

# The TALKING MACHINE WORLD

For dealers  
wholesalers  
& manufacturers  
of phonograph  
& radio products

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



NOW - the Complete  
Musical Scale - by Electricity

## The BRUNSWICK PANATROPE



*The Sign of Musical Prestige*

# Brunswick

Manufacturers

Established 1845

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PANATROPE - THE ENTIRE MUSICAL SCALE

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**SONORA PHONOGRAPH COMPANY, INC.**

279 Broadway, New York

# The Talking Machine World

Vol. 21. No. 12

New York, December 15, 1925

Price Twenty-five Cents

## A. Thallmayer Columbia Foreign Record Manager

Will Be in Complete Charge of All Details Incidental to Sales and Recording of Columbia Foreign Records—Has Had Remarkable Career in Europe and America

W. C. Fuhr, vice-president and general sales manager of the Columbia Phonograph Co., Inc., announced on December 1 the appointment of A. Thallmayer as manager of the Columbia foreign record division, with headquarters at the executive offices, 1819 Broadway, New York City. Mr. Thallmayer will be in complete charge of all details incidental to sales and



A. Thallmayer

recording in connection with Columbia foreign records and he brings to his new post an exceptional experience and knowledge of this important branch of record business.

Mr. Thallmayer rejoins the Columbia organization, with which he was associated more than twenty years ago. It was in 1902 that Mr. Thallmayer entered the service of the old Columbia Co. in Berlin, Germany, and for a number of years he was manager of the company's branch in Vienna, Austria. The polyglot population of the old Austrian Empire made it necessary for the recording of records in many languages and it was the Austrian repertoire of those days which laid the foundation for the Columbia foreign record business in America.

Coming to America in 1913, Mr. Thallmayer became identified with the Columbia foreign record division in this country and traveled extensively for many years in the interests of that department. In 1920 he was associated with the Columbia branch in Philadelphia in connection with foreign language activities, leaving that position to become manager of the foreign record division of the General Phonograph Corp. In this position Mr. Thallmayer added considerably to his prestige as a sales and recording leader in the foreign records field.

The previous experience enjoyed by Mr. Thallmayer over a period of twenty-three years in connection with foreign language activities will now be placed at the disposal of Columbia dealers throughout the country. Mr. Thallmayer has made an exhaustive study of every phase of the foreign record business, and in returning to the Columbia organization he brings with him a knowledge of foreign language record activities that not only insures his success but also means the profitable development of the Columbia foreign language library.

## Powel Crosley, Jr., Buys the Amrad Radio Assets

Will Be Chairman of Board of New Company Which Will Operate Recently Purchased Business of American Radio and Research Corp.—Harold J. Power, President

The assets of the American Radio & Research Corp., Medford Hillside, Mass., have been purchased by Powel Crosley, Jr., president of the Crosley Radio Corp., Cincinnati, according to information just made public. In an interview given out by Mr. Crosley he stated that a new company is being formed to be known as the Amrad Corp., which will be controlled by him personally, as chairman of the board of directors. It is understood that Harold J. Power, former president of the American Radio & Research Corp., is to be president and general manager of the new company, which will be operated at its present location. The name Amrad has long been well known in the radio industry. It was truly one of the pioneers, this organization dating back long before the world war. It has always been foremost among radio concerns in fostering radio research, having contributed from its laboratories such developments as the "S" tube, used extensively for rectification for alternating frequency currents.

Amrad is licensed under the basic patents on Mershon electrolytic condensers, used extensively, not only in radio, but for electric power transmission work. It is licensed under the Hazeltine Neutrodyne patent.

During the war Amrad was quite active in the development of submarine detecting devices for the United States Government, in co-operation with the Naval Consulting Board, and built a large quantity of radio equipment for the American Expeditionary Forces and for the United States Navy.

Amrad is said to have operated the first successful broadcasting station in the United States in 1915. Amrad has experienced some financial difficulty during the past few years, due partially to an overproduction during the first few months of the broadcasting craze. Under the reorganization Amrad will be amply financed, and will immediately resume the production of radio equipment with the announcement of several new things in the way of receiving equipment, which have been under development for the past few years.

Through the purchase of Amrad, Powel Crosley, Jr., president of the Crosley Radio Corp., who also controls the Canadian De Forest Radio Corp., Toronto, Canada, becomes a still more prominent figure in the radio industry. Mr. Crosley's rapid attainment of his position of manufacturing more radio sets than any other concern in the world is one of the romances of the business world, and many interesting developments may be expected through his latest venture in acquiring Amrad.

## W. W. Evans Joins Sales Staff of Gross-Brennan, Inc.

W. W. Evans, formerly connected with the sales staff of the phonograph and radio department of L. Bamberger & Co., Newark, N. J., and at one time identified with the Q R V radio service, has joined the sales staff of Gross-Brennan, Inc., Stromberg-Carlson and Glenn L. Martin representatives. Mr. Evans is familiar with all phases of radio merchandising and is joining the Gross-Brennan organization in order to permit this company to broaden its service

## R. S. Peer Made Okeh General Sales Manager

Promotion of Popular Member of Staff of General Phonograph Corp. to Manager of Sales Promotion of the Record Division Pleases Hots of Friends in Trade

Otto Heineman, president and founder of the General Phonograph Corp., New York, manufacturer of Okeh and Odeon records, announced this week the appointment of R. S. Peer as general sales manager of the record division. Mr. Peer will be in direct charge of all sales activities sponsored by the General Phonograph Corp.'s record division, and will be as-



R. S. Peer

sisted by a capable organization at the executive offices.

The promotion of Mr. Peer to the important post of general sales manager of the record division will be welcome news to Okeh and Odeon jobbers and dealers throughout the country, as Mr. Peer has won the esteem and friendship of the trade from coast to coast. For the past six years he has been identified with the record activities of the General Phonograph Corp., occupying in recent years the important post of director of record production. Mr. Peer has spent the greater part of his time away from his desk, keeping in close touch with Okeh and Odeon jobbers throughout the country in order to become intimately familiar with their problems and the problems of their dealers. A considerable measure of the success he has attained as an Okeh sales executive may be attributed to his thorough knowledge of record merchandising and the fact that he is working in close co-operation with Okeh and Odeon jobbers and dealers. In his new post, Mr. Peer's activities will be broadened considerably and the Okeh and Odeon jobber and dealer organization will be given ample opportunity to assist Mr. Peer in achieving further success with the popular Okeh and Odeon record libraries.

## Panatrope Demonstrated

DENVER, COL., December 5.—A demonstration of the Brunswick Panatrope was given in the Magnolia room of the Albany Hotel late last week, with a large attendance of music critics and newspaper representatives comprising the audience. The concert was given under the direction of William A. Haefliger, of the local branch of the Brunswick Co.

# Building Sales Volume After the Holidays

Momentum of Pre-Christmas Sales Campaigns Develops Prospects  
Who Can Be Sold After the Holidays — Other Profit Possibilities

Ten days more of holiday business—then what? By the time this issue of *The World* reaches the trade holiday sales campaigns will have been operating for some days. The records of past years show that while holiday sales usually represent the cream of the business year the momentum gained through intensive sales promotion—publicity, direct mail, concentrated effort—carries on into the new year. In other words, if this intense effort to secure business prior to the holidays results so favorably an equally determined attempt to make sales after Christmas is bound to redound to the benefit of the dealer.

There are many sound reasons why this is so. In the first place many people do not purchase their gifts until after Christmas, in the second place many individuals have manifested their interest in a talking machine, radio set or other musical instrument and each one of these is a live prospect. The time to go after these prospects is before the interest generated by pre-holiday advertising dies down. Get the name and address of each "shopper" and then hammer away by personal calls, direct mail, or telephone. Once the point is reached where a demonstration is arranged the instrument is half sold. In the third place many individuals receive checks for Christmas, and what better way of spending this gift money than on an instrument which will bring happiness and entertainment for a long period. Sell these prospects that idea and machines will move from your floors into homes where they belong. In the fourth place, many people will receive as gifts talking machines, radio sets, or other musical instruments.

Every time an instrument is sold, no matter what kind of an instrument it may be, there is a chance for follow-up sales. If it be a talking machine customer, get on the job and sell records. Immediately after Christmas is the time to acquaint the new owner with the wealth of good music in the record catalog. A silent talking machine means lost profits as far as the dealer is concerned. It is up to the dealer, then, to see that these new instruments have no chance to be silent. New records mean renewed interest in the talking machine. Playing the old numbers over and over again cloy on the musical appetite. Make the same de-

termined and intelligent effort to sell records that you put into the sale of the machine and there will be few silent instruments in your customers' homes. If a radio set has been sold as a Christmas gift there is always a chance to make additional sales of accessories—battery chargers, battery testers, earphones, speakers, etc. In the case of other instruments don't forget that you have money invested in sheet music, strings, etc.

What has been said regarding the wonderful new year possibilities for a continuation of

*Intensive campaigns of talking machine dealers prior to Christmas result in big business volume during this season. Equally determined attempts after the holidays should have the same favorable effect on sales. The accompanying article outlines some of the excellent opportunities for profit.*

the good business enjoyed prior to the holidays is a picture every dealer would like to see come true. There is no more musical sound than the melody of the cash register bell sounding loud and clear above the shuffling feet of customers and the music emanating from the demonstration rooms. But the cash register music will be conspicuous by its absence if the dealer does not do his share, and this means nothing more or less than that the after-holiday prosperity of the dealer depends on himself.

What can the merchant do to keep the after-holiday business up to the mark? The answer is simple. He can and should carry on the sales promotion campaign started before Christmas. Just because the holidays are over is no reason why advertising should be cut out entirely. On the contrary when business naturally slows down the time is ripe for even more intensive efforts to get business. Keep up your advertising. Make the window displays as attrac-

tive, as original and as distinctive as you made them during the holiday season. Change the displays as often. A dusty, uninteresting window is not a business getter. It is a stockroom, a non-producer that costs the merchant money, and, too often, a place for the dust to collect. People do not stop before a window of this kind. They give one look and hurry past where their eyes may rest on more cheery and interesting things. A good motto for every dealer to place where he can see it often is: "The time to put on a sales promotion campaign is all the time."

It is the sustained effort to get business which is the most resultful in the long run. A flash of energy by the dealer, manifested in an unusual advertising campaign, certainly will stimulate sales for the time being, but when the drive is terminated sales will drop. On the other hand, where the dealer makes a continuous effort to build sales volume his total will be greater at the end of a year than that of the merchant who splurges now and then. While the holiday season presents the greatest opportunity of the entire year for merchandisers there is no doubt that there is a certain after-holiday demand which the dealer can take advantage of if he is fully alive to the situation and seriously makes an effort to get some of this business. If the talking machine dealer does not do so merchants in other lines will be found to be quick to turn this situation to their own advantage, thus getting the profits which could be secured by the talking machine merchant. With these facts in mind, don't lose sight of the after-holiday opportunities for sales—thus starting the new year right.

## Hazeltine Corp. Earnings

The Hazeltine Corp., New York, reports earned income of approximately \$84,000 for the third quarter of 1925, based upon preliminary reports from licensees. This compares with earned income of \$61,401 reported in the second quarter of the year and \$57,860 reported in the third quarter of last year. Earned income for the first nine months of 1925 amounted to \$193,913 before providing for Federal tax reserves.

## Holiday Greetings

We extend to our many friends in both the talking machine and radio fields our hearty wishes for a Merry Christmas and a Happy New Year.

We have appreciated your patronage of the past and solicit your orders of the future.

For the coming year we promise the best in record albums through the Nyacco line, and in the radio line we will continue to keep abreast of the newest developments in that field.

## New York Album & Card Co., Inc.

23-25 Lispenard Street, New York

Good News for  
dealers ~ ~ ~ ~

~ BRUNSWICK ~  
PRESENTS

World's FIRST  
PURELY ELECTRICAL  
Reproducing Musical  
Instrument

# Brunswick Panatrope

The joint achievement of the Four World  
Leaders in electrical and musical acoustics:  
The Radio Corporation of America, The  
General Electric Company, The Westing-  
house Electric & Mfg. Co., and Brunswick

## Important Changes in Its Field Forces Made by the Victor Talking Machine Co.

New Plan Calls for the Division of the United States Into Four Chief Sales Areas, Each With a District Sales Manager, With Headquarters at Strategic Points in His Territory

A radical departure from former arrangement of its field forces has been made by the Victor Talking Machine Co. in order to meet the growth of business and increased public interest in Victor products. The new scheme of field representation calls for the division of the United States into four chief sections or sales areas, each with a district sales manager with

These four district managers have all been chosen from the traveling department of the Victor Co., and that department has been subdivided under the direction of the new district sales managers. These four gentlemen have in their period of service with the Victor Co. built up a wide range of acquaintance among dealers in Victor products from coast to coast. They



Victor Sales Department Officials in Conference

offices at a strategic point. The four divisions of the country are as follows:

The central district, including the States of the Mississippi Valley, headquarters at 105 West Monroe street, Chicago, Ill.; district sales manager, C. Lloyd Egner, in charge.

The Northeastern district, including the New England States, New York and northern New Jersey. Ralph S. Cron has been appointed district sales manager for this territory, with offices at 28 West Forty-fourth street, New York City.

The Southeastern district, including the States south of Pennsylvania, with district sales manager, R. A. Bartley, in charge, having his headquarters at the Victor Co. in Camden.

The Pacific Coast district, including all the Rocky Mountain region, will be the territory of District Sales Manager O. L. May, whose offices will be located at 215 Market street, San Francisco, Cal.

have the confidence of dealers and of the Victor Co., and will undoubtedly aid in establishing closer relations between the company and dealers in the solution of their common problems.

The system, which requires the appointment of the district sales managers, has already been put into operation, and is working out successfully. Under the new arrangements it will be possible for distributors and dealers in Victor merchandise to keep in closer touch with the policies of the company, and, on the other hand, it will be possible for the Victor Co. more quickly to sense the needs and requirements of each part of the country in which a district sales manager is stationed. It is expected, and in fact already proved by the working out of the new arrangement since the appointment of the district sales managers, that the new system will be a valuable feature of the service rendered by the Victor Co. to those who dis-

tribute and retail its talking machine products.

The photograph accompanying this article was taken by the Victor staff photographer at a recent conference of the sales department officials, at the offices of Roy A. Forbes, manager of sales and merchandise. Conferences such as these, arranged for regular intervals, will keep the Victor Co. apprised of conditions in the market and the requirements of the trade. Thus, by the new plan, the dealer and the company are brought closer together, with factory representation at strategic points, traveling men to give attention and sympathetic ear to dealers' problems, and, behind all, the co-operation and experience of officials at Camden.

### W. A. Timm Oked Manager of Foreign Record Dept.

Connected With the General Phonograph Corp. for Past Five Years—Long Interested in Music Field—Plans Extensive Campaign

R. S. Peer, general sales manager of the Oked record division of the General Phonograph Corp., New York, has announced the appointment of W. A. Timm to the post of manager of the foreign record department. Mr. Timm has been with the General Phonograph Corp. for the past five years, coming to the company from Europe, where he had a great deal of experience in the music field. He speaks and writes all the principal languages of the world, which makes his services in the foreign language record business of great value.

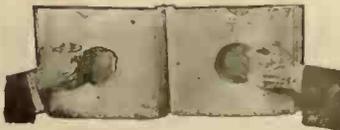
Mr. Timm is well known among foreign record dealers, and the musicians who make foreign language records in this country. He will have charge of the extensive repertoire of Odeon recordings brought over from Europe through the General Phonograph Corp.'s affiliation with the Carl Lindstrom Co., of Germany, as well as foreign language recordings made in the company's own laboratory in New York City. The General Phonograph Corporation has a very extensive catalog of records for people of all nationalities represented in this country.

Mr. Peer has announced that extensive sales and advertising plans for the foreign repertoire are in the course of preparation.

### Great Zenith Publicity Drive

Forty-one distributors and dealers co-operated with the Zenith Radio Corp. of Chicago in a smashing six-column advertisement in the New York Times on December 6. The advertisement was based on the Zenith "selected dealer" policy, and Zenith's famous challenge: "More stations in a given length of time, under identical conditions, than any other radio in the world." Jobbers and retailers report a strong demand for the Zenith products throughout the metropolitan district of New York.

## NATIONAL RECORD ALBUMS SET THE STANDARD



*Strength, Beauty, Value are  
the Outstanding Features*

Furnished in cloth or beautiful brown mission binding

Valuable Phonograph Records Are Safely Kept in National Albums

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

This Christmas ~ ~ ~  
marks the beginning of  
a new musical history

~ MUSIC ~

—the entire musical scale—  
now reproduced completely  
by the newly-discovered  
*electrical* principle of  
sound reproduction and  
*electrical* recording.

# Brunswick Panatrope

The joint achievement of the Four World  
Leaders in electrical and musical acoustics:  
The Radio Corporation of America, The  
General Electric Company, The Westing-  
house Electric & Mfg. Co., and Brunswick

# Eighty Per Cent of Sales From Follow-Up

Systematic Follow-Up of Inquiries Responsible for Bulk of the \$175,000 Annual Business Done by Harry Parnes' Brooklyn Store

The important point in merchandising is not how many people come into the store, but how many of them are sold. Considerable money is spent in getting people to enter the retail warehouses of talking machine dealers—through advertising, window displays, etc.—and when this has been accomplished very often only a small percentage of the inquiries are sold. Unless the dealer makes a serious attempt to keep after prospects secured through inquiries his percentage of sales in comparison to the number of store visitors is bound to be small. The answer, according to Harry Parnes, is to follow up inquiries systematically and determinedly.

## Big Sales Due to Follow-Up

Harry Parnes is one of the most successful talking machine dealers in Greater New York. He is interested in two large and successful talking machine stores in New York City itself. In addition, he is the proprietor of a store on Flatbush avenue, and another on Thirteenth avenue, Brooklyn, as well as an establishment which has just been opened in the Bay Ridge section of Brooklyn.

J. L. Rothwein, manager of the Thirteenth avenue establishment, is authority for the statement that over 80 per cent of the entire business of that store is due to follow-up of inquiries. When it is considered that the business at this store grosses between \$150,000 and \$175,000 annually it will be seen that the number of sales made in this way is indeed large.

## Developing Inquiries

This establishment makes a specialty of developing inquiries and then following them up. Considerable good will has been built up in the section of the city where the store is located through supplying instruments for various organization functions. Not so long ago a talking machine was loaned to a business school to make the social affair it was sponsoring a success. At periodical intervals an instrument is loaned to various charitable organizations. Last month a piano was loaned to a group of bankers who staged a banquet.

Needless to say this service is appreciated. Of course a neatly printed card tells those present where the instrument came from. Mr. Rothwein considers this the best sort of advertising. There is no means of checking the inquiries and sales that have developed from publicity of this character. The effect is cumulative, however, and it is safe to state that those present at these affairs remember the Parnes

store when they think of a musical instrument, whether it be a talking machine, piano or a radio set. Of course the usual advertising is resorted to and this also develops inquiries and sales.

## Information for the Follow-Up

The important consideration, according to Mr. Rothwein, is to secure the information on which to base the follow up. A card system



J. L. Rothwein

has been installed at the store, and before a person who enters to look around and to inquire regarding an instrument, terms, etc., leaves, the salesman is practically certain to have his or her name, address and other data. This is entered on a card, space being provided for the following information: Date, name, address, business, phone number, interested in, price, terms, exchange make, allowance and report. Under the heading of "Report" the salesman enters in detail the conversation with the prospect, and when the prospect promised to call for a further demonstration. If the individual does not call as promised a salesman immediately gets on the job with the result in sales mentioned.

