hohner display will be placed a tremendous Hohner campaign of consumer advertising and dealers displaying this new cut-out card will link up with this great national campaign.

Carberry-Parker Features Fine Buescher Display

Art Krueger and His Badger Room Orchestra, Buescher Equipped, Featured in Showing of Buescher Band Instruments

MILWAUKEE, Wis., October 5—The Carberry-Parker Co., local Buescher representative, recently featured these instruments in an attractive window display. A large poster bearing a picture of Art Krueger and His Badger Room Orchestra, well-known Buescher equipped artists, was the center of the display, and as this aggregation is one of the best known in this section, it attracted considerable attention. Grouped about the poster were Buescher instruments.

Grossman Bros. Planning Extensive Harmonica Drive

Cleveland, O., October 6—Henry S. Grossman, who with his brother, Julius J. Grossman, conducts the Grossman Bros. Music Co., reports that the firm will co-operate with the school playground authorities and M. Hohner, Inc., New York, in a series of harmonica drives. This company, which has been in the wholesale musical merchandise business for the past three years, occupies a six-story building in the handling of stringed band instruments. The success which the Grossman organization has achieved is attributed mainly to its consistent policy of newspaper and billboard advertising and direct-mail campaigns. Both of the brothers have had a wide experience in the music field and their progressiveness has been instrumental in building a nice business.

Band Instruments Used in Clothing Store Display

KANSAS CITY, Mo., October 6—A window display at Rothschild's clothing store recently utilized band instruments to good advantage. The scene depicted was a college prom with a young couple in evening clothes and in the corner was a group of stringed and band instruments, loaned through the courtesy of the Crawford-Rutan Co.

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 8x15x3/4 inches. An automatic sales producer that will be a real asset to your string business. The name, kind and price of the strings are clearly marked. No knowledge of music strings is necessary to sell from this display case.

Filled with Armour's quality music strings, you will have no difficulty making this proposition pay.

These Goods Retail at .......... $35.60
COST TO RETAILER .......... 15.60
YOUR PROFIT .......... $20.00
Bigger Profits on Refills

ARMOUR AND COMPANY
Music String Dept., Sec. W 9
CHICAGO
Com. McDonald Emphasizes Value of Artone Portable

Interesting Radiogram from President of Zenith Radio Corp. to E. R. Manning, Sales Manager Berg Auto Trunk & Specialty Co.

As mentioned in a recent issue of The World, included in the equipment of the expedition to Arctic regions under the command of Donald MacMillan were several Artone portables. This equipment was forwarded by Vice-Commander McDonald to F. McDonald, Jr., in a letter dated 10, October, 1925. The letter states:

"Forwarded by Vice-Commander McDonald to F. McDonald, Jr., of the Eskimos, and they have been broadcast aboard the ships but they have been able to communicate," and on the S. S. "Peary," commanded by Commander MacMillan. The S. S. "Peary" was equipped with two phonographs, made by the Radio Corp., Chicago.

The portable phonographs were found to be of exceptional progress made by Mr. Finneghan in the radio field. Manning, sales manager of the Berg organization, emphasized the importance of Artone portable phonographs in sending radio messages.

Radiogram Telling of Importance of Artone to Expedition

From the Walden Radio Station Date: 10-Oct-25 Via: P.O.

TO
E. R. MANNING
Sales Manager Berg Auto Trunk & Specialty Co., Long Island City, N. Y.

Artone Portable Phonographs

The Artone phonographs were placed onboard Commander MacMillan's ship, the "Bowdoin," and on the S. S. "Peary," commanded by E. E. McDonald, Jr., president of the Zenith Radio Corp., Chicago.

The instruments have not only furnished entertainment and recreation for the members of the crews aboard these ships, but they have also been used to excellent advantage for the entertainment of the Eskimos, and other broadcasting purposes. The accompanying radiogram, forwarded by Vice-Commander McDonald to E. R. Manning, sales manager of the Berg organization, emphasizes the importance of Artone portables in connection with the Arctic expedition. Commander McDonald also refers to the fact that the portable phonographs were used for broadcasting purposes in sending back civil messages from the Arctic.

September Biggest Month in History of Everybody's

Everybody's T. M. Co. Enjoy Largest Volume of Business in Its Existence—All Departments Participate Takes Title to Building

Philadelphia, Pa., October 10—Everybody's Talking Machine Co. has recorded what has proven to be the biggest month in the history of the organization. September business in all departments, Quaker main springs, and talking machine repair materials, Okeh and Odeon records and Adler-Rowell talking machines has been exceptional.

The month of October is proving to be a very important month for Everybody's Co. On October 1, the company celebrated its first anniversary as a distributor of Okeh and Odeon records. The exceptional success of this company has had a tremendous and energetic manner in which they have increased the sale of these records in the territory they cover is a matter of history in the talking machine industry.

On October 1, Everybody's Talking Machine Co. took title to its building at 810 Arch street, which it recently purchased, thus adding to the development of the business and the perpetuation of the name "Quaker," for years to come.

On October 15, formal announcement was made of the engagement of Philip Grabuski, president of the company, to Miss Zena Witkin. On October 15, Samuel Fingerman, vice-president and treasurer of the company, celebrated the fiftieth anniversary of his joining the ranks of Everybody's organization. The exceptional progress made by Mr. Fingerman in the development of his business during which he has been connected with Everybody's Talking Machine Co. is phenomenal. Under the direction of the late I. B. Grabuski, Mr. Fingerman absorbed every detail in the conduct of the business and upon Mr. Grabuski's death he and Philip Grabuski, a brother of I. B. Grabuski, took entire charge of the management of the business, and under their capable direction it has grown to its present size.

In anticipation of the busy season ahead, Everybody's Talking Machine Co. has made several changes at its headquarters. The new installation of record storage is now stocked a supply of every record in the Odeon foreign record catalog. Electrical bookkeeping machines have been installed at a cost approximating $2,000.

Cheney Sales Co. Going After Radio Distribution

Philadelphia, Pa., October 6—The Cheney Sales Co., of this city, New York and Boston, which has carved an enviable reputation for itself as distributor of Cheney talking machine products, is now also engaged in the distribution of radio. G. Durkow S. Hewell, president of the company, is enthusiastic over the radio field. After a period of investigation, Mr. Hewell has selected the Thermodyne radio receiving set, made by the Thermodyne Corp., New York City. He is placing behind this well-known receiving set the same zest and zeal with which he built up such excellent business for the Cheney talking machine. It is being distributed from the three offices of the company, Philadelphia, New York and Boston. The latter office, which is under the direct charge of Mr. Durkow S. Hewell, finds the Thermodyne set is also proving very popular in New England. An intensive campaign for fall business is now under way that will undoubtedly result in big radio business.