## Eliminating Collection Troubles

Naturally where so great a volume of busi-

ness is done there must be many outstanding accounts, with the usual number of customers who are inclined to let their payments slide. This store alone has between 400 and 500 outstanding accounts. Three statements, worded as follows, are sent out to customers who are inclined to be lax in their payments before the regular collection letters are mailed at regular intervals:

## Credit Dept.

Dear Sir:—Your payment of \$5.00 is due on your account with us, of ..... P. C. and payable at our office.

We would appreciate a prompt remittance on the date due. Yours very truly,

HARRY PARNES.

These notices, which are numbered one, two and three, are sufficient to bring in all but about 7 per cent of the outstanding accounts. To those who still withhold the payment the following letters are sent:

Dear Sir: A number of friendly notices of monthly payments have been sent to you but we have not received any remittance. Another statement of ..... will soon be due.

Your contract provides that these payments be made promptly each month, and it is necessary for our mutual benefit that you bring the account up to date.

We therefore courteously but urgently request payment without delay. Yours truly,

Dear Sir: This letter must of necessity be our last request for payments now due on your account with us. Unless these payments are made now we will be forced to resort to the contract which provides that the entire balance shall at our option become due should you fail to make payment as agreed.

We have attempted to deal fairly with you in this matter and have sent you three separate notices of payment and this is our second letter to you on the subject.

Our next step, unless payments are met, must be a more direct one.

We hope you will not compel us to take legal action as it usually proves embarrassing and costly to you. Kindly remit at once. Very truly yours,

Dear Sir: Before going into court which will necessarily prove expensive to you, we are asking you for the last time to bring your delinquent account up to date.

If there is any reason why you cannot remit at once, will you please get in touch with the writer. Unless we hear from you by return mail we will be forced to resort to legal means of collecting the balance due.

Yours truly,

The test of a collection system is its effectiveness. Harry Parnes' system has proved its effectiveness in a convincing manner, namely, in the last eight months collection difficulties have been overcome without once taking the matter to court for settlement.

## Times have changed in the Record Business

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

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

## The Audak System

The modern method of demonstrating and selling records

Without the Use of Booths

Desire 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.





# Shielded and Sealed



No. 601 RECEIVER, Table Model, 6-tube; totally shielded; dual control; equipped with volt meter; operates horn or cone type Loud Speaker; Solid Mahogany. \$210 without accessories.

No. 602 ART CONSOLE, American Walnut cabinet; Built-in loud speaker; Same operating unit as No. 601. \$340 without accessories.

Prices quoted are for the United States east of the Rockies.

**Stromberg-Carlson Receivers are shielded against interference.**

In the No. 601 and No. 602 Receivers, heavy copper shields guard all four tuned radio frequency circuits from every extraneous sound except that to which the antenna is tuned. Not a condenser, not a coil, not a fraction of an inch of wire can pick up any frequency except the one to which you tune the antenna. That is Stromberg-Carlson Rejection.

**Stromberg-Carlson Receivers are shielded against thoughtless handling.**

This ensures that the distance ability, the marvelous tone quality and the selectivity which the shielding makes possible, shall remain unchanged.

**Stromberg-Carlson Receivers are sealed.**

And with each instrument goes the manufacturers' guarantee of its faithful performance as long as the seals remain unbroken.

*The protection which Stromberg-Carlson gives its product, is typical of the protection given to its dealers—in price; in freedom from service costs; in customers' good-will.*

**Stromberg-Carlson Telephone Manufacturing Co.**



1060 University Avenue  
Rochester, N. Y.





(Registered in the U. S. Patent Office)

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Long Distance Telephones—Numbers 2642-3-4-5-6-7-8 Vanderbilt  
 Cable Address: "Elbill," New York

NEW YORK, DECEMBER 15, 1925

### Retrospective and Prospective

THE approach of 1926 sees the talking machine trade in better condition in every way than it has been for a number of years, with the prospect of that condition continuing for an indefinite period as a result of the momentum that has been given the industry by the introduction of new reproducing instruments and new records and the wide publicity that has been given these new products.

In casting up their accounts for the year, it is probable that a considerable majority of talking machine concerns will be somewhat disappointed by the actual figures. Although business has been stimulated to a remarkable degree during the past two or three months, actual business is to a great extent of the future—for the reason that adequate supplies of new instruments have not been, and are not now, available to meet the demands of the public.

The outstanding feature that provides the most solid ground for optimism is the heavy increase in the demand for records of all kinds, and particularly for the improved types that have gone so far to rekindle public interest in talking machine music. It is stated authoritatively that this Fall saw the greatest volume of record sales in the history of the industry, and although some of these sales were made on a reduced price basis, this does not in any way detract from the fact that the public is still interested in the talking machine and what it offers. Incidentally, the demand for the new types of records at regular prices has been so substantial as to tax the production facilities of the various factories.

In connection with the marketing of the new records and their acceptance by the public, it is particularly significant that in practically every case the improved records, most of them made through the application of electrical processes, were presented to the public without any great furor and not hailed as something revolutionary. The heavy demand that has come for these new recordings, therefore, may be taken to reflect the ability of the public at large to appreciate real improvements in recording and to show that appreciation in the most tangible way.

The trade is going into the New Year with a seller's market, a situation that has not existed for half a decade, and there is every indication that despite the efforts of the manufacturers to speed up

production, which are real and not fancied, it will be some months at least before the output of the new models will in any way approach the normal demand. As a result, selling during the past few weeks has consisted largely of securing the customer's order for future delivery and keeping his interest alive until such delivery can be made.

The placing of new products on the market has done much to solidify the trade into one co-operative organization, for although the manufacturers did their share in advertising and demonstrating new instruments, it was due to the efforts of distributors, and particularly dealers working in concert, that these demonstrations became really effective and reached the greatest number of people. The full results of this very successful work of propaganda and exploitation will not be realized for several months to come, or until new instruments are immediately available for all who desire them.

For those dealers who handle radio in conjunction with talking machines the coming year likewise holds much promise. During 1925 much has been accomplished towards the stabilization of the radio industry, the weaker manufacturers dropping by the wayside, while those who continue are carrying on their business on a sound, efficient basis that makes for permanency.

During the past few months there has been a considerable amount of unloading of surplus stocks of radio receivers, or of models that have been superseded, but these instances have not been sufficiently numerous to affect the industry seriously, and the number of such unloading sales is steadily decreasing, which may be taken as an indication that the period of liquidation is drawing to a close unless some unusual emergency arises.

The last six months of 1925 have seen the placing on the market of highly improved radio receiving apparatus of the sort that the dealer can sell with the full confidence that it will accomplish promised results and that if these results are not forthcoming the manufacturer will be found standing back of his product and ready to make the necessary adjustments. Then, too, there has been a tendency on the part of manufacturers to grant greater protection to dealers in the matter of territory and caliber of competition, and discounts have been lengthened to enable the dealer to give the necessary service to customers, to take care of his normal overhead and at the same time leave something for profit.

In the offing there also appears the promise of some regulation of the broadcasting situation that will facilitate the work of demonstration and at the same time give to the customer a greater amount of satisfaction in his purchase. The Federal Government, in fact, has declared, unofficially, that a definite attempt will be made to keep the number of broadcasting stations within reasonable bounds, separate the wave lengths to a degree that will simplify reception, and altogether put the matter on a more satisfactory basis than exists to-day. This has to do with merchandising only so far as it keeps the ultimate consumer satisfied and enthusiastic.

Taking everything into consideration, there is no reason for any member of the trade viewing the coming twelve months with anything but a spirit of optimism, provided he has kept his house in order and has taken and will take advantage of the opportunities that lie before him. In this connection it might be mentioned that these very favorable conditions are not guaranteed for eternity and that the manufacturer, distributor or dealer who adapts "manana" for his slogan is going to miss much of the cream of the business. Those who make the money will be those who work as though all the business that was to be done in future must be done within the span of a single year. After that, they can revise their perspective and renew their efforts.

### Questionable Advertising Should Be Checked

THERE have been a number of complaints from dealers in various parts of the country relative to the questionable advertising of certain talking machine dealers, particularly that designed to make the prospective purchaser believe he was getting something different from the machine the advertisement really referred to. One dealer advertised the "improved phonograph you hear so much about" at a very low price, and then offered the customer a non-descript phonograph of the ordinary type, diluting, of course, upon its fine tone qualities, although the inference in the advertisement was that it represented an entirely new development. Others, several of them, have used the names of prominent makes with the

offer "The newest machines at half price," the inference being that the latest models were being sold whereas what was really offered were the old model instruments on which a half-price rate has been in force for some time.

One dealer complained to the local association and demanded satisfaction, little realizing that as a body the local organizations could do little except by moral suasion. There are included among the laws of many States what is known as the "Printer's Ink Statute" or an adaptation thereof, designed to penalize advertising that is fraudulent, untruthful or misleading. In many cities, too, there are Better Business Bureaus which, when properly approached by the individual dealer who is willing to back up his indignation by making a definite complaint, will take steps to have violations of the law properly punished.

Misleading advertising is not something that can be checked by the dealer, or dealers, through the holding of indignation meetings. If the legitimate dealer feels that the advertising is fraudulent, untruthful and misleading and affects his own business he can, in most cases, check such advertising if he is willing to take the trouble to get a certain amount of evidence of fraud and make complaint to the proper authorities.

The questionable advertiser has long been with us, and it is unfortunate that in these days of such rich business promises the individual who seeks to do business by sharp practices comes to the fore as a thorn in the side of the retailer who sticks to legitimate methods.

### *The Much Discussed Question of Trade-ins*

THAT the talking machine dealer is fully alive to any problem that might arise through the desire of talking machine owners to trade in older types of machines for the new and highly improved instruments that have been offered to the public this Fall has been evidenced by the various gatherings of retailers in New York and other cities held for the particular purpose of considering the question of the trade-ins and arriving at some solution of the matter that would protect the dealer's interest and at the same time preserve the friendship of the customer.

To the big centrally located dealer, drawing his trade from a wide territory, the question of the trade-in is not of vital interest because as a rule he is not as close to his customers as is the neighborhood dealer, and is in a better position to pick and choose those to whom he is going to sell, for the next few months at least, a limited supply of instruments. In such a case if the prospective customer goes out dissatisfied with the trade-in arrangement, if one is offered, there can be found in a generous territory another customer to fill in.

It is the neighborhood dealer, however, who finds, or is likely to find, the trade-in question bothersome for the reason that he has been catering to what is practically the same group of customers for a number of years, supplying their needs in the matter of machines, records and accessories, and dependent for his success upon their continued good-will and patronage.

This type of dealer is not able, as a rule, to spread his sales campaign successfully over a wide territory and feels that he is more or less obligated to stretch a point when necessary to hold on to such

*To all our friends in the industry best wishes for a Merry Christmas and a New Year of Prosperity and Happiness.*

trade as he has, even though at the moment he is not able to supply any large proportion of the demand for the new products.

Some retailers have gone to the extent of printing definite schedules of allowances on used instruments for the guidance of their salesmen, but even those who feel sure of their ground in this connection can profit by consulting with their fellow dealers for the purpose of arriving at some common understanding. Mistakes will be made and losses sustained in connection with the making of allowances, but the chances of those losses are fewer as the dealers discuss and get at the root of the matter.

A store, or a warehouse, full of used instruments taken in exchange is direct proof of the forcing of sales which, under certain conditions, may be necessary but just at the present time represents waste in both effort and money. The most profitable business is that which brings in all cash, and next comes that in which figures an allowance that makes possible the turning over of the used instruments quickly and at a figure that represents an even break at least.

### *New Session of Congress and Business*

THE new session of Congress, which opened this month, means much directly and indirectly to the merchants of the country for the principal reason that one of the first matters, if not the first matter, to come up before the national legislative body will be the proposed new Internal Revenue Bill designed to free the business men and public of the country of some \$300,000,000 or more in Federal taxes.

It is probable that there will be many changes made in the bill as drafted by the Ways and Means Committee of the House before it finally receives the signature of the President, but it is certain that the final measure will grant much welcome tax relief in answer to the demand of the country and the idea back of the bill itself. It is almost certain, too, that the saving will come close to the \$300,000,000 mark, which means that just that much money will be made available throughout the country for spending purposes.

Any movement of this sort has a direct effect upon the retail business, and it is the merchant who is first to capitalize it who may be expected to get the fullest measure of returns. The retailer who can first announce through a bulletin in his window that the tax reduction bill is passed is going to create a good impression, and those who work up enthusiasm before it is passed are likely to gather in the shekels. This new Revenue Act is only one of the good things promised for the coming year.

**RADIO**

**CABINETS**

**PHONOGRAPH**

*Quality Cabinets on a Quantity Basis*

Your inquiries will receive prompt attention.

**QUALITY—SERVICE—PRICE**

**JORDAN CABINET CORPORATION**

Telephone SUNSET 4453  
4454

EDWARD B. JORDAN, JR., President

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

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

## OKeh Salesmen's Contest Stimulates Sales Volume

"Race to the Pole" Contest Had Effect of Stimulating Sales in All Lines of Merchandise Carried by Distributing Division

The contest participated in by the members of the sales force of the distributing division of the General Phonograph Corp., New York, was a decided success and resulted in a large increase in the sales volume of records, portable talking machines and needles. The contest, as explained in the November issue of *The World*, was in the form of an aeroplane race to the North Pole, with each sale of records, machines and needles having a certain mileage value. The winners of the prizes were, A. J. Bowdrian, covering the upper Manhattan and Bronx territory, first prize; C. A. Klebart, second prize; J. I. Porter, third prize, and S. Lehrman, fourth prize. Manager Ray Wilson was so elated over the success of the contest that he inaugurated one for the month of December, with increased sales as the basis for the awarding of prizes—the salesman's record for the month compared with the record of November and December of last year as the basis for deciding on the winners.

## Blair & Brodrib Located in New and Larger Store

NEW HAVEN, CONN., December 8.—Blair & Brodrib, among the leading talking machine dealers in this section, are now established in their new store at 90 Orange street, where they occupy two floors with a complete stock of Victor, Brunswick, Edison and Sonora instruments, together with pianos, radios and other musical instruments and accessories. Prior to moving from its old quarters, this company conducted a sales drive which cleared the floors of practically the entire stock.

## New Columbia Artists in Current Record Releases

Outstanding Hits Recorded by Leading Columbia Artists Feature the Current Record Release of the Columbia Phonograph Co.

One would be hard put to pick out any one or two numbers of outstanding merit in the Columbia record releases of December 10, for the entire listing scintillates with hits recorded by the most popular Columbia artists, together with the first records of several new artists. "Forgiveness" coupled with "Mighty Lak" a Rose," is the coupling of two waltz numbers which introduces Francis Craig and His Orchestra, a recent acquisition from Nashville, Tenn., where this orchestra is the most popular for local dances. Ethel and Dorothea Ponca make their bow to Columbia record fans with two "sister" duets, "What Could Be Sweeter Than You" and "That Certain Party." Other records in this listing that are certain to be big sellers are "Bamboola" and "Whoopie" played by Paul Speelut and His Orchestra, with vocal choruses by John Morris and Pete Dale; "Sleepy Time Gal" sung by Lewis James, coupled with "Just a Cottage Small" sung by Franklyn Bauer; "Rhythm of the Day" from Earl Carroll's Vanities, and "I'm Sitting on Top of the World," both played by Ross Gorman and His Earl Carroll Orchestra; "While We Dance Till Dawn" and "Around the Corner," played by Ted Lewis and His Orchestra; "I Wonder Where My Baby Is To-Night" and "I Never Knew," by the ever popular Radio Franks, and "You're More Than a Pal to Me" and "I'm Sitting on Top of the World," both played and sung by Art Gilliam, the Whispering Pianist.

The annual Electric and Radio Show was held in Memphis, Tenn., recently and was a decided success, with manufacturers, jobbers and dealers co-operating in the display of the latest in radio.

## Atwater Kent Co. to Reduce Number of Radio Receivers

To Concentrate Production and Distribution Effort on Three Most Popular Models—M and R Models to Be Discontinued

PHILADELPHIA, Pa., December 6.—The Atwater Kent Mfg. Co., of this city, has announced the early discontinuance of two models of its radio speaker line, models "M" and "R." In this connection the company states: "Owing to the growing popularity of the type H, type L and type K models of the Atwater Kent radio speakers, our production department is being changed over to manufacture only these types."

The Atwater Kent Mfg. Co. produces, among other models, what is known as the Atwater Kent Model 20 Compact. This remarkable little set has been designed to occupy the smallest possible space and yet it is a set that has all the qualities of the larger sets in the Atwater Kent line. Dealers have found this particular model to be probably the leader in the line. Atwater Kent national publicity has featured this particular set amidst the home surroundings of nationally-known personages.

In a recent bulletin the company states that the trend of demand to-day is for the smaller radio sets.

## Effective Victor Publicity

Two most effective double-page advertisements of the Victor Talking Machine Co., Camden, N. J., appeared in the Saturday Evening Post the last two issues of November. The first was devoted to the Electrola and the combination Electrola Radiola, with a full description of the new Victor product. The second was devoted to the Orthophonic Victrola and was illustrated with a scene of Ponsella in Aida, and bore the caption "For great music of all kinds you need the new Orthophonic Victrola."

# We Too Rejoice

The Holiday Period has always been one that merited genuine whole-hearted rejoicing upon the part of the talking machine industry. It has always been a season that showed our trade great favor even in trying periods.

To those of us who have continued our faith in the talking machine industry and who now see our faith and confidence again bearing fruit, we can in a measure give forth an even greater expression of rejoicing.

To our many friends in the trade, to our business associates and to the industry at large, we sincerely wish

## A Merry Christmas

and a

## Happy New Year



## PEERLESS ALBUM COMPANY

PHIL. RAVIS, President

636-638 BROADWAY, NEW YORK

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

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

# Honest Quaker

Main Springs  
Repair Materials

**A** Most Happy and Prosperous New Year is the sincere wish of every member of our organization to all of our good friends in the Phonograph industry.

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

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

# Selling Through the "Eye of the Store"

The Importance of the Window as a Sales Producer—Planning an Eye-Arresting Display—Cost of Window Space—Striking Displays

By James P. Duffy

(James P. Duffy, advertising manager of the Columbia Phonograph Co., is an authority on window displays and the accompanying article contains a wealth of information which phonograph dealers will find profitable.—Editor.)

The talking machine merchant is in a particularly enviable position as far as his window display possibilities are concerned, and yet so few of them take advantage of the opportunities afforded that they are without question losing thousands of dollars in sales each year.

passer-by to not only glance at the window but to make an unconscious study of it.

Many ingenious methods have been used to attract attention, but the three most simple means are by the use of color, by some moving object, or by novelty of arrangement. In musical merchandise display a fourth method is possible—the securing of attention by sound, whether from phonograph, player-piano, or radio set.

Aside from this sound method, it should be remembered that beautiful color schemes also attract the eye, moving objects usually arouse curiosity, particularly if the propelling force is not visible, and novel arrangements create interest because of their uniqueness.

The use of window display material supplied by manufacturers offers a splendid opportunity to secure the necessary attention. This material is usually lithographed in bright colors, tactfully spread throughout the display and prepared with only one purpose in mind—to sell more merchandise for the dealer. A sample of this type of display is shown in the photograph on this page.

After attention has been secured, the next step in window display merchandising is to tell the story. It should be told quickly, accurately and completely. The passing public is on its way somewhere and "long-winded" sales talks are not effective. In this connection the old suggestion offered by the billboard advertisers to the effect that billboard advertising should be arranged so that "he who runs may read" holds good in window display. The human mind can only grasp one point at a time. Therefore, it is best to confine a window display to a single story. If several stories are told at the same time the

human mind becomes confused and doesn't grasp any of the points.

It is for this reason that the more progressive merchants in the larger cities change their windows frequently. A single story is told for a day, a half week, or a week, and then a different story is told for the next period. Similarly, many smaller merchants who have grasped the idea of window display advertising divide their windows into sections and tell a single story in each section in such a way that the concentrated attention of the individual can easily grasp the desired sales point.

## Diversified Displays Profitable

The wise music merchant who devotes his window for one week to phonographs, one week to player-piano rolls, one week to sheet music, one week to certain types of musical instruments that he may carry, at the end of the year can show more profit from his extra sales than the merchant who looks upon his windows as a place to dispose of odds and ends with the result that the window, from the front, takes on the appearance of a "junk shop," with a conglomeration of old sheet music, old records, old piano rolls, a few ukuleles, some harmonicas, and perhaps a few of last month's newspapers.

Some music merchants carry their displays a step further and devote an entire period to a single song hit that is particularly popular in their vicinity. Such merchants who tie up with the popular hits of the day have the pleasure of hearing their cash register tinkle frequently.

The usual objection to the practice of devoting an entire window to a single article, or type of article, is that equal prominence should be given to all of the various classes of merchandise in the store. This objection is met, how-



This Window Display Sold Over 2,000 of One Record Number

Music in itself is an appealing art. The very nature of the merchandise carried by a talking machine merchant is in itself one of the finest display pieces that one could wish for. This statement is even more true of such merchandise as phonograph records, player-piano rolls and sheet music. Practically all people to-day, old and young, male and female, regardless of race or color, are interested in the popular music of the day as it is played in musical comedy, on the vaudeville stage, over the radio, and as whistled in the street. With such curiosity aroused, and it is a very ardent curiosity, one of the most annoying of the display man's problems has been solved—the problem of securing attention.

## Six Points About Window Displays

There are six points about window display selling that most successful display men agree are very necessary and very helpful to increased sales. These are: attention, simplicity, selling appeal, neatness, completeness, good arrangement.

With the curiosity referred to above serving to aid and abet the attention value of the dealer's window, some of his work has been done for him. However, the curiosity of the individual must be played upon in order to get the



Central Figure of Columbia Christmas Record Window Display

ever, by the fact that if an attractive window display can get individuals into the store, they will not only buy the articles displayed in the window, but if other articles are attractively

(Continued on page 16)

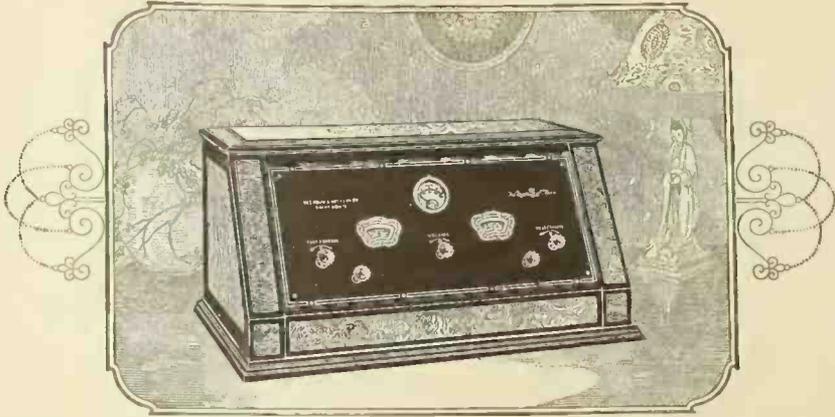
STARR PIANOS STARR PHONOGRAPHS  
GENNETT RECORDS

Represent the Highest Attainment in Musical Worth

The STARR PIANO COMPANY

Established 1872

Richmond, Indiana



# New Kennedy Model Thirty

*Presents Added Advantages to Radio Dealers*

THE INTRODUCTION of the new Kennedy Model Thirty ushers in even greater opportunities for Kennedy dealers! This new receiver has been built around the same fundamental principles that are responsible for the surpassing performance of the famous Kennedy Model Fifteen. The addition of certain refinements and improvements assures an instrument that is literally the acme of Kennedy radio perfection.

Here is a receiver that delights both the eye and the ear. It is presented in exquisite cabinetry—its two-tone burl-walnut paneled finish is in pleasing contrast with its gold and oxidized silver finished trimmings. Its tone fully measures up to the highest Kennedy standards. Its selectivity and gradual volume control leave nothing to be desired. It has a double range voltmeter—plug connection for all battery,

antenna and ground wires, taking the place of the usual binding posts—phone plug inside the cabinet—tubes concealed but readily accessible from the back. Operates on either inside or outdoor aerial—wired to accommodate the new type tubes, including special output amplifier. Price, without accessories, \$145.00. West of Rockies slightly higher.

### A REAL SELLER

Model Thirty makes an instant appeal wherever it is demonstrated. It is a real seller with substantial profit-making opportunities—a fact that is strongly evidenced by the large volume of orders on file.

Literature is ready. Send for it and also ask for full details on the Kennedy Protective Dealer Policy.

COLIN B. KENNEDY CORPORATION • SAINT LOUIS

*Other Kennedy Products—Royal Sixteen, a 5-tube cabinet type priced at \$235.00 without accessories. Royal Reproducers—Horn types, Model Six-Twenty, \$25.00, Model Six-Ten, \$20.00—Cabinet type, Model Six-Thirty, \$40.00. All prices slightly higher west of Rockies*

# KENNEDY

*The Royalty*  *of Radio*

Colin B. Kennedy Corporation  
2018 Locust Street, St. Louis, Mo.

Name..... Address.....  
City..... State.....

You may send particulars of the Kennedy Protective Dealer Franchise and full information on the complete Kennedy line.

## Selling Through the "Eye of the Store" —Arranging Sales Producing Windows

(Continued from page 14)

shown inside additional sales will result. The truth of this reasoning is found in the window displays of the large department stores in the larger cities. Many a woman has gone into the large department store to look at a gown displayed in the window and come out with bottles of perfume, several yards of ribbon, some silk hose, a few handkerchiefs, several "bargains" and an empty pocketbook.

### Selling Appeal

The third point mentioned as being most helpful to a sales increase is "selling appeal." This is an important factor in successful display. It is not sufficient to display a phonograph record, or other piece of musical merchandise and leave it to the public to suppose that they should have it. On the other hand, it is necessary that some kind of appeal be made to convince the passer-by, or the looker-in, that the purchase of the article displayed will add to their pleasure, convenience, or entertainment, or to the pleasure, entertainment, or future happiness of someone they know. The manufacturer's sales helps usually fill in this need, although many successful window displays are successful because of special cards made up by the dealer.

In connection with "selling appeal" there are a few good window trimming rules which should be followed. It should not really be necessary to set these down, but many busy people overlook the simplest reasons for the success or failure of such a helpful thing as the window. These "rules" are:

1. Keep the windows clean.
2. Follow a schedule and plan your displays in advance.
3. Leave "breathing space" between the articles displayed.
4. Keep the display simple and well balanced.
5. Display seasonal merchandise wherever possible. For example, Christmas records during the holiday season, Easter records and sacred music during the Easter time, light fox-trots, Hawaiian music and dreamy waltzes during the Summer time.
6. Change your displays often, so that people will not see the same things all the time in your window.
7. "Build up" your displays. The back of

your display should be high enough so that it can readily be seen from the sidewalk, even over the heads of people in front of your window.

8. Ask the manufacturers' advertising department to help you. Get them to send you display material and make suggestions. They are in touch with thousands of other stores like yours, and they will gladly help you if you tell them what you are trying to do.

The last three points of the six referred to above—neatness, completeness and good arrangement—are self-evident. Of course, clean merchandise should be used in preference to fly-specked, sunburned or showworn articles. Every effort should be made to add a "class" tone to the window. Colored crepe paper on the floors and walls helps to make the display attractive. The display should be complete in itself, without leaving anything to the imagination of the prospect. Everything, from the merchandise itself down to the price, should be shown for all the world to see and, naturally, the arrangement of the display should be so good and so concentrated that it would be possible to take out one section at any time and replace it without affecting the whole display.

### Cost of Window Display Space

Many merchants do not really appreciate the value of their show windows, although it has been estimated by real estate operators that 50 per cent of the rent paid by a merchant is dependent upon the amount of window display space in his store. If your store is on the main street and you have a fair amount of window display available you can prove this statement to yourself. Ask any of your real estate broker friends to obtain the rentals of some second-story loft on a side street, where it is impossible for your window displays (if, indeed, there is any chance of making a window display) to be seen. You will probably find that our 50 per cent estimate is very small. With these mirrors to your store, and with the thousands of people who walk the streets every day your plate-glass salesmen offers you an opportunity that far out-distances any other method of merchandising that you could possibly use. Here you have a silent salesman, working for you twenty-four hours of the day and night, always extending to them an invitation to come inside.

Chain stores, department stores and other large and successful merchants attribute a great deal of their success to the judicious use of their windows. So much do these merchants think of the value of their windows and their window displays that one large New York department store pays a man \$30,000 a year to put in displays for them. This store is one of the most successful in the country, its window displays are known all over the civilized world.

### A Striking Window

Large city merchants, however, are not the only business men awake to the possibilities of their windows. Sol J. Phillips, of Bethlehem, Pa., has sensed the value of window displays and he has added a touch of the theatrical with good effect. Mr. Phillips, who is a Columbia phonograph dealer, conceived the idea of dramatically picturing the Columbia record on "The Death of Floyd Collins." In his window he built a sand cave, of gray cloth, sand, rocks and wood, and then dressed a wax figure in miner's uniform, put a shovel in one hand and a lantern in the other and laid the figure on the floor of the window. Then he secured a papier-mache rock and placed it over the legs, thus holding the figure in the same position in which the unfortunate Floyd Collins was held in the sand cave in Kentucky where he met his death. The photograph of this window is shown on page 14. The success of it is indicated by the fact that more than 2,000 records of "The Death of Floyd Collins" were sold as a direct result of this window display.

All of which indicates that your customer can sell himself with the assistance of your show window, if you give him half a chance.

## New Sonora Distributor Appointed to Cover Texas

Hassler-Texas Co. Has Warehouses in Leading Cities of the State

The Hassler-Texas Co., Texas distributing organization, has been appointed a distributor for Sonora in that State. Under the guidance of H. E. Merrithew, president, this company has built up one of the most successful automotive accessory distributing organizations in the country—and it promises to attain the same success in the radio field. The radio department will be personally directed by Mr. Merrithew.

It has three warehouses located at strategic points—Dallas, San Antonio and Houston, which gives a thorough coverage of the State. Each branch warehouse carries a comprehensive stock of Sonora instruments and advertising material, assuring prompt service to the dealers of Texas.

## National Columbia Record Ads Create Retail Sales

The second of the series of full page newspaper advertisements featuring the records of the Columbia Phonograph Co., New York, appeared in the leading newspapers of twenty-eight cities of the United States the latter part of last month and caused as great a demand for the coupling of "Robin Hood" and the "Sword of Ferrara" which was featured, as did the first advertisement for "Adeste Fideles," the record containing 4,850 voices. The record featured in the November advertisement is sung by the male chorus of 850 voices of the Associated Glee Clubs. The slogan "Your Own Phonograph Is Now Worth Twice What You Paid for It," again heads the ad. The illustration was a scale of notes, one-half reproduced in a faint shaded gray as opposed to clear black notes, representing the difference between the recordings of yesterday and the Columbia recordings of to-day. Copies of the advertisement were sent to all Columbia dealers for display in their windows and stores.



## Announcing the New TRUE BELL Loud Speaker

Combines real beauty with  
supreme clarity of tone.

The variation of sound chamber, adjustable to sound waves, permits mellow and most natural tone quality without distortion. This is an exclusive feature of the TRUE BELL.

Dealers have discovered how easily Reproducers can be sold by offering the TRUE BELL.

Height 14½ inches. Diameter of bell 8 inches. Standard finishes—Malgony Black Crackle over Bronze, and Black Crackle over Silver.

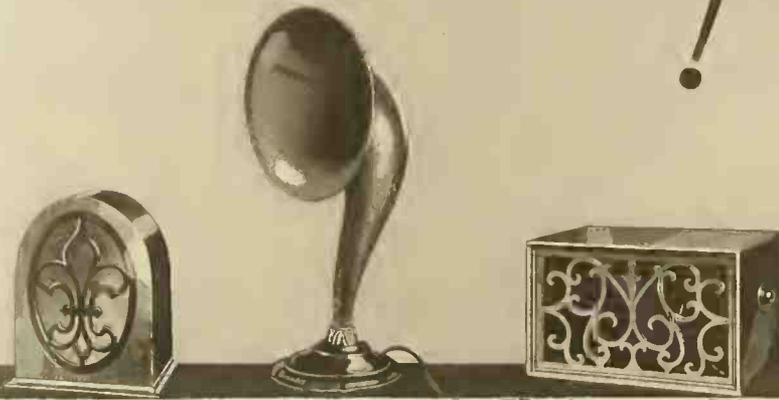
Very liberal discounts. Special proposition to dealers for sample. Distributors wanted.

**Bee-Zee Products Co.**

511 Chapel St. New Haven, Conn.

List Price, \$15.00  
Other types of Speakers from  
\$8.00 to \$28.50

# Test 'em yourself!



Cone Speaker

Type H Speaker

Cabinet Speaker

Don't just listen. Really test the speakers. Tune in a piano solo. Listen to the very low notes. Are they muffled and blurred? Or as clear and round as they are through a Brandes?

After you've convinced yourself, you will want to demonstrate the Brandes. Then—and only then—do we want you to place your regular order.

Brandes have been experts in radio acoustics since 1908. Their complete line now includes all types of speakers as well as that old standby—the Superior Matched Tone Headset.

*Canadian and Western prices slightly higher.*

*Send your order for a Brandes to your nearest Brandes jobber. If you don't know him, write us. We'll forward your order to him.*

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

# Brandes

EXPERTS IN RADIO ACOUSTICS SINCE 1908

## Ralph H. Meade Elected Redfield Vice-President

Popular Sales and Advertising Executive Occupies Important Connection With Leading Advertising Agency of New York

Ralph H. Meade, well known in the phonograph and radio industry in the East, is now vice-president of the Redfield Advertising Agency, 34 West Thirty-third street, New York. Mr. Meade will need no intro-



Ralph H. Meade

duction to the sales and advertising branches of the industry, for he was formerly advertising manager of the Sonora Phonograph Co. and more recently was advertising and sales promotion manager of the Adler Mfg. Co., New York. Mr. Meade also has to his credit an extensive experience in the advertising agency business and prior to entering the phonograph industry was advertising manager of the Samson Tractor Corp., a division of the General Motors Corp.

As vice-president of the Redfield Advertising Agency, Mr. Meade will have ample opportunity to utilize to splendid advantage his knowledge of the phonograph and radio industries, for the Redfield Agency is placing the advertising of the Adler Mfg. Co., manufacturer of Adler-Royal neodyne radio and phonograph products. Mr. Meade's former connection with the Adler Mfg. Co. will enable him to work in close co-operation with Lambert Friedl, vice-president and general sales manager of this com-

pany, in developing an effective publicity campaign for Adler-Royal jobbers and dealers. The Redfield Advertising Agency is well known in advertising circles and C. S. Redfield, its president, has for many years been actively connected with important radio and phonograph advertising accounts.

## Edgar Rickard Elected a Director of Hazeltine Corp.

Prominent Engineer Now Member of the Board of Directors of the Firm That Controls the Hazeltine Neodyne Radio Patents

Edgar Rickard, one of the country's leading engineers, was elected a director of the Hazeltine Corp. recently. Mr. Rickard, during the years of the war, was associated with Secretary of Commerce Herbert Hoover in the American Relief Administration. In 1921 he was appointed purchasing commissioner by President Harding, with authority to spend the \$20,000,000 appropriated to relieve famine in Russia. He later became director-general of all relief work in that country.

The Hazeltine Corp., whose directorate he now joins, is a radio corporation which owns the neodyne patents covering the inventions of Professor L. A. Hazeltine. It also controls the radio inventions of Professor Marius O. A. Latour, of France, through its ownership of the Latour Corp.

## Gross-Brennan, Inc., Secures Martin Co. Representation

Gross-Brennan, Inc., Eastern representative of the radio division of the Stromberg-Carlson Telephone Mfg. Co., with headquarters at 342 Madison avenue, New York, has also been appointed manufacturers' representative in metropolitan territory for the Glenn L. Martin Co., Cleveland, O. This concern, which has for many years been a leader in the development of aircraft products, is manufacturing the Martin Aero-B eliminator and it is planning to concentrate all of its activities in the radio industry upon the production of this eliminator, which has already attained considerable popularity. Gross-Brennan, Inc., will merchandise the Aero-B eliminator direct to dealers in the metropolitan area.

## WLIB Now Broadcasting Atwater Kent Concerts

New Chicago Station, Operated by Liberty, Is Added to Chain of Stations, Which Now Number Fourteen, Giving These Concerts

PHILADELPHIA, PA., December 7.—The Atwater Kent Mfg. Co., of this city, has added still another station to the number from which its Sunday evening concert is broadcast. The new station is WLIB, Chicago. This station is operated by the publishers of Liberty, the weekly magazine. Its various activities, therefore, are widely heralded and although comparatively new it has already proved a very popular station with radio fans. With the addition of this new station the Atwater Kent radio artists are now broadcast from WEAJ and fourteen affiliated stations.

## Press and Public Laud Orthophonic Victrola

Despite the fact that more than a month has elapsed since the Orthophonic Victrola was introduced to an expectant public the instrument is still amazing the music loving public, as is evidenced by the many reports received by The World from all sections of the country telling of the concerts given through this instrument in churches, clubs, educational institutions as well as in dealers' stores, with capacity audiences the rule at each concert. Newspapers are still devoting columns of space to the Orthophonic, detailing its capabilities and the manner in which it differs from the Victrola formerly on the market.

## M. E. Taylor Dies Suddenly

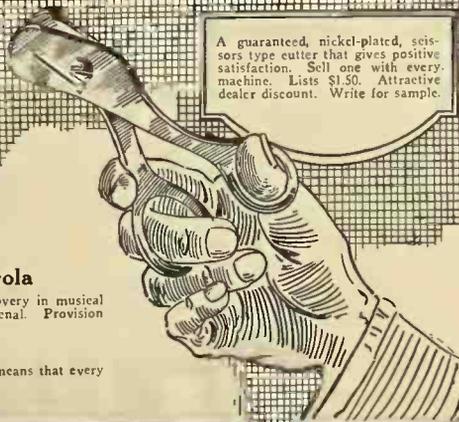
MERIDIAN, MISS., December 8.—M. E. Taylor, who for the past five years has been manager of the talking machine department of the A. Gressett Music House, died suddenly last month of heart trouble. Mr. Taylor, prior to his connection with the A. Gressett establishment, conducted his own music store and his acquaintance with the trade was wide. He is survived by his widow and four children, the oldest son, Marion Taylor, being connected with the New Orleans branch of the Brunswick Co.

## The RECORD NEEDLE CUTTER



Repeats  
fibre needles  
perfectly.  
Has fewest  
parts.  
Blades  
removable  
and easily  
sharpened.

A guaranteed, nickel-plated, seissors type cutter that gives positive satisfaction. Sell one with every machine. Lists \$1.50. Attractive dealer discount. Write for sample.