Back From Vacation

Paul Zellweig, advertising manager of the Okeh record division of the General Phonograph Corp., returned to his desk recently, after a well-deserved vacation at Atlantic City. Mr. Zellweig, who has been identified with the industry for a number of years, is an enthusiastic follower of the Terpsichorean art, and while on his vacation he and Mrs. Zellweig were among the Marbrough-Blenheim's distinguished patrons.

The Radio Compact Co., with headquarters in New York, Pa., recently incorporated in New Jersey, Clinton B. Hook, a prominent architect and inventor, heads the new company which recently introduced a new receiving set. The set houses all necessary equipment in a console model.

"PUSHABILITY"—the "something" that a set has which makes people WANT IT, which enables you to PUSH IT with confidence, to brag over its quality, tone, and ability to "bring 'em in"—to boast of its really LOW PRICE without fear that you will have to be "let down" or will have to "eat crow" in any way before the customer. You just show them, let them perform, give them a push and THEY MOVE. These are strong statements, but "others are doing it, why not YOU?"

Two examples shown. Send for circular showing beautiful wall-type console models.

Noiseless tuning and selectivity combined with maximum volume and range plus, in a durable instrument, the advancement in Minerva engineering.

Gold panel trimmings and piano-finished cabinets with concealed built-in speakers that reproduce each note sweet and clear are among the Minerva refinements.


Minerva Radio Co.
827 Irving Pk. Blvd.
Chicago, Ill.

October 15, 1925

Sell it! Push it! Make people WANT IT! A high percentage of the sales that you make will be because you PUSH IT!

"PUSHABILITY" is the "something" that a set has which makes people WANT IT, which enables you to PUSH IT with confidence, to brag over its quality, tone, and ability to "bring 'em in"—to boast of its really LOW PRICE without fear that you will have to be "let down" or will have to "eat crow" in any way before the customer. You just show them, let them perform, give them a push and THEY MOVE. These are strong statements, but "others are doing it, why not YOU?"

Minerva Radio Co.
827 Irving Pk. Blvd.
Chicago, Ill.
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:

W. S. WILLIAMS & SONS CO., LTD., Toronto, Winnipeg, Montreal.
Sheet Music and Record Departments

Have Value Aside From Immediate Profits

Talking machine dealers, who in recent years have carried stocks of the most successful popular prints, all report that during the late Summer and early Fall season surprising business has been enjoyed. Dealers who do not handle sheet music of this character have, of course, felt similar results in the demand for popular records in song and dance form. These two items are so closely allied that the sale of one is reflected in the sale of the other. The popular song that goes over big in sheet music form will have a similar history in record form. Occasionally some record number, as was the case in the "Prisoner's Song," will help arouse sheet music sales. Today popular prints help reach the area of their successful song rapidly that the exploitation of the sheet music and the record should and generally is followed out simultaneously.

The talking machine store that prices itself on handling everything in music is to-day a busy institution. With phonograph and record and renewed activity in record and sheet music sales, together with the thought and consideration that must be given the merchandise that shows a higher priced unit sale, there is a tendency for the dealer to overlook the importance of his smaller items.

In most cases not only are the popular record and sheet music departments flourishing, which is adding substantially to the volume of profits of the stores handling such goods, but the dealer who has given the deserved attention to such departments is finding his clientele for all other merchandise has increased.

With due respect to other stocks in the talking machine retail establishments and realizing that while the business is highly competitive and considering that the utmost attention must be given to such lines in order to get a rightful proportion of the sales in a given community, it is also well for the retailer to consider just what popular record sales and sheet music sales mean to him other than immediate profits.

There is no question that with present demands both the record and sheet music departments are more than paying their way, but aside from that the proper presentation of such goods means that purchasers for all sorts of merchandise are drawn to the store.

There is nothing to compare with sheet music and popular records in the way of attraction. Retail establishments spend thousands of dollars a year to create sales for their merchandise. All of this is good investment and should be continued. No one who tries to persuade the retailer to lessen his efforts to attract trade and to give his store prestige and influence in the community, but he also has at hand in his popular record and sheet music departments a very influential factor in drawing customers to the store. They not only draw customers to the store and make possible many other sales, but they have a high advertising value.

There should be no question with the increased demands for popular records and with the healthy sales of popular sheet music that situation be given these two items. As for other record sales are concerned, that is the records of the better class, standard numbers, and the wonderfully good voices to be found in various record catalogs, this department of the talking machine store will show unusual and just as soon as the Fall radio programs, in which some of the mightiest stars of songdom appear weekly, are under way.

There is no question but that the voices of these artists will create friends and admirers as well as sales of records of their voices rendering particular songs which have met the enthusiastic approval of millions of hearts.

The exploitation of the sheet music and records of the better class, standard numbers, increased demands for popular records and the various record catalogs, this department of the talking machine store will show unusual and just as soon as the Fall radio programs, in which some of the mightiest stars of songdom are to appear weekly, are under way.

A. J. Stasny Music Co.

Increases Its Floor Space

Executive Officers, Professional Department and Stock Room to Be Housed on Same Floor in Future.

The A. J. Stasny Music Co., Inc., has leased increased floor space in the Strand Theatre Building, Broadway and Forty-seventh street, New York City, and in the future the executive offices, professional department and stock room will be housed on the same floor. For a great many years the Stasny Co. has had professional offices in the Strand Theatre Building with its business offices at 56 West Forty-seventh street. The new home gives the firm increased floor space and has been arranged along modern lines which will add to the efficiency of the various departments and will make possible the handling of the increasing business of the Stasny Co.

The Stasny catalog at present, besides its better-known numbers, has series of popular selections which are proving active sellers. These include "Carolina Sweetheart," a waltz; "Why Did You Call Me Wonderful One," an English fox-trot success; "The Milliner's Rose," a fox-trot in blue number; and "Sevilla Rosa," a fox-trot tango written by Joseph Knecht, the orchestra leader.

E. J. Plamberg, general manager of the A. J. Stasny Music Co., announces additions to the sales force and territorial representatives.
FIVE RECORD RECORD BREAKERS

SOME OTHER BIRD WHISTLED A TUNE

I WONDER WHERE MY MOTHER IS TONIGHT

DON'T WAIT TOO LONG

I CARE FOR HER AND SHE CARES FOR ME

THE BOOTLEGGER'S DAUGHTER

Above Songs Featured by Orchestra and Vaudeville Acts From Coast To Coast

IRVING BERLIN INC. 1607 BROADWAY, NEW YORK

October 15, 1925

THE TALKING MACHINE WORLD

Now Western Manager for Hinds, Hayden & Eldredge

Charles Warfel, who for many years has been in charge of the trade department for Hinds, Hayden & Eldredge, Inc., publishers of "Most

Charles Warfel, Long in Charge of Trade Department of New York Publishers, to Have His Headquarters in Chicago

Mr. Warfel, who for many years has been in charge of the trade department for Hinds, Hayden & Eldredge, Inc., publishers of "Most

Sherman, Clay & Co. Bring Out New Publication

"The School Musician" Devoted to Amateur Band and Orchestral Musicians Issued by This Enterprising West Coast House

San Francisco, Cal., September 18.—"The School Musician" of California is the name of a new publication put out by Sherman, Clay & Co., and edited by E. J. Delano, manager of the retail small goods department of the firm here. In the editorial column, "The School Musician" says in part:

"In looking over the musical field in California, it has seemed to us at this time that no greater opportunity for service is offered than to publish a paper devoted to the school musician. In this great movement for teaching instrumental music in the public schools, California has taken the lead. We believe that no State excels her in the number of good school bands and orchestras, or in the amount of money spent on them, in proportion to population."