### The Orthophonic Victrola

is the most sensational and revolutionary discovery in musical reproduction. Already the sales are phenomenal. Provision has been made for the use of

#### FIBRE NEEDLES

for the utmost in soft and mellow tone. That means that every dealer should be well supplied with

Record Needle Cutters

## The Badger Talking Machine Co.

191 FOURTH ST.

MILWAUKEE, WIS.

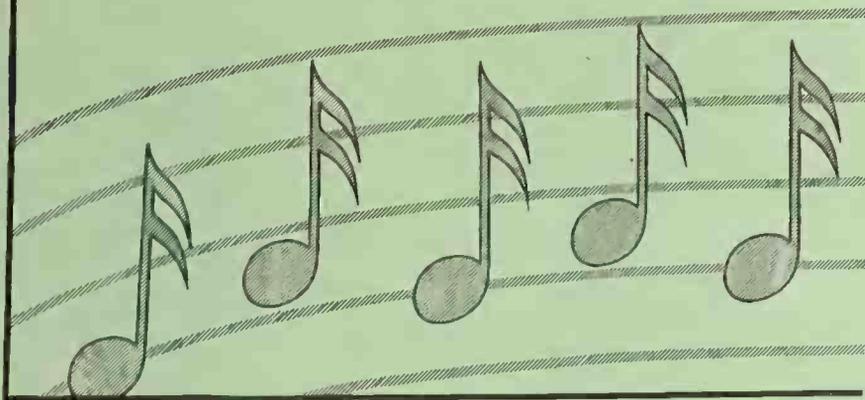
# COLUMBIA

The one supreme advance in the phonograph art in twenty years is the development of Columbia Records to today's almost unbelievable perfection.



COLUMBIA PHONOGRAPH COMPANY  
1819 Broadway New York

# COLUMBIA

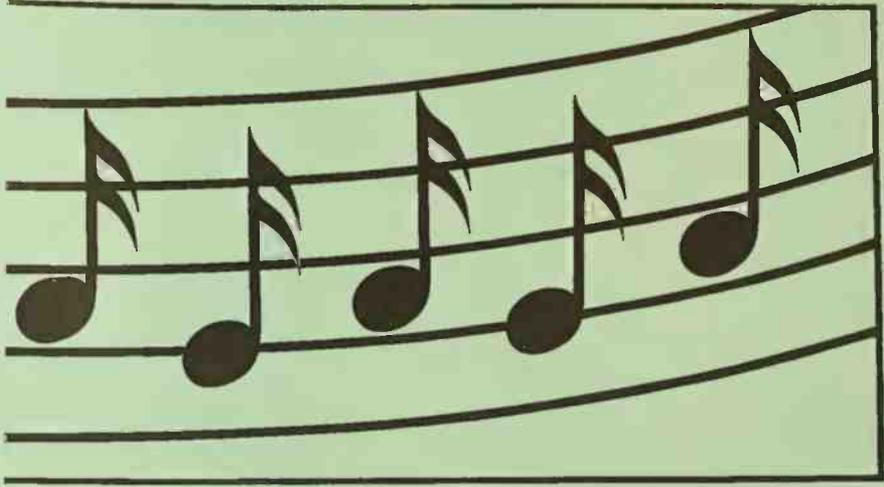


*the difference is as unmistakable*

**new**  
process

All the brilliance  
and definition of the  
original rendition —  
and marvelous volume

**COLUMBIA**



*as in the notes shown above*

— as if you had opened  
the door of a music  
room always closed  
until now.

COLUMBIA PHONOGRAPH COMPANY  
1819 Broadway New York

# COLUMBIA

# COLUMBIA



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

ATLANTA, GA.,  
31 Whitehall Street.  
NEW ORLEANS, LA.,  
517 Canal Street.  
BOSTON, MASS.,  
190 Washington Street.  
CHICAGO, ILL.,  
432-440 S. Wabash Avenue.  
CLEVELAND, OHIO,  
1825 E. Eighteenth Street.  
CINCINNATI, OHIO,  
222 W. Fourth Street.  
DALLAS, TEXAS,  
289 North Lamar Street.  
KANSAS CITY, MO.,  
854 Grant Avenue.  
ST. LOUIS, MO.,  
1213 Pine Street.  
LOS ANGELES, CAL.,  
209 S. Los Angeles Street.  
NEW YORK CITY,  
121 W. Twentieth Street.  
PHILADELPHIA, PA.,  
40 N. Sixth Street.

PITTSBURGH, PA.,  
632 Duquesne Way.  
SAN FRANCISCO, CAL.,  
343 Bryant Street.  
BUFFALO, N. Y.,  
790 Main Street.  
DETROIT, MICH.,  
439 E. Fort Street.  
MINNEAPOLIS, MINN.,  
18 N. Third Street.  
SEATTLE, WASH.,  
311 Western Avenue.  
COLUMBIA WHOLESALERS, Inc.,  
205 W. Camden St., Baltimore, Md.  
TAMPA HARDWARE CO.,  
Tempe, Fla.  
COLUMBIA STORES CO.,  
1850 Glenasm Ave., Denver, Colo.  
221 S. W. Temple, Salt Lake City,  
Utah.  
W. W. KIMBALL CO.,  
Wabash Ave. & E. Jackson Blvd.,  
Chicago, Ill.

COLUMBIA PHONOGRAPH CO., Ltd., 20 West Front St., Toronto  
COLUMBIA PHONOGRAPH COMPANY, 1819 Broadway, New York



COLUMBIA PHONOGRAPH COMPANY, 1819 Broadway, New York

# Profit Winning Sales Wrinkles

**J. T. Owens Took a Census of His Community Which Netted Him 2,000 Prospects—The Fox Co., a Live Texas Retail Firm, Played the New Orthophonic Victrola From the Second Floor and Crowds Gathered in the Street—Other Stunts That Won Profits**

The problems which confront the neighborhood talking machine store as opposed to the establishment located in the shopping center or on a street which is so situated that it gets a large percentage of transient trade, are of necessity different. Having a more limited field the neighborhood dealer must work his territory more closely and for this reason a live prospect list must be kept and he must be acquainted with the musical needs of the people he serves. The manner in which J. T. Owens, Victor dealer of Brooklyn who also carries pianos, radio equipment and musical merchandise, secured a list of approximately 2,000 names of families living in his territory, together with the ages of the children in the family and the kinds of musical instruments which are in the home, is interesting and might prove useful to dealers similarly situated. Three lady canvassers were employed for a period of less than a month. They were equipped with cards headed "Census—Music Department." These cards, when filled out by the canvassers, contained the name and address of the party called upon, the number of boys and girls in the family, their ages, and whether or not they were studying music, and the kinds of musical instruments in the home. With these facts as a basis, Mr. Owens had the cards separated into prospects for talking machines, radios and pianos. The names of the radio prospects were sent to F. A. D. Andrea, Inc., who is circularizing the lists with literature of the Pada receivers, which are featured by the Owens firm. The other lists are being used as prospects by store salesmen who call on the families, armed with information that proves invaluable in closing sales. The cost of making this canvass was negligible in view of the results obtained.

### Getting Attention of the Public

The Fox Co., of San Antonio, Tex., used a novel means of introducing the new Orthophonic Victrola recently when it placed one of these models on the second floor of the Woolworth Building in an open window. The volume of tone of these new machines soon carried the

notes for some distance and crowds began to seek the source of the music. This proved extremely popular in creating interest, as well as a timely opportunity for introducing new records. The sales in both new machines and records have so increased that it has been necessary to add several new people to the sales force. Mr. Malone, who is the manager of this department, is looking forward to a good business in the closing months of the year.

### An Unusual Automobile Float

J. C. McGinity, Victor dealer of Blairsville, Pa., received congratulations on the novel and effective manner in which his establishment was represented at a recent carnival and parade in



Effective Automobile Publicity

that city. The accompanying photograph gives an idea of the effective manner in which the Victor message was put over. No printed matter was used but the Victor dog told the story or rather the Victor dogs did, for fully twenty of these mascots of varying sizes adorned the automobile.

### The Power of Advertising

The power of advertising was demonstrated to the Bechtold Music Co., talking machine dealer of Denver, Col., which advertised a special sale of phonograph records in a Sunday issue of the Denver Post and on Monday morning opened with 150 customers clamoring to enter the store. Soon after, the express company delivered sixty 200-pound cases all containing records in front of the store and a near-

riot ensued. There was no time to bring them into the store and as a matter of fact no place to put them. The chief of police gave notice that they would have to be taken away before a stipulated time, but one anxious customer opened a crate and the war was on. The upshot of the whole matter was that Martin L. Bechtold almost went to jail, but during the day 9,000 records were sold and the Bechtold Music Co. is a firm believer in advertising as a sales medium.

### Side Line That Really Pays

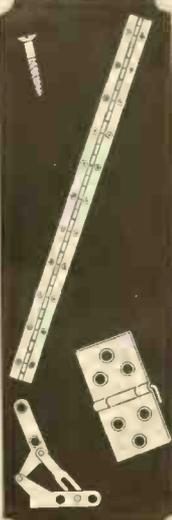
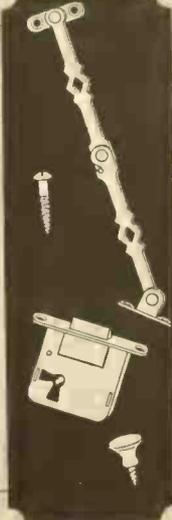
Dealers who exercise discrimination and enterprise in the development of their business have found side lines that fit in with talking machines and radios of great value and profit. In chatting the other day with Neil A. Gray, of Boardman & Gray, Albany, N. Y., who, by the way, have recently moved to very attractively equipped quarters in that city, he spoke very enthusiastically of the great success which had been achieved by his house with the Patheux motion picture camera outfit, which is being put on the market by Patheux, Inc., of New York. He said: "When in Europe a year or more ago I noticed the extensive use of the small motion picture camera. On returning home our house made a very careful investigation of the sales possibilities for a machine of this type in this country and found that quite a good market existed among our better class of trade. After looking over the various makes of cameras we decided on the Patheux as the best suited to our field. After securing the representation for this motion picture camera I sent a man to country clubs and other places to photograph golfers, tennis players, members of the clubs and their children, etc., and then presented the results at private showings in their respective residences. The pictures aroused a lot of enthusiasm and orders for Patheux motion picture outfits, so that to-day we are doing a very large volume of business with this product—a volume that we expect to increase, judging from the way this instrument is taking with our clientele. We have found the Patheux to be a well-made, honest product, sold at a reasonable price and with quick-selling possibilities. The handling of a product of this type has not only been a pleasure, but it has been a business-making adjunct inasmuch as it has increased our customer clientele to a very satisfactory degree."

### Clever Window Display Stunt

A variation of the window display in which ribbons lead from a central point, usually a talking machine, to a number of other points, usually records, is in effective use in the New York retail store of a large chain store organization. The central piece of this display is a large colored sign on which are painted the words "talking machines, radio, pianos, records, musical instruments." These words appear in a vertical column and from each a ribbon leads to the specific product mentioned. This plan will be found of unusual merit where the dealer contemplates arranging a window in which he desires to place a number of different products.

### Profits From the Small Item

In the effort to secure sales of the larger items, such as talking machines and radio sets, dealers often lose sight of the fact that there are real profits in record albums, needles, oil, record-carrying cases and other products of a similar character. The H. Royer Smith Co. has demonstrated to its own satisfaction that it is worth while to go after sales of this kind. Recently this Quaker City firm devoted an entire window to a display of albums and tied up a direct-mail campaign with the display. A letter, which contained an illustration of an album, was sent to a selected list of customers, with the result that a large stock was quickly moved. If you have money invested in albums and turn the stock over rapidly enough the profit resulting will be surprising. At the bottom of the letter sent out by this concern was a coupon order blank, making it convenient for customers to order albums by mail. The coupons returned provided, a check on results of the drive.

## Rockford Hardware

OUR 96-page catalog, illustrating more than 300 "Rockford Products", is a dependable guide to the newest and best in hardware for pianos, phonographs and radio cabinets. To many manufacturers this catalog has suggested ways of bettering cabinet work and cutting costs; it may do the same for you. We will gladly send it without obligation; write today.

### National Rock Co. Rockford, Ill.

Branch Sales Offices:

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

# Planned Direct Mail Wins for Live Dealer

Careful Preparation of Direct Mail Pieces and Up-to-Date Prospect List Are Essential to Success, Says Philadelphia Retailer

That direct mail is a means for building sales that is worth the attention of every live retailer has been proved beyond a shadow of doubt. However, as in other branches of sales promotion certain factors determine the success of the direct mail campaign. In the first place, direct mail must be planned. In the second place the mailing list must be watched. These two considerations are of outstanding importance, according to H. Royer Smith, of the H. Royer Smith Co., one of the most successful retail talking machine and record establishments in the city of Philadelphia, who uses direct mail regularly and who has built up a tremendous volume of machine and record business as a result.

## Holiday Direct Mail

The following appeared on a four-page holiday record piece of direct mail, printed in colors sent out by the H. Royer Smith Co., which produced very satisfactory business:

H. ROYER SMITH CO.—107th & WALNUT STREETS, VICTOR, EDISON, OZON, BRUNSWICK, COLUMBIA RECORDS PHILADELPHIA'S ONE BIG RECORD SHOP

That has been our ambition for years and now it is realized. We now have the largest record stock in this city, for nowhere in one store may you select from the catalogs of all the manufacturers listed above. We maintain an instant free delivery service to all points in Philadelphia and suburbs and to all distant points via insured parcel post. No charge for parcel post on orders amounting to \$2.00 or over. You need have no fear of ordering by phone or mail as we never substitute, and all records are carefully examined and safe delivery is always guaranteed.

Complete Catalogs of Any of the Records Listed Above Will Be Mailed Free Upon Request

H. ROYER SMITH CO.  
107th & WALNUT STREETS  
PHILADELPHIA  
Open Evenings Till Xmas  
STARTING DECEMBER 6TH  
Open Every Saturday Evening Throughout the Year

It will be noticed that mention is made of the impressive record stock carried by this concern. Mr. Smith declared that his record stock consists of 15,000 record numbers—this means different numbers and does not mean the total record stock carried. The letter also emphasizes immediate delivery service, an important point during the holiday season when late

shoppers want to be sure that what they order will reach the person for whom intended in time.

The inside two pages of this particular piece of direct mail lists specially appropriate records as gifts made by the various record companies whose line the firm handles. On these two pages also announcement is made of a "Gift Certificate Plan" and a "Sealed Gift Record Plan," both of which can be used with excellent results by any dealer. The former plan is explained as follows: "We will mail to your

*H. Royer Smith, of the firm of that name in Philadelphia, Pa., has been using direct mail as a means of securing talking machine and record business for years and he is an authority on the subject as it affects the trade. In the accompanying article are reproduced some of the direct mail pieces which have brought in considerable business.*

friends to reach them on Christmas morning our beautiful Christmas Record Gift Certificate, entitling them to records to any amount you may decide upon. They may then come to our store and select the records they most desire." The second plan states that "You may make a selection of records, we will seal each of them with our attractive Gift Seal and deliver them on the day before Christmas. If your friends find that any of the records you have selected are duplicates of ones they have, or if they have in mind others which they would rather have, they may exchange the gift records, provided, of course, the Gift Seal is not broken." The fourth page of the folder illustrates and describes a small phonograph for children, a motor attachment for the talking machine and albums of children's records.

The H. Royer Smith Co recently used direct mail to good advantage in arousing interest of prospects in the Brunswick Radiola. The object of the letter reproduced below, which was also in the form of a four-page folder, was to interest the prospects to the point where they desired a home demonstration:

Dear Mr. Schreiber:—Since our announcement of the Brunswick Radiola a few weeks ago we have added to many enthusiastically pleased customers to our list that we feel sure that if you knew of the genuine enjoyment one of these instruments would give your family and yourself, you would not hesitate a moment in investigating this "Wonder Instrument."

We are so sure that the Brunswick Radiola will so completely do perfectly everything that you will expect a radio instrument or a phonograph or both to do that we are willing to place one in your home without the slightest obligation and if after a thorough test you are not satisfied we will call for it and no questions asked. In view of this offer don't you think we have absolute confidence in this instrument?

However, please remember this offer is made to you personally and is not a broadcast to the public, so if you know of any friends who would like to take advantage of this offer please consult us before mentioning it to them.

A post card is enclosed for your convenience. If you wish a demonstration please indicate it on the card. These instruments may be purchased on our monthly payment plan.

Cordially yours,

One of the inside pages of this folder illustrated the Brunswick Radiola attractively in colors. Beneath this appeared a smaller illustration showing the various features of the instrument. This direct mail effort also proved a profitable venture.

## Featuring a Special Record

Occasionally the company makes a drive on a special record number. Not so long ago a double post card was mailed to a selected list of prospects which brought about a 10 per cent return. This card featured only one record, a double sided disc, containing marches by the U. S. Marine Band, put out by Thos. A. Edison, Inc. The text of the message follows:

H. ROYER SMITH CO., 107th AND WALNUT STS., PHILADELPHIA.

Dear Friend:—

We want all of our Edison customers to have the best Edison Band Record that has been released in years. Two stirring marches by the U. S. Marine Band, the greatest band in the land.

Just sign and mail the return card to us and we will send it to your home no matter where you live. You'll like this record!

## Pushing Other Items by Direct Mail

The H. Royer Smith Co.'s direct mail plan of sales promotion does not end with talking machines and records. Other items handled by the firm are moved from the shelves in the same way. For example, a few months ago when people were still engrossed in enjoying their vacations a pamphlet, which featured on one side a special portable phonograph and on the other a record-carrying case was mailed. The following text was responsible for the sale of a number of these carrying cases:

A handy way in which to take records to camp, bunk, law or party. Accommodating twenty-five records, this case, substantially built with suit case handle, double strap fasteners, and covered with black waterproof imitation leather, is a necessity in every home that has a phonograph.

May be used as a brief or sample case and musicians will find it very convenient to carry sheet music. Call, write or phone! Free delivery anywhere!

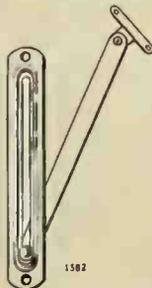
Special attention is paid to promoting the sales of record sets in albums and of albums alone. Direct mail has been instrumental in creating a large album business and an occasional window devoted to these products also has been found productive of sales.

## FULL LINE of HARDWARE

For Radios and Phonographs



Piano Hinge—any length



Variable Hinge



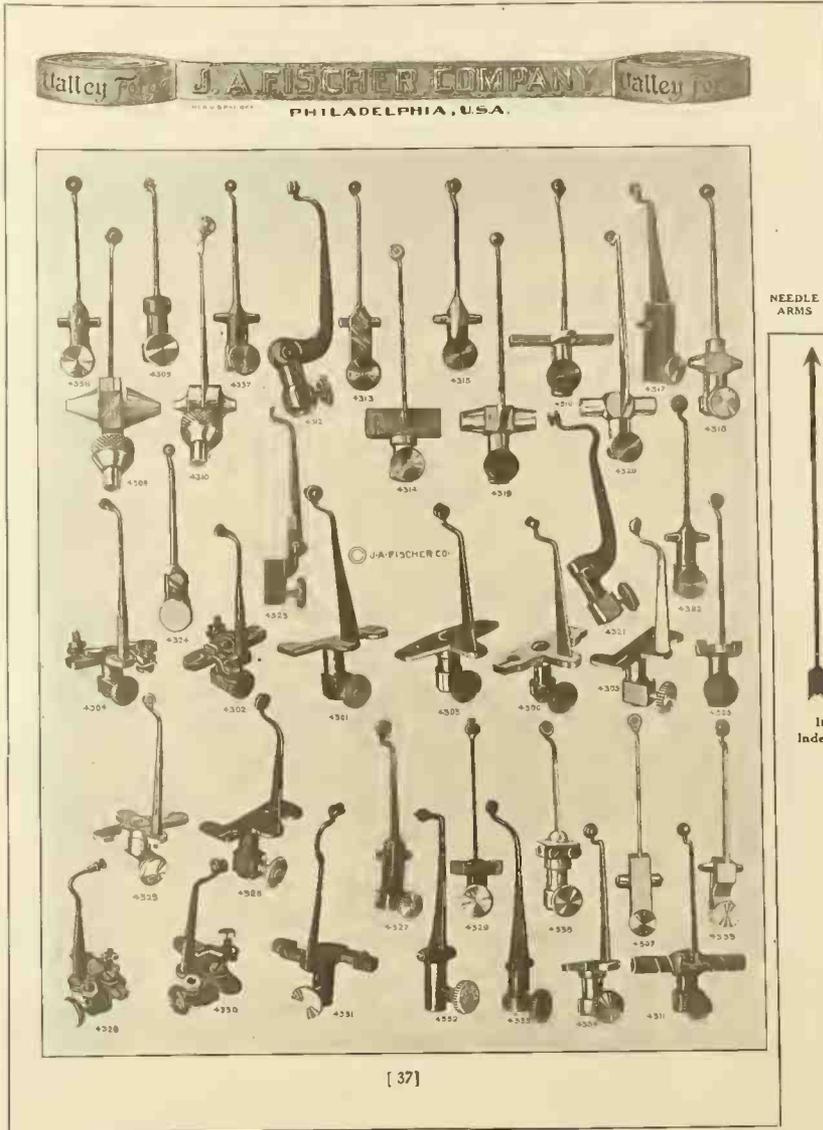
Portable Needle Cup



H. A. GUDEN CO., Inc.

87 WALKER STREET

NEW YORK, N. Y.



[ 37 ]

Every part in the 100 page Valley Forge catalogue is photographed IN THE POSITION IN WHICH IT IS USED OR CAN BE RECOGNIZED. Every part is so described and indexed that your orders will be accurate.

originated by



## Atwater Kent Radio Hour Scores With Listeners

Eighth of Series of Radio Concerts by Famous Artists Sponsored by A. Atwater Kent Broadcast From Waldorf-Astoria

The Atwater Kent Radio Hour on Sunday evenings, broadcast from Station WEAF and thirteen other stations located in large cities throughout the country, has become a notable event in broadcasting. The international prominence of the artists and the excellent arrangement of the programs have caused thousands of radio set owners to write their praise to A. Atwater Kent. The first seven programs were broadcast from the studio of Station WEAF. The eighth, which occurred on Sunday evening, November 22, was by the State Symphony Orchestra, under the direction of Ernst Von Dohnanyi and was broadcast from the Astor Gallery of the Waldorf-Astoria Hotel, New York City. The studio at Station WEAF was found inadequate to accommodate the orchestra, which consisted of more than seventy-five artists. Accordingly, arrangements were made for the use of this large room in this famous hostelry.

Visitors not being admitted to the broadcasting studio of Station WEAF, Mr. Kent took advantage of the performance in the Waldorf-Astoria to give a selected list of individuals opportunity to see how the concerts are broadcast under studio conditions. In response to the personal invitation of Mr. Kent, there was gathered together a representative audience, composed of well-known musicians, composers and critics, together with newspaper and magazine publishers, editors and writers. Officials of other broadcasting stations and men prominent in radio circles also attended.

Realizing the importance of not disturbing the program, the audience was gathered long before the microphone was connected with the broadcasting station, and promptly at the ap-

pointed hour (9:15) Graham McNamee, veteran announcer of Station WEAF and popular idol of radio fans everywhere, stepped before the microphone and opened the Atwater Kent Radio Hour in usual form.

Assisting the orchestra as soloist was Mary Lewis, soprano of the Metropolitan Opera Co., who made her debut over the air a few weeks ago in an Atwater Kent Radio Hour, appearing in a joint recital with Paul Kochanski, violinist. The popularity of her previous performance led Mr. Kent to secure her services again. Miss Lewis sang two numbers: "Aria," "Hymn to the Sun," from *Le Coq d'Or* of Rimsky-Korsakoff, and waltz from "Romeo et Juliet," of Gounod, which won enthusiastic applause from the assembled guests.

The performance of the State Symphony Orchestra, under Ernst Von Dohnanyi, was also heartily applauded and perhaps the feature of the evening was the playing of a composition composed by Mr. Von Dohnanyi when he was nineteen years old and which received first prize among a large number of contestants in the city of Vienna, in which the contest was conducted.

A. Atwater Kent, through whose public spirit and generosity these concerts are made available to radio listeners throughout the entire country, was present and greeted his many friends who attended. Noted artists are scheduled to participate in these Sunday evening Atwater Kent concerts—twenty of which are yet to come.

Among the members of the metropolitan radio trade who were present were Mr. and Mrs. E. A. Wildermuth and Mr. and Mrs. G. C. Wildermuth, of the Brooklyn distributing firm bearing their name; Mr. and Mrs. Ben Oppenheim and Mr. and Mrs. S. E. Nichols, of New Jersey Radio, Inc., Newark, N. J.; Mr. and Mrs. E. B. Latham and Mr. and Mrs. Leslie Latham, of E. B. Latham & Co., and various members of Barton, Durstine & Osborn, advertising agency handling the Atwater Kent account.

## Artists Design Cabinets for Federal Ortho-sonic

Noted Furniture Designers Responsible for Striking Beauty of 1925-1926 Cabinets for Federal Ortho-sonic Receiving Sets

The striking beauty of the new 1925-1926 models of the Federal Ortho-sonic radio sets is a feature of the line. These are not ordinary cabinets. While they are regular production units, they possess all the distinction and craftsmanship of the hand-built models. These cabinet designs are the final choice by Federal from the drawing genius of the most noted furniture designers. These men are now engaged to devote much time to the designing of Federal cabinets. During the past two years there has been a tendency among cabinet designers and artists to accentuate the early period styles, believing that the public demanded them. It is now seen, in the new Federal Ortho-sonic radio models; that a most pleasing conventional effect can be secured by employing modern developments in furniture construction. Obviously, the job was one for an artist who understands fully the proper handling of the design of modern furniture to produce a harmonious unit. This strikes a new note in radio cabinet design. Eight cabinet styles are being displayed in the various radio shows. The entire line consists of these eight models, each an attractive unit.

## Model Music Shop Opened

The Model Radio & Music Shop was recently opened at 953 Prospect avenue, New York, by Marston H. Cooper, who has been connected with the retail music trade for a number of years, and Joseph J. Rosen, also well known in the metropolitan territory. The lines carried include the RCA, Atwater Kent, Music Master and Freshman, in addition to a complete stock of talking machines and other instruments.



THE SYMBOL OF SERVICE

# CONTINENTAL

## "New York's Leading Radio House"

### Are you selling or taking orders?

Intelligent selling is profitable—because it includes the actual transaction of money for merchandise plus consumer satisfaction.

Taking orders—that is promising customers—may or may not be profitable—because customers, the kind that buy radio, are wide awake, shopping here and there, always looking for a place to buy what they want when they want it.

It will pay you more—to sell every customer—forget the promising. If your customers demand the new R. C. A. receivers explain the delay and then suggest a Super VIII or Radiola X. Tell them about the new tubes and how the reception of these two popular receivers has been improved. Sell your customers—don't ask them to wait—it's more profitable for you in the long run.

The Radiola Super VIII and Radiola X will fill orders for many sales this Xmas. We can supply these receivers immediately. Phone Barclay 7320.



Distributors for

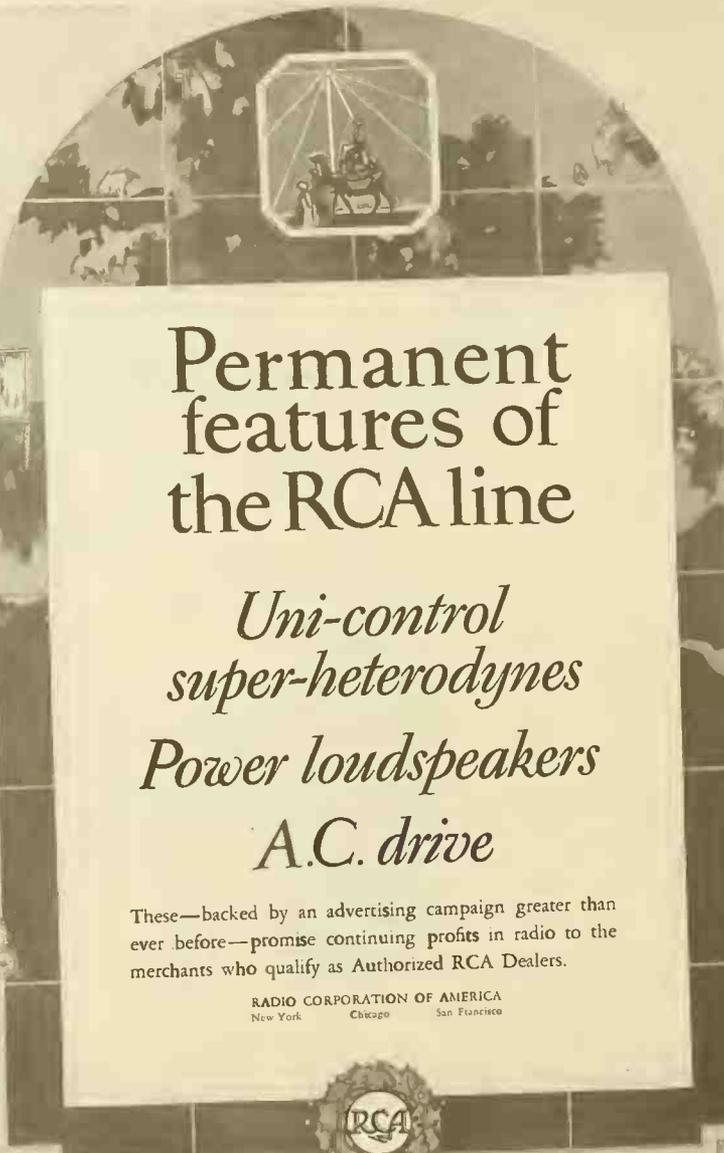


Wholesale only

# CONTINENTAL RADIO and ELECTRIC CORPN.

Fifteen Warren Street

New York, U. S. A.



# Permanent features of the RCA line

*Uni-control  
super-heterodynes  
Power loudspeakers  
A.C. drive*

These—backed by an advertising campaign greater than ever before—promise continuing profits in radio to the merchants who qualify as Authorized RCA Dealers.

RADIO CORPORATION OF AMERICA  
New York Chicago San Francisco



# RCA Radiola

MADE BY THE MAKERS OF RADIOTRONS



Radiola 30, eight-tube Super-Heterodyne, with auto-control. It has the new Cone type power loudspeaker—needs no batteries, but operates on the 60 cycle, 110 volt A. C. lighting circuit. Complete. List. \$575.



Radiola Loudspeaker, Model 104, for amazing volume and acoustical clarity. With Radiola 25 or 26, it operates the set without batteries, from 60 cycle, 110 volt A. C. lighting circuit. With all tubes. List. \$245.



Radiola 26, an entirely new five-tube tuned radio frequency set, with reentrance. Antenna type, with the new dry battery power Radiotron. Without accessories. List. \$102.50. With 5 Radiotrons List. \$115.



Radiola 25, a six-tube uni-control Super-Heterodyne that uses the new power tube. It has space in the cabinet for dry batteries, but can be used (with an adapter) with Model 104 without batteries. With 6 Radiotrons. List. \$165.

# Tested Christmas Business-Building Ideas

Practical and Original Plans by Which Retailers Interested the Public in Talking Machines and Records as Gifts for Christmas

By W. B. Stoddard

A business man picked up an envelope, slit it, and out fell a Christmas card surrounded with a big holly wreath in red and green. Inside was stamped in gold "Say 'Merry Christmas' All the Year with Music. Music is the universal language of mankind." On the opposite side was printed: "Choose from the Brunswick, Victor and Columbia phonographs. Demonstrations of each in our sound proof booths." It was in this high class manner that the May Co., Los Angeles, Cal., called attention to its phonographs for the entire family. The Christmas card reached a number who read advertising in the newspapers and set them to thinking about the purchase of a phonograph. For the average reader—especially the ladies—they ran a large ad in the papers, adorned with a big cut of Santa:

You Will Make No Mistake—So It Seems to Us—  
If You Decide to  
Say It With Music

"It will be a very 'Merry Christmas' indeed that is 'wished' for someone in the tangible form of a phonograph. And how delightfully the happiness created there by finds echo in the heart of the generous giver only he who has made such a gift can know.

And then, backing up both direct mail and newspaper advertising the firm arranged a decidedly catchy display. The floor was covered with artificial snow with scarlet curtains in the background. On a pedestal at either end were cabinet phonographs, while in the front center were two portable machines. Standing on top of a chimney which projected nearly two feet out of the snow was the red-clad, fur-trimmed figure of Santa, grasping a sheaf of ribbons, one of which extended to each of the talking machines. A tall panel card stood beside him and with his right hand, he was pointing to it. The card read:

HELLO, EVERYBODY!

There are only 15 Shopping Days before Christmas. Better decide to get that phonograph today. Also come in and look over the new records. You'll want a lot of them for the Christmas festivities.

The figure "15" was pasted on the card, and each day a new numeral was placed there, showing everybody that time was passing quickly by. A machine with electric attachment was placed in the window so that the sound of its

**Keep competition during the holiday season makes it imperative that dealers plan their sales promotion campaigns along original lines. In the accompanying article are described some of the distinctive and successful stunts used by dealers to bring their products to the attention of the public, emphasizing their value as lasting gifts.**

music was wafted out upon the December air to all passers by.

The Birch-Smith Co. urged a phonograph as a family gift. The ad surrounded by an abundance of white space showed at the top a boy and girl and was captioned:

LET THE CHILDREN LISTEN TO GOOD MUSIC  
—to songs that are beautifully sung—to famous old melodies—to children's songs that are loved by everybody.

All of these the phonograph brings to you and your children. It is the Christmas present for the entire family. Select yours today.

They organized a Christmas Club in November—offering the machine on easy payments, to be delivered in time for Christmas, and payments completed later.

One of the most effective ads appearing during the pre-holiday season was that of the Bergstrom Music Co., which said:

What Mrs. Kesoe Told Mrs. Deane:  
"My dear, for the first time in my life, I got a Christmas present that I really wanted. You see I picked it out

myself. Bob received a good bonus this year and that blessed husband turned it all right over to me. Naturally, I wanted to buy something we both would enjoy. He loves music, too, so I decided on a phonograph. We bought it at 'Brooks'ons'. It gives quite an "air" to our living room, and you can't imagine how much genuine pleasure there is having music to entertain us whenever we are in the mood."

A decidedly clever display was used by them to feature their machines. Knowing that anything in motion always attracts attention they had a cutout figure of a man running, which was suspended from the ceiling by slender thread and kept in motion by an electric fan concealed behind it. Near it was a card printed in large letters: "Hurry, Man! Hurry! There are still a few hours left to get your family a phonograph for Christmas!"

On either side of him were different models of machines each with a holly wreath fastened to it, while at each end of the window were evergreen trees with a number of records suspended from their branches. These records had bright gilded stars pasted on them and the name of the selection was printed in black on these yellow stars.

A plan adopted by this firm that brought good results was the printing of a number of Victor certificates each of which was enclosed in a pale blue envelope in the corner of which a Christmas wreath was stamped. This gift envelope was enclosed in a little note which was sent under letter postage to a selected list of prospects. The note was short:

Dear Mr. Blank: We are enclosing a Victor certificate which you can fill in and present to your wife or some other relative—then she can come down here after the Christmas rush and pick out the machine and records she wishes. What could be a better gift?

Another certificate sent to a large list provided for a number of records, leaving the amount to be filled in by the donor. This was sent out to a large number of young men, with the suggestion that it would be an excellent way in which to repay the hospitality of maids and matrons whose dances and parties they had attended during the season. One long counter in the big music store held records put up in holiday envelopes. These were white, with a green wreath, while in letters of black and red inside the wreath were the sentiments: "I'm wishing you the season's best—but can't find words to say it. So I'm sending you a record—just put it on and play it."

These envelopes were of different sizes so that any number of records—all high class selections—from one to six could be placed therein. When the taste of the lady was known it was suggested that a package of these records would make an excellent and appreciated gift.

## Kelley Adds Victor Dept.

The Kelley Music Co., Fairmont, W. Va., recently took over the Victor department of Hartley's, and a special section of the store has been set aside for the demonstration and display of the Orthophonic Victrola and other Victor products.

## To Manufacture Cabinets

Superior Cabinet Corp., New York, was recently incorporated at Albany to make phonograph cabinets with a capital stock of \$10,000. The incorporators are A. Aronne, R. W. Carillo and M. Wahl.

The City Radio Stores Corp., New York, was recently incorporated at Albany, with a capital stock of \$50,000. The incorporators are H. M. Stein and M. Cohen.

\$2<sup>50</sup>



5-000  
5 volt  
W. Ampere  
Detector  
Amplifier

Look over your profits on tube sales! Discouraging isn't it? With competitors all around you cutting prices there's no money in handling ordinary tubes. That's what over 1000 dealers in Greater New York thought—until the Schickerling franchise

was put up to them. Now every one of these dealers is making a real legitimate profit on tubes—a margin that enables them to build up a real tube department and go after tube sales. Let us put the proposition squarely up to you—write.

SCHICKERLING PRODUCTS CORPORATION  
401-407 Mulberry Street, Newark, N. J.  
Philadelphia Office: Jefferson Building, 1015 Chestnut Street

# SCHICKERLING

## RADIO TUBES

With the Stabilizing Triangular Plates

# Merry Christmas



**A  
Full Stocking  
For  
Pearsall Dealers**

A to Z in Radio

**RECEIVERS**

Zenith  
Adler-Royal  
Sleepers

**PHONOGRAPHS**

Adler-Royal  
Caswell Portables

**CABINETS and  
COMBINATIONS**

Adler-Royal

**SPEAKERS (Horn)**

Ethovox  
Amplion  
Silver Voices  
Holtzer Cabot  
Saal

**SPEAKERS (Cabinet)**

Adler-Royal  
Teletone  
P-K

**BATTERIES**

Eveready  
Philco  
Full-Wave Chargers  
Perryman Tubes  
Philco Socket Power

*Ask any Pearsall  
dealer, he'll tell you*

"Desire to serve, plus ability."

10 EAST 39th STREET

NEW YORK CITY



**SILAS E. PEARSALL COMPANY**

INC.

**WHOLESALE DISTRIBUTORS ONLY**

# Quality and Service Sell Radio for Brown's

The Neighborhood Dealer Can Overcome the Competition of the Downtown Stores Only by Extending Service, Says F. A. Brown

Merchants pay high rents for stores in the shopping centers of their communities because they realize that people naturally gravitate to the shopping district when they do their buying. Fred A. Brown, of Philadelphia, proprietor of Brown's Radio Shop, realized this when he decided to enter the radio business on West Allegheny avenue, that city. Now this is a considerable distance from the main business section of the city, in fact, it is a residential district, and Mr. Brown realized that he would have to compete with the dealers located several miles away. His success is proved by the fact that within the last year he has sold over a hundred radio sets.