Speaking of the new publication, which has just come from the press, Mr. Delano said that its scope is educational. It is to encourage band instrument activities in the public schools. Sixty to seventy-five per cent of the publication will be given to this object. The remaining space will be devoted to advertising and to some mention of the musical merchandise activities of Sherman, Clay & Co. Mr. Delano said that other publications of the kind have been started from time to time in various parts of the country, but commercialism has finally proved their undoing. He added that, so long as Sherman, Clay & Co. publish "The School Musician," it will remain 60 to 75 per cent educational.

"I Miss My Swiss" (My Swiss Misses Me), "Fal Of My Cradle Days," "Marguerite," "Because of You," "Tell Me Yes, Tell Me No," "Let Me Linger Longer in Your Arms" and "She Was Just a Soldier's Sweetheart," all from the catalog of Leo Feist, Inc., are numbers which are heard frequently.

"Ukulele Lady" Is Displayed in Philadelphia

Berlin Number Given Entire Window by McCrory in That City—Song Is in the Hit Class Throughout the Country

What is described as an old-fashioned window display was recently shown by the J. G. McCrory Store, Philadelphia, Pa. This full window display was given to the Irving Berlin, Inc., song "Ukulele Lady," and was arranged through the efforts of Harry Pearson, manager of the Philadelphia office of the Berlin organization.

"Ukulele Lady" has been having large sales in the Philadelphia territory and the McCrory syndicate, by this special showing, endeavored to corral its full share of this activity, which it reports it did.

This Philadelphia window display, confined solely to the showing of the title pages of "Ukulele Lady," is only one of many such displays that have appeared recently throughout the country. "Ukulele Lady" was and is a hit on a national scale. This vigorous form of exploitation by aggressive retailers has been found unusually effective in boosting sales of sheet music.

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FOOTLOOSE

"Cash-in" on its big popularity.

Sell the Song, the Record and the Player Roll.

— Sam Fox Publishing Co., Cleveland & New York.
Chicago Theatre Features Zez Confrey
Playing the Success "Midnight Waltz"

Well-known Composer and Pianist Scores Big Success With Feist Number in Appearances at the Largest of Chicago's Moving Picture Houses

The Halbin & Kate Chicago Theatre is the world's largest photography house. For that reason popular music publishers look upon publicity in conjunction with musical presentations in the Chicago Theatre as an exceptionally constructive means of exploiting their songs in Chicago territory. To have a popular song, however, featured as part of the program in the Chicago Theatre is not easily obtained. These musical presentations are worked out with the same skill and with the same amount of thought and energy as are given to dramatic features in the legitimate playhouses.

"Merry Merry" Scores Big Hit in New York

No musical comedy in recent years has received more extensive and enthusiastic reviews than the one that has recently opened in New York. The show has all the right ingredients. It is well written and produced, and has a large cast of stars. It is a musical comedy that is well suited to the tastes of the modern audience.

"Midnight Waltz" from Leo Feist, Inc.

The title page of the "Cameo Dance Folio" contains thirty numbers. The first "Cameo Dance Folio" has been issued by Leo Feist, Inc. It contains thirty numbers, all with ukulele arrangements, and includes some outstanding titles in fox-trot and waltz forms. Such numbers as "In Shadowland," "My Sugar," "Blue Eyed Sally," "Because They All Love You," and "Some Day" are among the hits of the season.

New Berlin Number, "Remember," a Success

Irving Berlin, Inc., which recently released "Remember," the newest ballad from the pen of Irving Berlin himself, has in a short space of time made this number one of the most prominent in its catalog. Berlin compositions seemly are eagerly awaited, as no sooner are they placed on sale than there is immediate response. The fact that vaudeville singers also are anxious to present his offerings helps considerably the early period of their exploitation.

"Cameo Dance Folio" Contains Thirty Numbers

The title page of the "Cameo Dance Folio" No. 1 is attractive and carries miniature title pages of the six songs mentioned above. The twenty-four other numbers that are included in the offering are about the same standard of popularity.
"We prefer to sell Gold Seal Tubes. Their long life guarantee and perfect matching means superior reception so far as the tube is concerned."

Sell a Tube That "Sells" the Set

Gold Seal Tubes—uniformly perfect, offer the dealer prestige, satisfied customers and ever-increasing profits.

The success of the radio tube will determine the success of radio. The success of the individual dealer, too, is largely dependent upon the particular tube that he merchandises.

The Gold Seal Tube with its broad guarantee, long life and perfect matching is solving the tube problem for thousands of dealers all over the country. Not only will the Gold Seal Tube sell the set but it keeps the set sold and brings the customers back again and again for more of "these good Gold Seal Tubes."

GOLD SEAL PRODUCTS CORPORATION
250 Park Avenue
New York City
Announcements of New Victor and Brunswick Instruments Interest the Trade

John S. Ditzell, of the Brunswick Co., Visited the Trade With A. R. McKinley, Pacific Northwest Brunswick Manager, To Describe the Panatrope—Other News

PORTLAND, Ore., October 2.—Great excitement prevails among the phonograph managers and sales people, due to the recent announcement by both the Brunswick and Victor companies of the radical changes in the new machines soon to be ready for distribution. John S. Ditzell, of the Brunswick Co. of Chicago, visited the local trade with A. R. McKinley, Pacific Northwest manager of the Brunswick Co., met the dealers and explained the “Panatrope,” giving a minute description of the new invention and creating keen interest among dealers. Mr. McKinley is preparing demonstration rooms at the local headquarters and on the arival of the first Panatrope will have a demonstration for the dealers and the press.

Two demonstrations of the Panatrope were given at the Portland Hotel to the Oregon Victorists, and dealers are anticipating wonderful business, their only fear being that not enough machines will be available for the rush that they anticipate.

Randolph Bargel, Oregon representative of the Columbia Phonograph Co., was visited by W. H. Lawton, Pacific Northwest manager of the Columbia Co., during the past month and together they called on the Oregon trade, introducing the new machines and Columbia Celebrity records and explaining to the Columbia dealers the new Columbia policy on discounts guaranteed against price reductions.

Business has grown to such an extent in the last year with L. D. Hester, of 359 Ankeny street, that larger quarters have been acquired in the Ramapo Hotel building at 4694 Washington street. Alterations are being made and Mr. Hester expects to move early in October. He is distributor for the S. G. console, Thomas and Swanson phonographs; Ochel and Odeon records, Honest Quaker Products, Thompson neurolyne and various radios.