## Meeting Competitors on Quality

The first consideration for the neighborhood dealer, according to Mr. Brown, is to handle products on a par in quality with the merchandise handled in the larger stores in the heart of the city. "The general public now has gleaned a sufficient knowledge of radio to know which are the leading sets and what they can expect in the way of performance. People who want quality merchandise visit the downtown stores because they can select the set they desire from the large variety of lines handled by several reliable concerns within a radius of a few blocks. The handicap of the neighborhood dealer is that usually his is the only store handling radio in that particular locality, and naturally the selection is limited to several lines. Therefore, the neighborhood dealer must be doubly careful in the selection of the lines he features. His products must be of the kind that are best known to the public. There are other advantages in handling standard merchandise which give the dealer good talking points. Then, too, the national advertising of the manufacturer is a force for sales which the small neighborhood dealer cannot afford to overlook."

## Service That Builds Sales Volume

The neighborhood dealer has another argument which Brown's Radio Shop has found instrumental in bringing business to its store and which reduces sales lost through the natural competition with the establishments in the heart

of the city. Mr. Brown explains it thus: "When we have a live prospect who believes that he can do better by making his purchase from the large downtown dealer we point out that because we are located in the immediate neighborhood we are in a position to give quick service; we handle the same reliable merchandise; our location is convenient for the customer, and,



Fred A. Brown

last, but not least, we are in business to stay—ours is not a 'here-to-day and gone-to-morrow' enterprise and for that reason patrons are assured that we will do everything in our power to satisfy them. This argument convinces the most skeptical because it is so evidently sound."

When Mr. Brown declares to a customer that he extends service and does everything to make the buyer satisfied with the radio set purchased, he is sincere. Quick delivery and periodical calls

on the customers to see that the set is working properly are a small part of this service.

## Radio Owners Are Good Prospects

A fair number of sales are being made regularly by Brown's Radio Shop to owners of crystal sets and other radio sets which have become obsolete. "The crystal set owner is a logical prospect for a tube set," points out Mr. Brown, "and I make it my business to get some of this business. Right here the question of the advisability of trading in the old set comes up. Unless a prospect has purchased the old set at our store we do not make an allowance on it when a new set is selected. It is dangerous, in my opinion, for the dealer to make it a general rule to trade in old sets, because then the merchant must make two sales to get the profit due him on one sale. Often, too, these old sets have little market value, and the sales possibilities are so limited that the dealer who takes them on an allowance basis stands a good chance to lose the profits he would normally make on the sale of a new receiver."

## Other Factors in Brown's Success

Other policies which have made Brown's radio business profitable include the charging of 6 per cent interest on instalment sales on the more expensive sets and a flat carrying charge on the less expensive receivers.

Whenever Mr. Brown is in the neighborhood of one of his customers he drops in to see how the set is working, incidentally testing the batteries to determine whether new ones are needed or will soon be necessary. This has earned considerable battery replacement business.

The names and addresses of all inquirers are secured and no time is lost in following up the prospect by a personal call. Quick action often results in a sale which would go to another dealer had the follow-up been deferred.

A charge of between \$15 and \$20 is made for the erection of an aerial, thus making this end of the sale pay fair dividends.

A large electric sign, that can be seen for blocks, advertises the store and the products handled.

## Freed-Eisemann Reports Its Sales Volume Doubled

The Freed-Eisemann Radio Corp., Brooklyn, N. Y., in a statement to its stockholders recently informed them that the sales of the company for the year are virtually double those of the period of June 1 to October 31 of last year. The 1925 figures are \$1,841,103.46, as compared with \$978,367.59 in 1924. The statement further says that the company's shipments for the first ten days of November amounted to \$326,100.

## Bailey's Opens New Store

Spokane, Wash., December 3.—Bailey's, Inc., recently opened its new store at 710 Sprague avenue with completely equipped talking machine and radio departments. A room is devoted especially to the demonstration and display of the Zenith, Atwater Kent, Kennedy, RCA and Crosley receivers. Demonstration rooms for stringed instruments and talking machine records have also been provided for patrons.

Eddie Elkins and His Orchestra have made a coupling of the two song hits of "Sunny," the musical comedy hit of Broadway. These numbers are "Who" and "Sunny." They are being recorded exclusively by the Columbia Co.



## Have You A Genola in Your Toy Shop?

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

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

Order Samples Today

**THE GENERAL PHONOGRAPH MANUFACTURING CO.**

Elyria, Ohio.

# ONE Profit—Radio Products

*Our Products Are Popularly Priced—Because WE Do All The Work That Goes Into Them*

There are no parts makers' profits and overhead—or other outside costs to add to the price of Grigsby-Grunow-Hinds Radio Equipment. That's why we are able to sell our merchandise at considerable saving to you, and that's why you, in turn, can meet the trade with attractive prices in any competition.

Our own skilled craftsmen are all we need to rely upon for quality. They work under one great roof and are constantly under our exacting supervision—which insures the very best that it is possible to build.

## Model WG-10 Ebony Finish

This Reproducer is as individual in its design and construction as a tailor-made suit. Much better than ordinary Loud Speakers in both tone and volume. Look at these advantages:

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



RETAILS  
FOR  
**\$12.50**

## Majestic A & B Current Supply

### Eliminates Both "A" and "B" Batteries



**\$47.50** List Price Without Tubes

Another evidence of the advantage of one profit—one degree of quality policy. A *perfected and reliable* current supply unit! Saves your customers the annoyance of all batteries, destructive acids and their ills; chargers, hydrometers, etc. All this eliminated with the Majestic. You simply plug into your house current supply and turn switch. You will never go back to batteries.

Manufactured by

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

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

# Utilizes All Factors of Sales Promotion

A. H. Fox, Manager of the Reo Talking Machine Co., Describes Policies Which Have Been Responsible for the Firm's Success

By Lewis Clarke

Equitable distribution of merchandising effort is necessary where the talking machine dealer operates several departments, otherwise those products which are neglected will naturally fail to move. The dealer who handles talking machines and radio, for example, must, if he expects to receive a full measure of profit from each of these departments, put sales effort behind each line. If either one is neglected that department is pretty certain to experience a slowing down in sales. Both the talking machine and radio have their place in the modern home and one supplements the other in aiding the dealer to build sales volume, according to A. H. Fox, manager of the Reo Talking Machine Co., New York City.

## Broadcasting Aids Record Sales

As Mr. Fox sees it, radio competition has benefited the talking machine rather than hindered it, although its good effects have been some time in manifesting themselves. And just as radio competition has benefited the talking machine so will the recent improvements in recording and reproducing on the increased frequency range enhance radio. The broadcastings of concerts and records by world famous record artists were held by Mr. Fox as evidence of how radio can benefit the dealer by promoting interest in records. It was announced at the close of one of these concerts that a certain record which had formed a part of the program, would be released within a few days, but no date was announced. "On the following morning orders for the new record were coming in like hot cakes, and when it finally was released, about five days later, the supply was greatly inadequate to the demand. These broadcastings have increased the sale of phonograph records to such an extent and at the same time stimulated the sale of phonographs of various types, that the radio may be rightfully said to be the greatest booster that the phonograph ever had," Mr. Fox said.

"Even after the talking machine is sold and

paid for it is still a source of revenue for the house that sold it. We have a system here of keeping in touch with our customers and selling them records with each new release that comes out. A customer coming into the store to make a payment on the phonograph he has bought will often buy a record of two, and not infrequently, I believe, come in to buy a record and make an instalment payment on the machine."

## Doubled Talking Machine Sales

Up to the end of October, of the present year, the Reo Talking Machine Co. has done nearly double the business in talking machines done in the entire twelve months of 1924, and believes that the music-loving public is in a state of mind now where it regards the talking machine with even greater admiration than ever before, especially since its recent improvements in acoustical and sound reproducing devices. The talking machine has never been held up by the Reo store as an instrument that should take the place of the radio in the home, but rather that the two blend admirably in one home and that there is a musical confraternity existing between them which is shown through the radio creating the desire for a permanent (phonograph) record of what it gives the listener-in through broadcastings.

An attractive display is held by Mr. Fox as one of the best ways of getting certain types of customers into the store. He holds that goods attractively displayed will bring people in who would otherwise never think of coming in. The thing to realize is that there are any number of potential customers passing one's store all the time, and the thing to do is to arrange some sort of window display scheme to attract their attention. "One may as well say that everyone has an automobile who can afford one as to say that everyone has a talking machine or radio set who can afford one," he pointed out.

Several methods are used here for getting

prospects for talking machines, and a quite recent one was to go to the polling districts where registrations were being held and get a list of the people living in the vicinity. The names taken from this list were placed in stenoid, and form letters were sent out to each voter. The results brought a good many inquiries and subsequently led to a gratifying number of sales, Mr. Fox claimed. There is also a practice in this store of getting the lists of newlyweds from the newspapers or from the license Bureau and writing these people, inviting them in to see what the store has to offer in appropriate musical furnishings for their new home. The talking machine with a good supply of records is usually a big favorite with newly married couples, it has been found.

## Importance of Making Friends

"We make personal friends of our customers," said Harry Sultan, assistant to Mr. Fox, "and make them feel that our store is a place where they may come and be entertained as a guest as well as a customer. In this location we do quite a large amount of business with colored people and we find that the community spirit makes an especial appeal to them. The playing of the instrument always seems to suggest the 'gather-round' idea, and it is a constant effort with us to create that atmosphere in our store and later transplant it, together with a talking machine, into the home of our guest."

## Novel Publicity

Novelty advertising and window poster cards are also employed largely here to let the people know what the Reo store has to offer in the music line. Mr. Fox said that the sale of talking machines with that company had been good during the last six months, chiefly because they had gotten right after the business and made it good. "There is a like difference in stores to that found in salesmen," Mr. Fox declared. "Some will get three or four times more business than others, and in the same territory. Few salesmen know the talking points necessary to sell the talking machine. This statement would seem ridiculous, in view of the fact that this instrument is so well known to-day, but nevertheless it is true. In the early days of the talking machine its very novelty would sell it, but to-day the novelty has worn off and the instrument must be sold."

## Customer Is the Best Salesman

Every sale should be regarded as, at least, a double-header, according to the rule adopted here. The best salesman, it is said, is the customer himself, because the man who goes to another man's home to listen to music is a ripe prospect when he is in the market himself, and a word of recommendation will go a long way toward influencing him to buy at the same store. That there is an almost endless chain of repeat business built up by the careful creating of good will in a community is the experience of the Reo Talking Machine Co., and the slogan, "Once a Customer Always a Customer," is strongly adhered to there.

## Kimberly Trustees Named

Allan W. Fritzsche and David Goldman, vice-president and auditor, respectively, of the General Phonograph Corp., New York, have been named trustees for the estate of the Kimberly Phonograph Co., Perth Amboy, against which a petition in bankruptcy was filed some time ago.

The A-C Electrical Mfg. Co.  
Dayton, Ohio

Gentlemen:  
Send me the story for A-C DAYTON dealers this year, with complete description of the A-C DAYTON line and merchandise plans.

Name \_\_\_\_\_  
Street Address \_\_\_\_\_ City \_\_\_\_\_  
State \_\_\_\_\_

**"Sign on the dotted line"**

There is just one way to select the radio line which will make the most money for you—learn all you can about every line available. The whole story of A-C DAYTON cannot be told through the printed word alone, but if you will fill in the coupon we will see that you get the full story through a qualified representative. No obligation is entailed, and hundreds of A-C DAYTON dealers will tell you your time will be well spent.

The A-C Electrical Mfg. Company  
Dayton, Ohio.  
Makers of Electrical Devices for More Than Twenty Years.

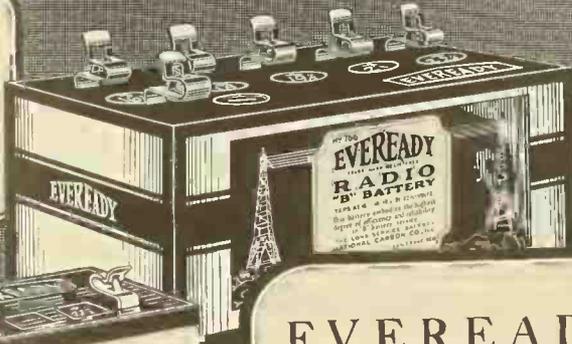
The model shown is the Standard Cabinet available at \$115 (net), accessories: \$120 (net) of extra. There are three other attractive models in the line.

# A-C DAYTON RADIO

Eveready horizontal "B" Battery No. 766, 22½ volts, for 1 to 3 tubes. List price, \$2.00



Eveready large vertical "B" Battery No. 779, 22½ volts, for 1 to 3 tubes, where variable taps are not required. Width, 4¼ inches; depth, 3¼ inches; height, 7¾ inches; weight, 4¾ lbs. List price, \$2.00



# EVEREADY

## No. 779

*A large vertical 22½-volt "B" Battery*

THE famous Eveready "B" Battery No. 766, horizontal, now has a vertical brother, No. 779, 22½ volts. This has the same large cells as the No. 766, and will last as long in equal service. Being vertical, it fits perfectly the battery compartments of many popular receivers. Also valuable for use where the table or shelf space is limited. Order from your jobber.

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

EVEREADY HOUR EVERY TUESDAY at 9 P. M.  
 Eastern Standard Time

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

WEAF New York	WFI Philadelphia	WJL Detroit
WJAR Providence	WGR Buffalo	WCCO Minneapolis
WEEL Boston	WCAE Pittsburgh	WCCO St. Paul
WTAD Worcester	WLAJ Cincinnati	WCC Davenport
	KSD St. Louis	

# EVEREADY

## Radio Batteries

-they last longer

## Importance of Quality in Radio Products and in Distribution and Merchandising

Merchandising Methods That Are Unsound Can Destroy Any Business, Says S. B. Trainer, Pointing Out the Need for Quality Products as Paramount in Radio Distribution

(S. B. Trainer, president of the Amplion Corp. of America, in an interesting article, part of which is reproduced herewith, discusses the effect, on sales of landing radio products of quality. He also emphasizes the need for more efficient business organizations and merchandising methods.—Editor.)

Those who are actively engaged in the business of manufacturing radio products and merchandising them are becoming more aware, day by day, of the importance of quality in their efforts to stabilize the radio industry. On all sides it is becoming more apparent all the time that those companies who are making the greatest success in the business are those who have maintained, from the beginning, the production of radio apparatus of the very highest quality, or those who have found it necessary to improve the quality of their products in order to remain in the business.

The wholesale and retail trade have their share to bear in maintaining a stand for marketing quality apparatus and for using quality methods of merchandising in order to gain the confidence of the buying public.

Next to the product itself in importance in any business certainly is the calibre of the personnel of the industry, whether it be radio or anything else. If the executive responsible for any kind of a radio business will devote more time and apply greater care in building up the organization which is to help him succeed, success cannot fail. It naturally follows that with a quality product and a quality organization, quality business policies must be employed. The manufacturer who adopts the policy of producing a product for as little as possible and selling it for as much as he can get for it, particularly in the radio business, will have a short industrial life.

Merchandising methods which are unsound can destroy any business engaged in manufacturing or can break up the best organization, or counteract the carrying out of quality business policies. In merchandising rests probably one of the most serious problems facing the radio industry to-day. Not only is this a problem with the manufacturer, but a problem with the distributor, whether wholesale or retail.

It can be safely said therefore that to maintain public confidence, those manufacturers will succeed best who give the ultimate buyer a piece of radio apparatus, no matter what it may be, that is best in quality, at a price that gives the buyer value for his money.

We, who are engaged in the manufacturing business in radio, see too little printer's ink

emphasizing the quality of our products. We spend too little time educating our salesmen in using proper methods of selling their goods and of approaching the buyer. We are apt to be too anxious to get rich quick, hoping that the future will take care of us, forgetting that we all want to stay in business and want to succeed, but can do so only by keeping before us some of the essentials of business which have been cited above.

Let us keep this one word quality in mind. Let us apply it in every department of our business. Let us apply it in our dealings with others in the business. Let us apply it in our own organization. If we do this, the benefits resulting from this will astonish us, as it is simply a matter of using common sense. When you come right down to it, successful business

is based upon the application of a large amount of ordinary common sense. We do not need to spend time criticizing our competitor for what we think are his bad business methods. We do not need to find too much fault with our distributor who does not sell our product in the right way. Our point of view should be one of laying stress upon quality, in every sense, wherever we find it and have the spirit of it radiate from us and then it will not be long before those who might be criticized by us will find that it pays to compliment the manufacturer who makes a good product, to give credit to the executive who has a good organization and talk about the board of directors that insists upon proper business policies and to help in every way we can to success those distributors of radio products who are using quality business methods in the radio industry. We in the radio industry cannot stress this one point of quality too much, keeping in mind its application to every department of the radio business, from the raw material to the consumer upon whom all of us must really depend for success in the future.

### Blind Children Tune in on Thermodyne Receiver

Set Presented to Oakland Institute for the Blind Brings Joy to Unfortunate Children—Demonstrates Ease of Operation

OAKLAND, CAL., December 4.—The extreme ease of operation of the Master Control Thermodyne radio receiver is well illustrated in the ac-



Blind Children Listening to Radio

companying photograph, which shows some children of the Oakland Institute for the Blind listening to a radio program broadcast from Chicago. The Master Control Thermodyne receiver does not require dial reading to tune, and so it is a blessing to those situated as are these children.

This receiver was presented to the institute by Listenwaller & Gough, Pacific Coast distributors for Thermodyne products, and they were inspired to do so by the receipt of a letter from a fan who wrote that the reason for his choosing a Thermodyne was because of

the fact that his mother, who was blind, could tune in and enjoy the programs as well as those blessed with sight.

### Ackerly Has Anniversary

Ackerly's Music Store, Patchogue, N. Y., celebrated its first anniversary in its new quarters on East Main street, where the entire building is devoted to the musical instruments carried by the establishment. This store has been especially busy with the new Orthophonic Victrola.

### Edison Comparison Concert

HAZELTON, PA., December 5.—The Stirling Music Co., local Edison phonograph dealer, staged a comparison concert recently with Helen Davis, mezzo-soprano, and Victor Young, composer-pianist, as the featured artists. The concert, which attracted a large and enthusiastic audience, was held at the Senior High School.

### Okeh Christmas Posters

The General Phonograph Corp., New York, has sent to its dealers attractive Christmas posters, listing Okeh records for the holiday season. The list includes three classes of records, Yuletide favorites, records for children and sacred songs.

The Hauschildt Music Co., Oakland, Cal., recently opened its new store with a complete line of talking machines and records, with several demonstration rooms fitted up for patrons.



## Wuebben Record Albums are indestructible

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

Ask for our illustrated prospectuses and price lists

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

*The Latest Record Sensation!*

# EDDIE PEABODY



*The Banjo  
and  
Fiddle King  
on*



## BANNER & DOMINO RECORDS

35c. each

3 for \$1.00

*His New Jazz Fiddle Record  
has taken the country by storm*

Something ABSOLUTELY NEW on records—nothing like it has ever been done before—the greatest record they have ever heard—looks like the biggest record seller in years.

These are some of the opinions of record dealers and others who have heard the new Jazz Fiddle Record.

Once you have heard this record you will be just as enthusiastic about it as they are. Order a supply at once—you will be surprised at how quickly your customers will buy them.

Banner No. 1646 } ST. LOUIS BLUES . . . . . Jazz Fiddle, Clarinet & Piano Acc.

Domino No. 3617 } BEALE STREET BLUES . . . Jazz Fiddle, Clarinet & Piano Acc.

*Telegraph or Mail Your Order Today!*

**PLAZA MUSIC COMPANY, 10 West 20th St., NEW YORK**

# How Small Town Dealer Gets Sales Volume

Berry & Reed Are Located in a Small Community but They Have Succeeded in Building a Good Business by Sound Sales Methods

By W. B. Stoddard

In the smaller towns the phonograph business is often handled by the hardware, the dry goods, or the furniture man—whoever gets into the field first. Considering the ease with which townspeople can get to neighboring cities these days, a merchant often asks himself if it is worth while to try to compete with his city colleagues in this line. Those who are pessimistic in this respect would do well to study the plans of Berry & Reed, Lonoke, Ark., who have built up a very profitable business in machines and records.

## Sleeping Doesn't Sell Machines

In speaking of their success Mr. Berry said: "It all depends on the way the business is handled. Too many merchants take the agency for a certain talking machine and then go to sleep. They keep a machine in stock for exhibition purposes, and they will order one when a customer seeks them out. But in these days the customer is not going to do much seeking. As a general thing he doesn't know that he wants a machine until he sees it in attractive surroundings, or has the idea presented to him that he can secure a splendid evening's entertainment at home through the music of a phonograph.

"Ever since we took on a standard line of machines they have been an excellent advertisement for the store (Berry & Reed conduct an up-to-date furniture store). The general trend is for people to secure the best machines they can get for their money, so we have found that cabinet machines are generally best for our purpose. The smaller machines are still sold, and there is scarcely a month we do not order some for patrons—but we keep on hand only those of the cabinet variety.

## Aggressive Tactics Win

"Then we go after the business aggressively. Every time a visitor comes into the store who evinces the slightest interest in one of the cabinet machines, I get his or her name, as the case may be. Then if he or she has no machine I frequently mail factory literature regard-

ing the make of phonograph I handle. I inform prospects of my partial payment system and keep them reminded of the fact that a talking machine pleases and lives up the home. If the customer already possesses a machine and

*The story of the methods which have been successful in building up a comparatively large talking machine and record business for Berry & Reed, Lonoke, Ark., indicates in a concrete manner how the dealer in a small town can, by the application of sound business principles, succeed. It proves that a profitable talking machine business can be done in a small town.*

merely drops in to see the new records I secure his name also, and when my monthly stock of new records comes in, I mail a circular, giving the name and prices, informing him that I now have these records in stock and he is perfectly welcome to come into the store and try them out.

"I always have on hand five or six machines, so that if more than one party comes in at once—as often happens in the evening—there is no waiting. Incidentally, my records go like the proverbial hot cakes, and I really have quite a time keeping my stock complete.

"Another thing helps out, wonderfully in the selling of a machine and that is a thorough knowledge of it, both mechanically and technically. All sorts of questions are asked by different patrons and you never know what is going to be sprung on you. The only thing, then, is to know everything about it. When I

first stocked this particular variety of machine I went to the factory and observed every process of manufacture. I know every part that goes to make the machine, and why that particular material is used. Of course it might not be practicable in every instance for a dealer to go to the factory, but he could acquire a good working knowledge from the factory salesman, and from reading everything the manufacturer furnishes on the subject.

## Widespread Advertising

"Having learned all about the machine I proceeded to tell the people of the town, the country and the adjacent towns about it—not forgetting to mention the easy payment feature. I advertise in the local papers and in several of the papers in adjoining towns. Whenever I have an ad that I think is especially good I have a number of handbills struck off and placed in all the vehicles—generally autos—that come to town. I also use moving picture slides. I have a long list of local and rural addresses and at least once a month send out literature received from the factory.

## Window Displays Are Important

"One of my best selling agents is my show window. There are a number of occasions on which a phonograph makes an especially appropriate gift, such as Christmas, Easter, Mother's Day and Halloween. At such times I arrange a portion of a room with comfortable furniture and attractive draperies with a phonograph as the centre of attraction. Of course there are always timely touches, such as Christmas wreaths, stalks of Easter lilies, Halloween pumpkins, and a card suggests that a phonograph would make a delightful gift for Mother on Mother's Day; for wife or daughter at Christmas or for the home at any time when entertainment for the family or guests is to be considered.

## Following Up Newlyweds

"Perhaps my really best and most effective stunt is the way I go after engaged or young married couples. After reading in the papers, or hearing about the engagement of a couple—and in a small town the merchant has a much better opportunity to know his townspeople and country clientele than in the city—I drop a friendly note to the newlyweds or about-to-weds congratulating them, politely calling attention to my store, asking them to pay us a visit ere they furnish their home and making special suggestion regarding the pleasure a phonograph will add to their home. If they purchase a machine, or some club or member of the family presents them with one, I quietly let this fact be known to their friends—and in many instances their acquaintances will present them with records. Then, when the anniversary rolls around—I drop them another note, suggesting that they commemorate it by the purchase of some new records. On the card which is made out for each talking machine sold is listed the number of records purchased at the time, and those given by friends. Thus, if either the couple or some outsider wishes to purchase new records I can easily advise what records are already in their possession and avoid duplication—a little item that pleases all concerned."

## New Columbia Artists

The New Orleans Owls, a new Columbia recording aggregation, have made as their first recordings, "Oh Me, Oh My," and "Stomp Off, Let's Go," both of the "hot" variety, Southern style.

## HARDWARE

for

### RADIO and PHONOGRAPH CABINETS

LID SUPPORTS

CATCHES

CONTINUOUS HINGES

NEEDLE CUPS

BULLET CATCHES

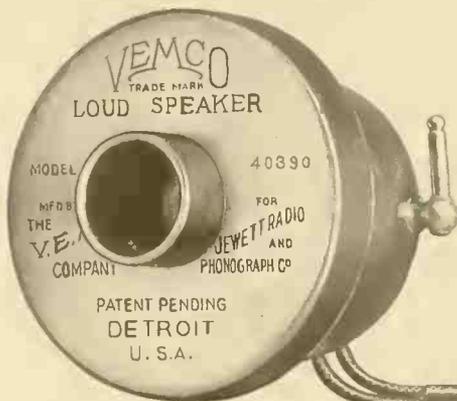
STOP HINGES

INVISIBLE HINGES



## WEBER-KNAPP CO.

JAMESTOWN, N. Y.



## It Boosts Phonograph Sales!

Regardless of your plans and policies concerning Radio, there is one Radio item which every Phonograph Merchant should carry **AND PUSH**.

That item is the Jewett Vemco Unit, which makes a splendid Radio loud speaker out of any Phonograph.

# The Jewett Vemco Unit

For the Vemco is a mighty booster for the Phonograph.

It is helping other Phonograph Merchants **CLOSE SALES**. It will help **YOU**.

By making the Phonograph do double duty, the Jewett Vemco makes it doubly desirable.

And the Phonograph that is doubly busy is always in the center of the home stage. More sales of records are an infallible result.

But be sure it's a Vemco—adjustable and the same unit that has made the Super-speaker leader of all Radio Reproducers.

Standard model fits Victrola and all other standard tone arms. Adapters for other types at slight additional cost. Slips on or off in a jiffy—no tools. Ask us for full details.

**JEWETT RADIO & PHONOGRAPH COMPANY**  
5660 TELEGRAPH ROAD PONTIAC, MICHIGAN

Factories: Allegan, Michigan—Pontiac, Michigan  
In Canada: Jewett Radio-Phonographs, Limited, Walkerville, Ontario  
Export Sales Office: 116 Broad Street, New York City

"Quality Broadcasting to Match Quality Products —Station WJR"

**JEWETT**

© 1925 Jewett Radio & Phonograph Co.

THE MANUFACTURERS OF THE FINEST LOUD SPEAKERS AND PHONOGRAPHS USE

# MICA DIAPHRAGMS

THEY BRING OUT

*The Purest Tones  
The Subtle Overtones  
The Delicate Shadings*

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

Write for Samples and Prices

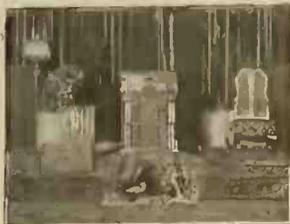
**WILLIAM BRAND CO., 27 E. 22nd Street New York City**

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

## Orthophonic in Artistic Setting in Worcester

Hundreds Attend Concert at Well-Known Department Store at Which the Orthophonic Was Featured With Local Artists of Repute

WORCESTER, MASS., December 5.—The Victor department of the Denholm & McKay Co. Boston store had a most effective stage setting in



Striking Exhibit of Orthophonic Victrola which to display the new Orthophonic Victrola. The accompanying photograph gives an idea of the artistic manner in which the product was shown to the patrons of the store on November 2. In addition to the new instrument three artists of wide reputation appeared on Victor Day and some 250 people visited the store to attend the concert.

## Powel Crosley, Jr., Sees Gyp Dealers Eliminated

President of Crosley Radio Corp. Points Out Why Cut-Price Stores Must Fail and Stabilization of the Market Be Reached

CINCINNATI, O., December 7.—In an interesting article on the necessity of purchasers of radio equipment dealing with reliable merchants and buying sets made by reliable concerns, Powell Crosley, Jr., president of the Crosley Radio Corp., recently stated that unstable conditions are disappearing from the radio industry and also that the gyp and the cut-price store will eventually go out of business. In giving his reasons for these statements, Mr. Crosley said in part:

"The gyp is essentially an opportunist who can exist only where the opportunity for large quick profits exists. When the industry has progressed to the point where profit accrues from mass production methods and from careful marketing rather than from the glamour which up to the present has surrounded the radio business, the art will settle down into a stabilized, rational trade, upon which a bigger and better industry may be built, and that time is fast approaching.

"Prospective buyers of radio equipment should make sure the dealer who sells apparatus is reliable and likely to be in business for some time. This is important, when it is considered that dealer guarantees mean nothing if the dealer goes out of business in a short time. There is, however, a way in which the prospective purchaser may be sure of getting satisfaction and service and that is by purchasing merchandise which has been made by a long-established and reliable manufacturer, who stands back of his goods.

"Radio enthusiasts should beware of equipment which has not had the endorsement of reliable people. Thousands of dollars have been spent by people who thought some piece of apparatus would eliminate static or be able to bring in signals from distant stations without the proper sort of receiver. A reliable merchant will not sell equipment which he does not believe in or cannot guarantee. Buy from dealers who are known for their honesty and who can give service whenever it is necessary and much money and grief will be saved."

## Stages Brunswick Drive

A shipment of four carloads of Brunswick phonographs was recently received by the Burkham & Stamm Piano Co., Wheeling, W. Va., which is engaged in a gigantic sales drive. A feature of the campaign is that the instruments may be purchased on the Christmas club plan.

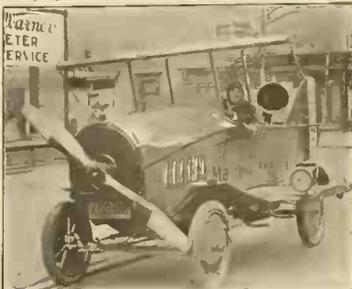
## A New York Incorporation

The Madison Radio Corp., New York, was recently incorporated at Albany with a capital stock of 1,000 shares of common stock of no par value. The incorporators are W. B. Spiegel, A. H. Fulton, Jr., and S. E. Rogers.

## Stewart-Warner Brooklyn Branch Assists Dealers

Sol J. Levy, Radio Sales Manager, Designs Novel "Radioplane" to Stimulate Interest in Stewart-Warner Line—Dealers Benefit

Stewart-Warner dealers in the territory served by the Brooklyn headquarters of the company under the direction of Sol J. Levy,



Stewart-Warner Radioplane

radio sales manager, are benefiting from the exploitation work which is being done by this aggressive executive, who is giving co-operation that is certain to result in many sales for the Stewart-Warner dealers. One of the outstanding features of the campaign which is being waged by the branch headquarters to stimulate interest in the Stewart-Warner sets is the Stewart-Warner Radioplane illustrated herewith, which traverses the streets of the city, distributing postcards asking that the recipients give names and addresses for further information on radio which will prove valuable to them. These cards are turned over to Stewart-Warner dealers as likely prospects.

The radioplane is an actual model of an aeroplane mounted on four wheels, with a Stewart-Warner Model 305 receiver installed on the dashboard, and a microphone and amplifying horn for announcing from the plane. It has caused considerable comment and attracts crowds as it is driven through the streets.

## Okeh Race Record Publicity

The Okeh race records are featured in an attractive display poster recently distributed by the General Phonograph Corp. to its dealers. "Blues" of all types, vocal and dance, are listed as recorded by the Okeh race record artists.

The Duval Radio Products Corp., New York, has been granted a charter of incorporation at Albany with a capital stock of \$20,000. The incorporators are J. R. Lippman, E. S. Marcus and A. Shestack.

## CONSTANTLY INCREASING SALES

are testifying to the superior quality of our

### COTTON FLOCKS FOR PHONOGRAPH RECORDS

STEP INTO LINE WITH THE BUYERS OF "QUALITY"

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



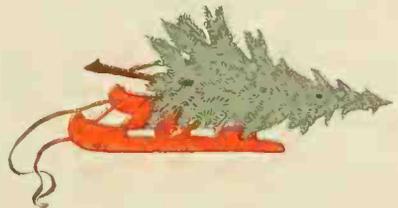


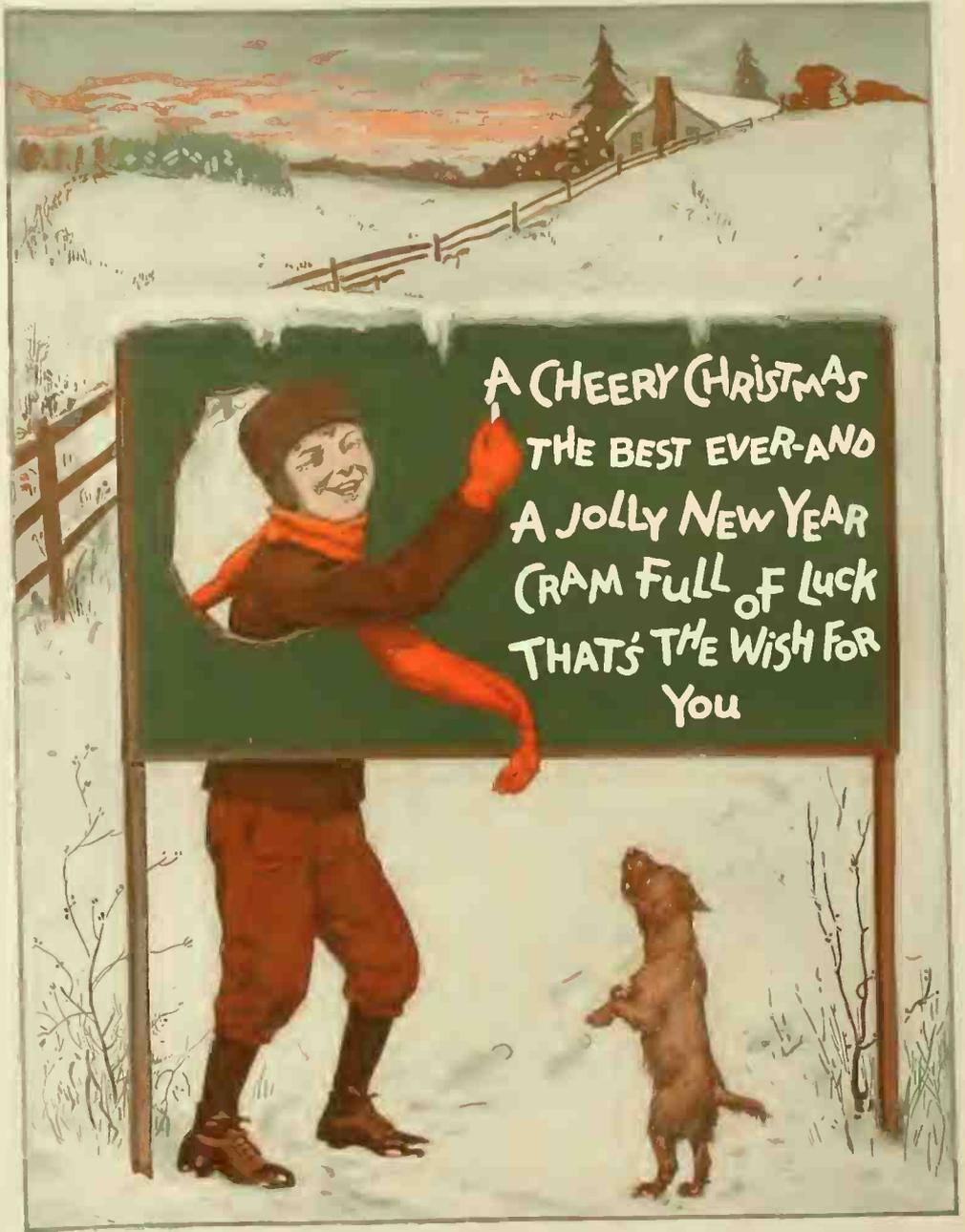
**H**appiness and Prosperity  
this Christmas and  
throughout the  
New Year—

This joyful season affords  
another opportunity to ex-  
press appreciation of the  
**CONFIDENCE** established  
through years of sincere  
co-operation — —

General Phonograph Corporation

*Oliver Henicema*  
President





A CHEERY CHRISTMAS  
THE BEST EVER-AND  
A JOLLY NEW YEAR  
GRAM FULL OF LUCK  
THAT'S THE WISH FOR  
You



### Perryman Electric Co. Provides Dealer Displays

Maker of Perryman Radio Tubes Prepares Window and Counter Display Material for Benefit of Dealers—Demonstration Tube Included

The Perryman Electric Co., New York, maker of radio tubes for dry and storage batteries, has prepared a wealth of display material for use



Dealers' Window Card

by Perryman dealers in bringing these tubes to the notice of the buying public. This material includes a large window card, nineteen by twenty-five inches in size; a set of figures, size seven



Counter Tube Display

by eleven inches; a number of smaller figures and a counter display, seven by thirteen inches, all lithographed in six colors. This material is so arranged that the individual pieces may be used separately or together as a unit, all de-

pending on the amount of space available for display.



Trade-Mark Cut-Out

### Schirmer Adds Columbia Line

The distributing division of the Columbia Phonograph Co., Inc., New York, has announced that G. Schirmer, 3 East Forty-third street, New York, has added the Columbia line. The initial order included the complete Columbia catalog, with the exception of foreign language recordings.

### New York Firm Chartered

The Auditone Radio Corp., New York, has been incorporated at Albany with a capital stock of 250 shares of preferred stock at \$100 per share and 1,000 shares of common stock of no par value. The incorporators are W. P. Kirkpatrick, R. Pink and A. J. Miranda, Jr.

### Standard Music Shop Opened

The Standard Music Shop, Wildwood, N. J., was recently opened at 209 East Schellenger avenue, with a complete stock of talking machines, pianos, records and sheet music.

### Omaha Dealers Hear the New Brunswick Panatropé

Brunswick Representatives Form Enthusiastic Audience at Showing of Electrical Reproducing Instrument—C. T. McKelvey, of the Brunswick Co., Aids in Demonstration

OMAHA, Neb., December 1.—On Thursday evening, November 19, the Brunswick Panatropé was presented to the Omaha public under the auspices of C. T. McKelvey, national sales promotion manager of the Brunswick Co., and A. P. Thompson and O. G. White, of the Omaha Brunswick headquarters.