A. R. McKinley, formerly with the National Phonograph Co., has established a branch store at Salem, Ore., with a full and complete Sherman, Clay & Co. line installed, including the Victor phonograph and Victor records and Radiola line. E. E. McCollum, supervisor of agencies, is temporarily in charge.

Stansly Bailes, for several years in charge of the sheet music department of the McDougall-Gaston Music Co., now the Conn-Pacific Portland branch store, has been placed in charge of the sheet music and musical merchandise departments.

A complete radio department has been added to the Reed, French Piano Co. operated by E. H. Chambers. Mr. Chambers will carry the Radiola, Thompson, Jones and Turner radios.

The Oregon Radio Dealers’ Association is laying extensive plans for a radio exposition to be held at the Multnomah Hotel, October 15, 16 and 17. All of the local radio dealers have taken part and many out-of-town dealers have expressed the desire to take part. Many radio dealers will also have displays at the “All Oregon Exposition,” to be held at the Municipal Auditorium, October 5 to 10 inclusive.

A new broadcasting station was dedicated September 24 at the Brown Radio Shop, with G. F. Johnston, of the G. F. Johnston Piano Co., and president of the Oregon Radio Association, making an introductory speech. A musical program was also furnished, with the courtesy of the G. F. Johnston Piano Co. The station will be known as KTBR, and scores of letters are arriving from all along the coast telling of the loud speaker reception.

Kathryn McCarthy, in charge of the record department of the G. F. Johnston Piano Co., reports excellent business and the addition of the Brunswick and Perfect records to the department’s stock.

The third record exchange has been established by Monte W. Sleet, 438 Washington street. A line of Genest and Vocalion records is also carried for those desiring the latest hits.

Ethel Brown, for over two years in the record department of the Bush & Lone Piano Co., resigned to join the record department of the Seiberling, Lucas Music Co., Brunswick and Victor dealer.

A. A. Conner Opens Store

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

Points to Remember When Stocking Battery Chargers

There are several vital factors to consider.

1. Select an up-to-date charger that is guaranteed by a reliable company.
2. That which charges quickly (3) at a fast rate (4) with no danger of overheating or discharging the battery. (5) That is reliable (6) dependable (7) easy to use (8) economical (9) and attractive in appearance.

The new Twin Bulb Hanalee Charger is the latest improvement in battery chargers, made and guaranteed by the largest exclusive manufacturer of battery chargers—the Interstate Electric Company. It far surpasses the thinnest noise and cannot overcharge or discharge the battery. A very economical and fast rate of charging is assured by the advanced “push-pull” principle that uses both halves of the AC wave as a speed of from 4 to 9 impulses. Adapted to “A” batteries of from 4 to 12 volts. It charges batteries from 4 to 200 volts in series. No extra attachments necessary. It charges them all, is easy to use and is practically free from trouble.

Order several from your jobber and see how quiet they move.

The New TWIN BULB HANDY CHARGER

INTERSTATE ELECTRIC CO.

3435 DUNCAN AVE. ST. LOUIS 7, U.S.A.

Gold Seal Products Corp. Had Interesting Exhibit

“Radio Tube Factory” in Operation Displayed by Gold Seal Corp., at Fourth Annual Radio Exposition Attracted Wide Attention

The Gold Seal Products Corp., New York, manufacturer of radio tubes, occupied space at the recent Fourth Annual Radio Exposition at the Grand Central Palace, New York, and the exhibit, which was entitled “Making the Hub of the Radio,” attracted considerable interest due to the novelty of the display. It consisted of a complete radio exhibition and actual operation. The exhibit initiated thousands attending the show into the mysteries of the radio vacuum tube. Each operation in tube manufacture was demonstrated and explained, so that it was possible for all to see wire, glass and bakelite assembled into perfect tubes, complete in every detail and ready for radio reception.

“Features of these new tubes consist of specially prepared thoriated filament wire, which very successfully resists evaporation. For this reason the company is presenting each dealer with the tube rejuvenator, for the purpose of proving a marked aid to the dealer in making sales,” said George V. Heimann, advertising manager of the company, in discussing its products.

The tubes are manufactured in two types, GC-3 and GC-190. A feature of the carton which contains the tube is that it may be tested without breaking the seal.

MacMillan Expedition Back From Exploration Voyage

Party of Which Eugene F. McDonald, Jr., President of Zenith Radio Corp., Is Vice-Commander Returns After Months in North Pole

The MacMillan-Navy Arctic Expedition, which set out last June on an exploration trip to the frozen regions, returned to Nome, Alaska, last week, after a successful trip through the West and Middle West, where he has been calling on the industry in behalf of Gold Seal Products. During his trip a number of distributors were appointed and re-reports Gold Seal tubes are being enthusiastically received.

John McCormack Willing to Entertain Over Radio

John McCormack, world-renowned tenor, whose broadcast concert in August of this year caused such a furor in radio circles, denied that he had ever stated that he would never sing over the radio again. We know on his arrival in this country for the Atwater Kent series of concerts with leading artists, he stated that it was a step in the right direction and said that he would be glad to sing to a radio audience again.
ERLA alone can offer such remarkable values

95% manufacture and tremendous volume make possible a price that can be found nowhere else in equal quality. Let us send you information about the Erla franchise.

A rich and expensive looking cabinet finished in two-tone walnut with beautiful graining at $69.50.

An impressive console in walnut finish and exquisite design for $113.50.

A receiver built on a new and revolutionary principle that brings four great improvements to radio reception.

These values cannot be found anywhere else in America. You're to be the judge. Simply return the coupon and we will send you complete facts and figures immediately.

A new type receiver

Science has discovered a new inductance principle. It is found in the new Erla *Balloon *Circloid coils and offers four distinct advantages.

Because the current flows in the direction of the coil, there is no measurable external field to affect adjacent coils or wiring circuits. (1) This makes possible higher amplification in each stage, hence far greater distance. (2) Stations scarcely audible on ordinary sets are brought in with concert volume. (3) Because these amazing coils have no pick-up qualities, selectivity is greatly increased. (4) The self-enclosed field prevents stray feedbacks and distortion. Tone quality is remarkably improved.

Made by two immense concerns

An operating merger involving several million dollars of invested capital and plant facilities with a total capacity of 500,000 receivers per annum has combined the resources of the Electrical Research Laboratories (Erla) of Chicago and the Caswell-Runyan Company of Huntington, Ind. The first is one of America's largest manufacturers of radio parts and receivers. The second is the world's largest manufacturer of radio cabinets and cedar chests.

The combined effort of these institutions will be devoted to the manufacture of Erla products. This guarantees the stability and permanence of Erla and offers dealers protection they can receive from few radio manufacturers today.

Price $50 under equal quality lines

Ninety-five per cent of the elements in Erla completed receivers, including cabinets, will be manufactured entirely within our own plants, with only one profit and one selling expense. This makes possible an extremely moderate retail price to the consumer, yet enables us to allow distributor and dealer an adequate profit margin.

Remarkable sales plan

The Erla franchise gives both dealer and distributor complete protection. It includes absolute freedom from price cutting and other destructive practices. Only authorized Erla representatives are able to secure and sell Erla sets.

National advertising—new idea

Erla dealers are backed by a gigantic advertising campaign reaching over 25,000,000 people. Both national magazines and newspapers will be used. This campaign completely blankets every town, city and farming territory. It will result in our turning over thousands of names of prospects to dealers in all parts of the country. A unique and revolutionary plan will result in an amazingly large percentage of sales. Our own men will show you how to get the most from it. Dealers who have seen it say that it is the greatest selling idea they have ever known.
Radio Stores Co. Novel

Truck in Great Demand

Vehicle Carries Amplifying Apparatus Which Broadcasts Speaker's Voice Over Wide Radius—Can Be Used as Remote Control Station

LOS ANGELES, Cal., October 5.—The snap box, the platform and the convention hall are rendered obsolete for the purposes of anyone who has an oration to deliver by the aid of a novel truck which made its appearance last week on the streets of Los Angeles. When you talk into the microphone of the Reo speed wagon of the Radio Stores Co., Inc., everybody within a thousand-foot circle around the microphone is carried on a collapsible mast of steel tubing, which is extended some twenty feet above the truck. As many as ten horns can be used, but this number is not ordinarily necessary. The entire installation was made by Western Electric engineers, and is really a marvel of compactness and efficiency.

"Mounted, as it is, on the fast Reo truck, the equipment can be sent anywhere in the State on short notice."

Survey of Municipal Aid to Music in America

There has just been issued by the National Bureau for the Advancement of Music an imposing volume of some 300 pages devoted to a discussion of "Municipal Aid to Music in America," based upon a careful survey and analysis made by Kenneth S. Clark, of the Bureau.

The book is interesting in that it not only records what has been done in the cause of municipal music, but in the aggregate the work has been little short of tremendous, but also points ways in which the cause of music can be furthered by municipalities, based upon past experiences and results.

In conducting the investigation, 1,496 questionnaires were sent out by the Bureau to cities and towns throughout the country, and 767 of these questionnaires were returned. The answers showed that 337 cities and towns make a definite municipal appropriation for music for the people, while 424 do not. Some of the municipalities make such appropriations at intervals or indirectly.

However, in casting up accounts it was found that the 327 cities making regular appropriations had spent $1,254,481.17 for municipal music exclusive of money spent through the schools, which amounted to $3,621,000 more, but this number is not ordinarily necessary. The entire installation was made by Western Electric engineers, and is really a marvel of compactness and efficiency.

"Mounted, as it is, on the fast Reo truck, the equipment can be sent anywhere in the State on short notice."

Monetary Popular Releases

ITALIANSTYLE

Records and Player-Piano Rolls

REPRODUCING SELECTED SONGS OF THE ITALIAN POPULAR ARTISTS—CHIATAYA AND DANCES

Distributed by

ITALIAN BOOK CO.

145-147 Mulberry St., New York, N. Y.

Catalogues Sent on Request
“Piano Playing Mechanisms”!

A Text Book Dealing Comprehensively and Authoritatively with the Technical and Practical Phases of the PLAYER-PIANO and REPRODUCING PIANO—Their Construction, Design and Repair—

William Braid White, the author of “PIANO PLAYING MECHANISMS” writes with a background of twenty-five years' study and investigation in the field, his book setting forth, clearly and completely, the details of every piano playing mechanism appearing on the market since the first cabinet players in 1896 up to the modern reproducing pianos.

A Long Needed Book!

“Piano Playing Mechanisms” is of essential importance to the manufacturer, the retail merchant, the tuner and repairman, and the salesmen who have long felt the necessity of such a volume, dealing as it does with the most modern development of the player-piano and constituting the first adequate and scientific treatment of this vital but little understood subject. Mr. White is recognized as the best informed writer in the United States, or elsewhere, on the subject of piano playing mechanisms. He knows whereof he writes and he makes the book tell all!

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Complete in Every Detail

Take Advantage of This Offer at Once by Clipping the Coupon Below—Prompt Receipt Assured!

Edward Lyman Bill, Inc.
383 Madison Avenue, New York

Enclosed find $3.00—check—money order—cash—for which you will please send me “Piano Playing Mechanisms” postage prepaid.

Name

Address

Only $3.00
WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space in the second or fourth lines, again a year or two, and it will be at the rate of 25c. per line. If bold faced type is desired, the same rate will be 25c. per line. Rates for all other classes of advertisements on application.

BRUNSWICK AGENCY

Established six years. Doing business of $150,000 annually. Full second-hand outfits. Any agency business in piano business is entirely satisfactory. Also important business in a musical instrument's manufacturing and distributing business. Write Manager, South Broadway, New York City.

RECORD SALESMAN

We desire an experienced record salesman for wholesale rigid work. For consideration size detail, age, experience and references. Address "Gennett Records," Richmond, Indiana.

EXTRAORDINARY OFFER!

15,000 Standard Hill and Dox National records, black face, originally priced $11.00, sold for $5.00 each. Will accept orders in numbers. Address: Innes & Bovie, Winsted, Conn.

FOR SALE

Music store in Winsted, Conn. Established 26 years. One of the largest and finest music stores in Connecticut. Full line of instruments, records, etc. Full line of instruments. Address: J. H. Beene, Winsted, Conn.

EXTRAORDINARY OFFER!


Cotton Flocks

Air-Brushed, all fabrics; foreign matter eliminated for Record and Radio Manufacturing.

THE PECKHAM MFG. CO.

230 South Street
Newark, N. J.

COTTON FLOCKS

Air-Brushed, all fabrics; foreign matter eliminated for Record and Radio Manufacturing.

FOR SALE


C. J. HEPPE & SON.

1117 Chestnut Street

FOR SALE

Well established 85 growing and only exclusive music store, centrally located in live wire block. Experienced Manager and skilled personnel. Short notice may be given the present owners. Very liberal terms on exchange. This is your opportunity. Investigate. Lulah Smith.

200 CONSOLES FOR SALE!

Thinking of 200 more Console type phonographs, genuine mahogany, attractive Queen Anne design, antiques, highest class equipment, especially fitted to provide any make radio outfits, top grade radios, or cabinets, or any other quick shipment. Hanford Mfg. Co., Alexandria, Va.

POSITION WANTED—Experienced radio phonograph specialist wishes to make a change. Address: Mr. B. H. Jenkins, 2528 Broadway, Philadelphia.

B. E. Bensinger Explains Brunswick Co.'s Policies

President of Brunswick Co., an interesting article in "System," outlines the policies responsible for success.

Tracking the growth of the Brunswick-Balke-Collender Co. from its start up to the present day, in an interesting article in the October issue of "System," B. E. Bensinger, president of the company, explains the increasing success which has been enjoyed by his company, despite profound and rapid changes in business which necessitated the changing of the products of the company, to two policies, namely, that whatever product left the factories should embody the finest possible technical skill and material, and, secondly, that there was and is a better method of marketing the skill of the business than any that ever used. The maintenance of this policy, and the constant striving for the second have been the rule of the company since its inception, and Mr. Bensinger relates in an interesting fashion how they have saved the company three separate times.

The coming of prohibition, which meant the discontinuance of the making of bar furniture, which had been an important part of the company's activities, was the first of these instances, but instead of crippling in any way the wood-working and cabinet departments, the good name built up in the past stood the company and these departments turned to the making of piano cases with success and profit. In 1913 a slump in the piano business caused a shift to the making of phonograph cabinets, which department eventually turned into the making of the complete instrument, which rapidly assumed a position as one of the leaders in the field.

In 1926 the Brunswick-Radiola was introduced and the company enjoyed a most successful year. It is the phonograph manufacturing end of the business to which Mr. Bensinger devotes the major part of his article and he sums up the growth of the business in a few words: "Our getting into the phonograph business and our success in it have been just one long process of looking around for better and better means of marketing."

Mr. Bensinger concludes with all improved methods when they come or occur to him and of the place. We welcome any one who is at all likely to have a valuable suggestion — that means practically every one.

Mr. Bensinger then goes on to relate the manner in which an efficient manufacturing and distributing organization was built up. The difficulties which faced the company and the methods used to surmount them he describes, mentioning specifically the formation of a record-making department and the inauguration of the Brunswick New Hall of Fame. It was the following of the second policy mentioned above that induced the company in co-operating in the establishment of some 4,000 independently owned retail music stores, dealing chiefly, if not exclusively, in Brunswick products. He explains in detail how a handbook was prepared for the benefit of salesmen in opening up new accounts and which gave minute details to assist dealers in starting business, even to recommendations as to how to pay the salesmen and to secure prospects.

Chestnut Bros. Open Store

The Chestnut Bros. Music Co. recently opened a new store on Main street, Guthrie, Okla. This concern has been established for fourteen years and operates several successful branch stores.

Capstick Store Sold

NANNY-Go, Pa., October 5—The Capstick Music Co., of which W. E. Capstick was proprietor, has been sold to Samuel and William Grant Davis, prominent lumber merchants of this locality. The name of the concern will be changed to the Davis Music Co. and will be operated by William Grant Davis.

Opens New Store

LITTLE ROCK, Ark., September 28—J. D. Pope, prominent Southern music merchant, who has successful music stores in Little Rock, Pine Bluff, Batesville and Newport, has entered the field at Conway in association with L. Claud Powell in the Conway Music Co.

To Increase Warerooms

WINSTON-SALEM, N. C., October 3—Announcement has just been made by B. C. Snyder, of the Broadway Music Store, on East Fifth street, this city, that a three-story brick addition is to be built adjoining the present building. The Broadway concern will continue to occupy the old store, and also the basement and first floor of the addition.

Buys Cannon Music Store

EURUKA, Kan., October 3—R. H. Bratton has recently purchased the stock and fixtures of the Cannon Music Store and will operate the business under the name of the Bratton Music Co. Mr. Bratton has announced that he will handle phonographs, radio and other musical merchandise.

L. D. Heater Moves

L. D. Heater, talking machine and radio dealer, recently moved to larger quarters in the Pamapic Hotel, Portland, Ore.
British Trade Confident of Busy Season
as Business in All Lines Shows Gains

Effect of Broadcasting Programs in Disseminating Propaganda and Unusual New Recordings
Having Effect in Encouraging Business—New Edison Bell Policy—Other Important News

London, E. C., October 3—Last year at this time the talking machine trade hailed the advent of the Autumn and Winter seasons with full spirits. Never was optimism more rampant. This year it is my pleasure to go easily one better. Never has optimism been more warranted. The demand created by various factors, such as the increasing propaganda for music by the broadcasting programs, and the stupendous recordings by the leading gramophone companies of both classical and "popular" music, with the all-round reductions in prices of instruments and records, are all auspicious and favorable signs for a bumper season. With the reiposition of the McKenna Duties, too, the last fears of undue foreign competition have been swept from the minds of manufacturers and preparations for a tremendous demand have been made on all sides by general increases in capacity production. Wherever I go, I hear nothing but talk of the wonderful business done during the Summer months, a period in the past which has been characterised by big decreases of sales, and the most confident hopefulness is expressed in regard to the prospects for the Winter of 1925-6.

Columbia Graphophone Activities
Following upon the recent announcement by the Gramophone Co. of an Australasian factory comes the news that the Columbia Graphophone Co. is also about to set up a gramophone and record factory at Sydney, New South Wales. A luncheon to inaugurate the event was held towards the end of August at the Savoy Hotel, under the chairmanship of the Hon. Sir Arthur Cocks, Agent General for New South Wales. Supporting him were Sir George Croydon Mars, C. B. E. (the chairman of the Columbia Co.), Harry A. Parker (the Columbia Australian representative), and a number of prominent Australian Government officials.

In a speech recounting the principal Columbia activities during the last two years, since the time the new Columbia Grafonola and the "New Process" records were launched, Sir George said: "In the last two eventful years these gramophone productions have become the most popular in the world, so that it has been impossible to produce them fast enough to satisfy the demands. When I mention that in one month alone the Columbia Co. in London made and sold over 1,400,000 'New Process' records, you will understand that our success has been world-wide."

Harry Parker, who has for nearly twenty years represented the company in Australia, recounted how he had come to London in March with the intention of persuading the company to lay down an Australian factory, and how he was going out as the head of the new factory.

The latest news that the Columbia Graphophone Co. has acquired an important interest in the Carl Lindstrom Co., of Berlin, and in the Transoceanic Trading Co., of Amsterdam, is of highest importance. These companies, with their subsidiaries, have established factories and distributing centers for gramophones and records in the principal countries of the world. It is reported also that mutual working arrangements have been entered into between the three companies, which, it is believed, will be of material benefit to all parties.

New Edison Bell Policy
Messrs. J. E. Hough, Ltd., have just issued a first edition of a combined Edison Bell Winner and Velvet Face record catalog, which marks the passing of another milestone in the progressive career of the company. It has been noticeable for some time past that the quality of Winner records has greatly advanced and their increasing popularity in face of ever keen and growing competition has demonstrated that their improved tonal and surface qualities have not failed to impress the gramophone public.

The completion of the company's factory at Huntingdon, and its equipment with new and automatic machinery, coupled with the entire reorganization with every modern replacement at the old Peckham factory, have enabled Messrs. Hough, not only to increase their output, but to introduce all the advantages of the Velvet Face processes into the manufacture of Winners.

(Continued on page 218)

The

P I X I E  G R I P P A
S E N S A T I O N A L

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.

In fine Leatherette Case, Weatherproof ........................................ $8.00 gold
" " Solid Oak Case, Weatherproof ........................................ ..... 8.75 "
" " English Cowhide Case, Weatherproof .................................. 10.50 "
" " Teak Case, Insect proof ..................................................... 11.25 "
" " Andaman Padouk Case, Insect proof .................................... 12.75 "

Sole Licensees and Manufacturers
PEROPHONE, Ltd., 76-78 City Road
Cables Perowood LONDON, ENGLAND Bentleys Code

Weight, 9% lbs.
Measurements: 10 1/4" x 4 1/4" x 7 1/8"
218
THE TALKING MACHINE WORLD

FROM OUR EUROPEAN HEADQUARTERS—(Continued from page 217)

From September too, all 10 ins. Velvet Face records will sell at the same price as Winners, i.e., 2s 6d; and all 12 ins. Velvet Face records will retake their former price of 10s 6d. The new catalog, List No. 256, embraces some 3,000 titles of Winner and Vel- 
ett Face records issued to date.

Leipzig Fair Disappointment

From reports just to hand of the Autumn Leipzig Mess, I gather, that the economic instability still, to some extent, exists in Germany, pres- enting the promoters from claiming anything like a pre-war success. Fourteen talking machine

firms took space in addition to about 120 other musical instrument manufacturers. This somewhat smaller attendance than that of the last Autumn Mess, but a number which is still strong evid- ence of Germany's determined intention to go out for a big proportion of the European musical instrument business.

In conversation with one English visitor, I learned that the attendants from this country was decidedly poor, and that, generally, the business done was also very small. Despite the return to the stabilized mark, prices were ex- tremely low, and the business generally was not up to mark, even in 1924, when the Mekanos Duties were for the time abolished, were allowed to admit that they were unable to compete, except in the very special line with the English manu- facturers, and that in 1925, with the duties re- imposed, they were barely in a position to com- pete in any line. The competition between rival English manufacturers is to-day very keen and the English demand for distinctive designs and cabinet work so standardized that Con- 

ventional makers are unable to make any very great progress in the British markets.

Cabinet Makers Consult Creditors

The latest talking machine firm to consult its creditors are Walter G. Frain and Richard H. Hallett, trading as W. G. Frain & Co., of Albion Works, Albion street, Kings Cross. This firm specialized in the production of cabinets.

The Department of Overseas Trade has just announced that the British Industries Fair will

hold a firm specialized in the production of cabinets.

from September 25th to she 20th, of February next.

be exchanged, and that the British Industries Fair will.

for the time abolished, were obliged to admit

Next Year's British Industries Fair

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Special Announcement to U.K. and Colonial Buyers

HOMOCHORD RECORDS

REFLECT

TRUE TONE

VALUES

True tone is the outcome of perfect recording—Perfect recording is reflected in the sure test of the piano—Homochord piano recordings represent an amazing degree of fidelity hitherto thought impossible of achievement. All preconceived notions have been knocked on the head and we can truthfully aver that the difficult tones of the piano have at last been musically photographed on Homochord Records. This standard of tone perfection is the result of a new system of recording adopted in our laboratories which goes to insure a definite 100 per cent degree of fidelity in all HOMOCHORD RECORDS.

BRING TRUE MUSIC to the HOME

Colonial and Foreign Traders Should Write for a Special Sales Proposition

Regular monthly issues go to swell our big and up-to-date catalogue

THE BRITISH HOMOPHONE CO. Limited
19 City Road London, E. C., England
a sound-reproducing machine; Fig. 2 is an enlarged plan view of the invention showing its connection with a phonograph, and showing also the pivoted mounted stylus arms; Fig. 3 is a fragment showing one of the stylus arms in operative position and the others inoperative; Fig. 4 is a view showing the sound box swinging at a different angle or plane to enable the engagement of a different record; Fig. 5 is a section taken on the line 5-5 of Fig. 2; Fig. 6 is a fragment in section of the tone arm and sound box connection; and Fig. 7 is a section taken on the line 7-7 of Fig. 6.


The present invention relates to a repeating attachment for phonographs, and particularly to an attachment which may be adjusted to adapt the same to discs records of different diameters, and to records whose selections begin and end at different distances from the edge and from the center of the record.

It is another object of the invention to combine with an attachment of the general character mentioned a second or auxiliary device comprising an arm which may be so set as to engage the needle of a phonograph at the same point or nearly the same point in the reproduction sound as it traverses a guide way comprised in the phonograph, and whereby the device may be constructed in such a form as to enable the engagement of records which are already known and obtainable upon the market, and in use.

In the accompanying drawings Fig. 1 is a plan view of the repeating attachment. Fig. 2 is a plan view of the repeating element; Fig. 3 is a top plan view of the inner face of Fig. 1; Fig. 4 is a cross section on line 4-4 of Fig. 1; Fig. 5 is a side elevation of the automatic stop as shown in Fig. 1; Fig. 6 is a side elevation of a stop attachment adapted to be readily applied to a form of repeater now on the market and in use.


This invention relates to foldable cardboard phonographic record devices and refers particularly to devices of that character carrying phonograph records. The object of the invention is a device made of cardboard, or similar material, and carrying a phonographic record, the device being so constructed and arranged that it may be folded for mailing purposes with full protection to the record and which is capable of placement upon the record table of a phonograph for reproducing purposes.

In the particular form of the device of the invention, shown in the accompanying drawings, similar parts are designated by similar numerals.

Figure 1 is a front view of one form of the device in folded form for mailing purposes.

Fig. 2 is a rear view of Fig. 1. Fig. 3 is a top plan view of the inner face of Fig. 1 in an unfolded position. Fig. 4 is a top plan view of the device folded for phonographic reproduction purposes. Fig. 5 is a section through the line 5-5 of Fig. 4. Fig. 6 is a section through the line 6-6 of Fig. 2. Fig. 7 is a vertical sectional view of the inner face of the reproducer needle on the record; Fig. 8 is a transverse sectional view on the line 8-8 of Fig. 7 looking in the direction of the arrows; Fig. 9 is a sectional view through the raceway of the ball bearing substantially on the line 9-9 of Fig. 8; Fig. 10 is a section on the line 10-10 of Fig. 5; Fig. 11 is a section on the line 11-11 of Fig. 5; Fig. 12 is a rear view of the tone arm showing the reproducer counterbalancing weight in one of its operative positions in which it acts to decrease the pressure of the reproducer needle on the record; Fig. 13 is a similar view but showing the counterbalancing weight in an inoperative position; Fig. 14 is a view similar to Fig. 12, but showing the counterbalancing weight in a position to increase the pressure of the reproducer needle on the record; Fig. 15 is a vertical sectional view of the tone arm showing the strengthening webs in place; Fig. 16 is a cross-section on the line 16-16 of Fig. 15; Fig. 17 is a section on the line 17-17 of Fig. 15; Fig. 18 is a vertical sectional view of the tone arm showing a modified type of strengthening web; Fig. 19 is a section on the line 19-19 of Fig. 18; Fig. 20 shows one of the strengthening webs used in the modification of Fig. 18; Fig. 21 shows a still further modified form of strengthening web with the means associated therewith for causing the sound to filter through perforations in the strengthening web; Fig. 22 is a section on the line 22-22 of Fig. 20.
Edison Disc Records

ADVANCE RECORD BULLETINS FOR NOVEMBER—(Continued from page 221)

THE TALKING MACHINE WORLD

ADVANCE RECORD BULLETINS FOR NOVEMBER—(Continued from page 221)

I'm Tired of Everything Now!—Fox Trot

I Want You All for Me!—A Popular Ballad

Chesley, John Mark Fishker, Red Mills

My Sweetie Girl—Sure with Vocal: Accompaniment by Mrs. M. M. Forder

The Talkin' Machine World (Chicago: World, 1920)
"The Roll of Honor"

The higher the quality and the more uniformly and reasonably priced player rolls are, the more forcefully they serve to stimulate player sales.

We want U. S. Rolls to yield the greatest possible amusement returns from the player owner's investment.

"Your player sales can only be as great as you make your roll trade."

UNITED STATES MUSIC COMPANY,
2934-2938 West Lake Street, Chicago
125 Fifth Avenue, New York

Sell U. S. Rolls — You'll Sell More Players!

Vocalion Records
1515 Kirby Kid, Piano (Vocal Harmonies)—For Dance, with Vocal Chorus, Sam Selvin and His Orch.
CONSTRUCTIVE ARTICLES IN THIS ISSUE OF THE WORLD
Ready Reference for Salesmen, Dealers and Department Heads

TEST IT.
OUR VICTOR
Record Service
has a reputation for efficiency.
Suppose you try it.
E. F. DROOP & SONS CO.
1500 G. STREET, WASHINGTON, D.C.
164-140 CLAY STREET, BALTIMORE, MD.

CORRESPONDENCE FROM LEADING CITIES

Cleveland, 67—Cincinnati, 70—Akron-Canton, 72—Milwaukee, 78—San Francisco, 86
—Indianapolis, 94—Toledo, 98—Minneapolis and St. Paul, 102—Pittsburgh, 106-108
—St. Louis, 112—Kansas City, 112—Richmond, 132—Baltimore, 136-137—Chicago, 141-159

Indiana Association Meet
To Be Held October 28-29

INDIANAPOLIS, IND., October 7—W. J. Baker, president of the Indianapolis Music Dealers Association, has announced that the date of the proposed meeting planned for the formation of a State Association in Indiana has been postponed until October 28-29. An interesting program for the session is now being drawn up and it is expected that several speakers of national prominence in the trade will attend.

Tom Butler, proprietor of the Butler Music Store, Wabash, Ind., for the past sixty-two years, has sold the business to Mr. and Mrs. Esther Marks, who will operate the store in the future.

SOUTHERN
VICTOR WHOLESALE COMPANY
The Carley Company
RICHMOND, VIRGINIA

Indiana:

Ocrosert 15, 1925
1603 My Swsera Turned Me Down—Baritone Solo, with Orchestra
1407 Siteliltad=renot Solo, with Orchestra
2087 Small goods, and also will handle the agency for the Harrison Bros. Music Co.
2088 A. Hospe, head of the business, to afford numerous advantages, and the store will have two large entrances, one on Farnum and another on Chestnut street.
2089 Present lease on the Hospe quarters at 1513-15 Chestnut st. has just been opened on Main street, this city, consolidated.
2090 Three competitive music stores, which they consolidated, their business enabled them in 1918 to purchase Poling’s Plans for Concerts
ARKOV, O., October 6—Edward G. Poling, well-known local music dealer, and who for several years has presented a popular artists’ concert course here, has planned his program for this Winter. He will offer six world-famous artists, the concerts to be held as usual in the Akron armory.
2091 Artists who will appear and the dates of their presentation follow: Margaret Matzenauer, contralto, October 13; Reinad Werrenrath, baritone, November 17; Cecilia Hansen, violinist, December 15; Alexander Poling, pianist, January 14; Hilda Lashanska, soprano, February 16, and Edward Johnson, tenor, March 2.
2092 J. A. Morris Co. has just opened the Music Temple at 27 Branford Place, Newark, N. J.
2093 Radio is handled.

Hospe Makes New Lease
OKLAHOMA CITY, OKLA., October 3.—A branch of the Chestnut Bros. Music Co., of Guthrie, has just been opened on Main street, this city, and is dedicated with a reception and music program on the opening day. The concern will carry a full line of pianos, phonographs and small goods, and also will handle the agency for a well-known pipe organ for this section. The proprietors of the company are O. G. G. and E. W. Chestnut, who began business in Chestnut st. about fifteen years ago. They moved to Guthrie about 1911, where the growth of their business enabled them in 1916 to purchase the future.

Poling’s Plans for Concerts
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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
invented—
perfected—
and actually makes
The NEW EDISON

Dealers who hear the New Edison in side-by-side comparison with other phonographs seek the Edison franchise—because it is easier to sell the product they know to be the best.

THOMAS A. EDISON, Inc.
Orange, N.J.

Jobbers of the New Edison, Edison Records, the Edison Diamond Amberola and Blue Amberol Records

CALIFORNIA
San Francisco—Edison Phonograph Distributing Co.

COLORADO
Denver—Edison Phonograph Distributing Co.

GEORGIA
Atlanta—Phonograph, Inc.

ILLINOIS
Chicago—Edison Phonograph Distributing Co.

LOUISIANA
New Orleans—Diamond Music Co., Inc.

MASSACHUSETTS
Boston—Forder-Elkins Co., Inc.

MINNESOTA
Minneapolis—Lawrence M. Lueck.

MISSOURI
Kansas City—Edison Phonograph Distributing Co.

MOBILE
Montana—Montana Phonograph Co.

NEW JERSEY
Orange—Edison Phonograph Distributing Co.

NEW YORK
Albany—American Phonograph Co.
New York City—J. P. Bachman & Son (Amberola only).

NYACK
Phila—W. J. Andrews Co. (Amberola only).

OHIO
Cleveland—The Phonograph Co.

PENNSYLVANIA
Philadelphia—Grind Phonograph Co.

Pittsburgh—Homan Phonograph Co.

WILLIAMSPORT—W. A. Myers.

RHODE ISLAND
Providence—J. A. Foster Co. (Amberola only).

TEXAS
Dallas—Texas-Oklahoma Phonograph Co.

UTAH
Ogden—Proud's Sporting Goods Co.

VIRGINIA
Richmond—The C. B. Haynes Co., Inc.

CANADA

Rochester—R. M. Williams & Sons Co., Ltd.

VANCOUVER—Kent Piano Co., Ltd.

VICTORIA—K. S. Williams & Sons Co., Ltd.

WATSON BROS. (Amberola only).