The reception of this new electrical reproducing musical instrument was most enthusiastic, as attested by the applause and comments on hearing the instrument played. Over 160 were present for the evening demonstration, among them many prominent dealers in the Omaha territory, including A. Hospe, of A. Hospe Co.; W. Schimoller, president of Selmsoller & Mueller Co., with stores in Omaha, Lincoln, Sioux City and Council Bluffs; Messrs. Street and Schamp, of Davidson Bros. Co., Sioux City; Miss Ferrin, of J. L. Brandeis Co., Omaha; Henry Rosenthal and David Levine, of the Union Outfitting Co., Omaha; H. Dixon, of North Platte; E. Hardy and Guy Hunt, of the Hardy Furn. Co., Lincoln; Glen Craner and Mr. Wolfberger, of the G. A. Craner Co., Lincoln; E. Conrad, of the Conrad Music House, Fremont; J. Rosenfelt, president of the Continental Furniture Co., Council Bluffs; T. Teft, of the Orchard & Wilhelm Co., Omaha; F. Resnick, of the Union Outfitting Co., Omaha; Messrs. Schneider and Kehlberg, of the Kehlberg-Schneider Co., Le Mars; W. W. Lupton, of Onawa; Messrs. Zitzman and Keppler, of A. Hospe Co., Omaha.

In the morning a special demonstration was held for the press and music critics, at which time thirty-five prominent people of the press and music world were present.

## Branches in Nine Principal Cities Ready to Fill Rush Orders for Bristol Loud Speakers

Boston .....	Old South Bldg.
Philadelphia .....	Widener Bldg.
Birmingham .....	Age-Herald Bldg.
Chicago .....	Monadnock Block
New York .....	114 Liberty St.
Pittsburgh .....	Frick Bldg.
Detroit .....	Book Bldg.
St. Louis .....	Boatman's Bank Bldg.
San Francisco .....	Rialto Bldg.

Don't lose good business because your stock is short. Wire or phone your needs to the nearest Branch.

Remember, the biggest, newest selling point today is the Bristol Super-Unit with the low-pitch diaphragm. This diaphragm brings in, not only the middle and upper registers, but also all those bass notes which heretofore have come in only imperfectly, if at all.

Bristol Speakers are made in both horn and cabinet designs. The prices range from \$15 to \$30 retail. Super S, and Super C, the cabinet, have the Super-Unit.

THE BRISTOL COMPANY :: Radio Div. BS :: Waterbury, Conn.

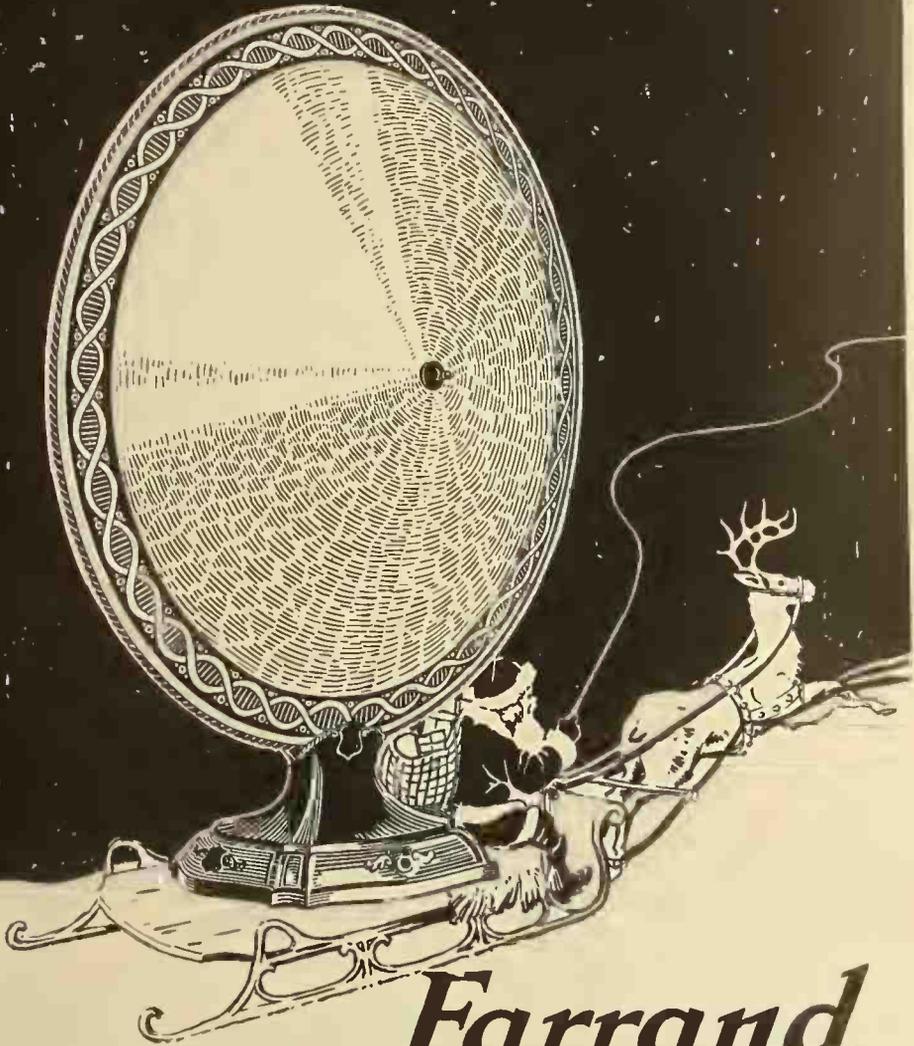
For 36 years makers of the highly sensitive and accurate Bristol Recording Instruments.



"Super S" \$25.00  
Rubber horn, 14 1/2" diameter. Black mat finish gold decorated base. Contains the new Super Unit with low-pitch diaphragm.

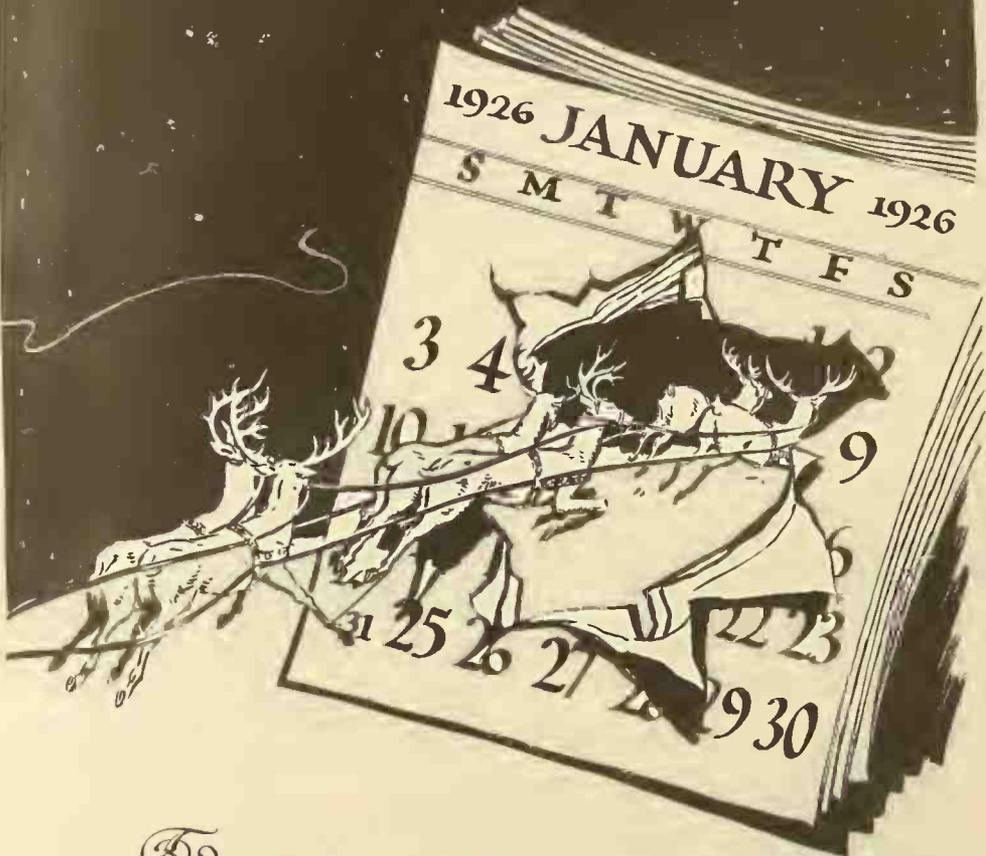
# BRISTOL MADE IN U.S.A. AUDIOPHONE TRADE MARK Loud Speaker

For XMAS



*Farrand  
Speaker*

# ~ and AFTER



**T**HE great Christmas rush is on! And Old Santa is carrying Farrand Speakers into happy homes everywhere. No product in radio history has ever enjoyed so great a demand.

Yet, to the dealer who carries Farrand Speakers, Christmas will prove but the forerunner of even greater sales and profits. For here is quality—outstanding quality that knows neither season nor calendar. Think of the thousands upon thousands of speakers that will be replaced by Farrands during the next few months alone! Yes, indeed—1926, even more than 1925, is a Farrand Year!

SENIOR MODEL  
\$32<sup>50</sup>

**FARRAND MANUFACTURING CO., Inc.**  
Thompson Ave. at Court Street

Long Island City, N. Y.

JUNIOR MODEL  
\$16<sup>50</sup>

# Estey's Policy Boosts Cash Radio Sales

Philadelphia Concern Finds It Easy to Sell Radio on Cash Basis  
—Selection of Customers the Answer—Reduces Collection Troubles

In the rush to procure business, whether it be radio, talking machine, or musical instrument, dealers and salesmen are inclined to lose sight of the fact that very often it is possible to make cash sales. Simply because musical instruments can be bought on time payments is no reason why every sale should be made on that basis. However, all dealers are not in a position where they can demand or expect cash. There are times when the only way to make a sale is to make terms, and of course the purpose of the instalment plan of selling is to make it easy for people of limited purse to buy.

## 80 Per Cent. Cash Business

The Estey Co., of Philadelphia, which operates an attractive radio department, has succeeded in building up a large cash business through two methods. First, the selection of prospects and, second, in not placing too much emphasis on the fact that radio sets can be bought on the instalment plan. Over eighty per cent of this firm's radio business is for cash.

As has been mentioned, the policy of the company has been instrumental in bringing about this very satisfactory condition. The firm's advertising rarely features price, and while it is explained that terms can be secured if desired, yet it is not made the prime feature of the publicity, as is so often the case among dealers who are anxious to build sales volume, giving little or no thought to the possible loss to themselves through repossession, etc. While the radio department is operated as part of the entire Estey business, in a sense it is really a complete separate unit of the firm. Two experienced salesmen are constantly following up prospects and many sales are resulting from this publicity work. Then, too, the company has an outside salesman for the various other departments of the firm, such as the talking machine and piano departments, and of course these men are always on the lookout for prospects for radio sets or other musical instruments.

## Service Men Sell

The efficiency of the service department has also been instrumental in not only building

good will, but in securing new business. Two service men are kept busy all the time, both inside the store and in the homes of customers, and they have an opportunity of making sales where the regular salesman would fail. When the service man enters a home he is in a posi-

tion to see what the customer lacks in radio equipment and by intelligent suggestions he can interest that individual in the accessories handled by the firm. These men receive a five per cent. commission on all sales they make, and as a result they really try to sell. The service man who is responsible for the sale of merchandise should receive some compensation for his services, and a fair commission is a great stimulant to activity in this direction.

## Ninety-Day Free Service

That the service department can be made to operate not only without loss but actually with profit has been demonstrated in the columns of The World by the accounts of radio dealers who are actually accomplishing this. The Estey Co. is another dealer of this type. Of course a certain amount of free service is given on the sale of each set; in fact the company guarantees three months of free service. This

*That there is an excellent opportunity of making radio sales on a cash basis has been proved by the Estey Co., of Philadelphia, which has succeeded in building up a large sales volume on this basis. While instalment sales are made, selling on this basis is not encouraged. Very low down payments are refused. The accompanying article outlines the policy which the Estey Co. has found so extremely profitable.*

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## Reduces Collection Troubles

Because of this attempt to secure cash sales, the Estey Co. has little trouble regarding collections or repossessions. In fact instalment sales or down payments are so large and the term of contract so short that customers find it better to meet their obligations than to run the danger of having the radio set taken away from them. The usual length of contract here is six months.

It is safe to state that most of the collection troubles, especially in regard to radio, are due to inefficient and unintelligent selling. The dealer who sells radio sets to every Tom, Dick and Harry wholly regardless of their financial responsibility and the dealer who sells on the dollar down and dollar a week basis have only themselves to blame when they run into collection troubles. It is far better not to sell a set than to sell it on a basis that means a loss.

## Suit Against Radio Corp. of America Is Dismissed

United States District Judge Morris, of Delaware, on November 12, dismissed a suit brought by the DeForest Radio Telephone & Telegraph Co. against the Radio Corp. of America. The DeForest Co. claimed that the R.C.A. was infringing the DeForest "Audion" patents relating to vacuum tubes for radio purposes and that the infringement consisted in the sale of vacuum tubes known as "Radiotrons," which had been manufactured by the Westinghouse Electric & Mfg. Co. and the Westinghouse Lamp Co. The DeForest Co. asked for an injunction restraining these sales, as well as an award of profits earned by the R.C.A. and damages claimed to have been sustained by the DeForest Co. by reason of the sale. The R.C.A. defended on the ground that the sale of these Radiotrons was licensed. Judge Morris found that the Radio Corp. was not an infringer; that it had the right to sell these "Radiotrons," and therefore refused to grant the injunction, and denied the claim for damages and profits.

After analyzing the agreements on which the R.C.A.'s claim of license is based, Judge Morris said:

"The evidence discloses that the Westinghouse Lamp Co. is controlled through stock ownership by the Westinghouse Electric & Mfg. Co. . . .

"Upon an analysis of these agreements it is found that a grant by the General Electric Co. to the defendant of a license to sell tubes purchased by the defendant with the written consent of the General Electric Co. was expressly assented to or ratified by the American Telephone & Telegraph Co. upon a consideration moving from the defendant and that thereafter the General Electric Co. gave its written consent to the defendant to purchase tubes from the Westinghouse Electric & Mfg. Co. and its controlled companies and to sell the tubes so purchased. . . . Being a licensee and having confined its operations within the scope of its license the defendant is not an infringer of the patent. In suit and is not of that class of persons against whom the plaintiff, even if it is the owner of the legal title to the patent, may, by virtue of the agreement of March 16, 1917, institute and conduct suits."

## Tie-Up With Film Star

The visit of Miss Paramount, film celebrity, to Fond Du Lac, Wis., was fittingly observed by the Augustin Music Store and the Badger Music Co., both of which establishments arranged special programs of musical entertainment for the public's benefit.

## Next Season's Standard Receiver Is Here Now!



Model 11

## BLAIR RECEIVER

SIX TUBES  
Resistance-Coupled Amplification

**\$75** The Original and Genuine  
Resistance-Coupled Receiver

Next season Resistance-Coupling will be all the vogue. Many manufacturers have already tried to imitate the Blair, but it is still the ONLY genuine Resistance-Coupled Receiver on the market. It is the receiver by which

all next season's sets will be judged and compared. It will be radio's standard. Don't wait until next season—sell the Blair this season and get the jump on all your competitors. Be the first to show the Blair.

Write or wire us for the name of the nearest Blair representative who will give you a demonstration and full particulars.

### LIST PRICES

East of Rockies—Model 11—\$75; Standish Console, \$125; L'Elegance Console, \$150;  
West of Rockies—Model 11—\$80; Standish Console, \$135; L'Elegance Console, \$160.

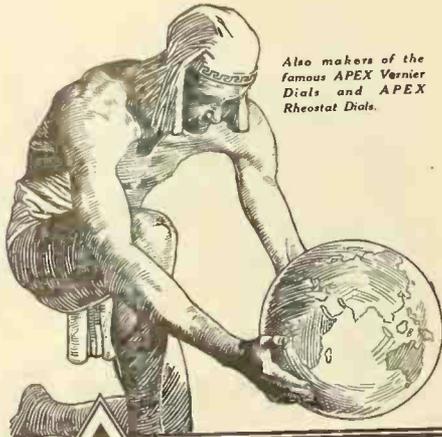
## Blair Radio Laboratories

368 Sixth Ave.

New York City

# DISTANCE

THE OBEDIENT SLAVE TO YOUR DESIRES



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

APEX mastery over the most advanced radio engineering principles makes distance the obedient slave of your desires and places at your instant command the whole continent of radio enjoyment.

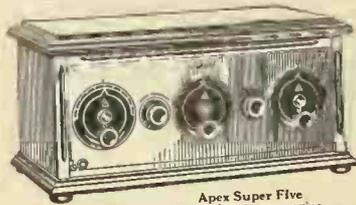
The infinite care and skill employed in perfecting the mechanical construction of APEX Radio Apparatus is radiantly reflected in the rich beauty of design, harmony of proportion and elegance of finish that stamp all APEX sets with an unmistakable mark of master craftsmanship.

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

**APEX ELECTRIC MFG. CO.**  
1410 W. 59th Street, Dept. 1217  
CHICAGO



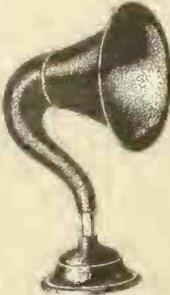
Apex Baby Grand Console  
Price \$225



Apex Super Five  
Price \$95—without accessories



Apex De Luxe—Price \$135



Apex Entertainer  
Price \$22.50



Apex Utility Radio  
Table—Price \$75



Apex Console  
Entertainer—Price \$27.50

Prices West of Rockies slightly higher.

Canadian prices approximately 40% higher.

# Making Foreign Record Department Pay

Analysis of Territory Necessary to Determine What Lines to Handle  
—How the Yonkers Talking Machine Co. Built Big Sales Volume

Analyze your territory and then feature the kind of merchandise your potential patrons are most likely to buy. That is the principle in back of the success of the Yonkers Talking Machine Co., which operates three stores in a city of slightly over a hundred thousand people, namely, Yonkers, N. Y. That the statement above is a fundamental of good merchandising has been proved by David Goran, proprietor. The three stores of this concern cater to three distinct cross sections of the people in the city. For example, there is a store in the main business section, where, in addition to a large transient trade, a steady clientele has been built up. Naturally in an establishment so located the dealer must be prepared to do business with all classes of people and that means a general stock must be carried; a line of products that will suit the purses of the more prosperous as well as those of lesser means. In the southern section of the city, an apartment house district, the more expensive instruments are featured, although, of course, less expensive products are also handled. In the northern part of the community is located the third store, and here, because this is a foreign community, instruments likely to appeal to these people and an extensive stock of foreign language records are carried.

## Handling the Foreign-Born Trade

It is of the latter store and the methods which have been responsible for its success that this article will deal, mainly for the reason that most dealers do business in a similar manner to that of the two other stores. The Ashburton avenue store, in the foreign section, last year sold in the neighborhood of 100 talking machines and a tremendous number of foreign language records. The foreign language record stock consists of about 12,000 discs of the Russian, German, Polish, Spanish, Slavish, Portuguese, Hungarian, Lithuanian, Italian, Jewish, Ukrainian, Greek, Bohemian, Swedish, Slovene, Roumanian, Turkish, Syrian, Armenian and Chinese catalogs. This varied stock is necessary, says the manager of this establishment, for the reason that people of these nationalities live in the neighborhood. This is in line with the policy mentioned in the beginning of this article.

## Reaching Potential Buyers

It is not enough to handle the merchandise that is likely to appeal to the people in the neighborhood, but the goods must be brought to the attention of the prospects. The Yonkers Talking Machine Co. does this in a systematic and effective manner. A card system is maintained, listing all customers of the store. These cards for the three stores are filed in the main establishment on Palisade avenue. They are filed according to nationalities for record

sales promotion purposes, and the latest record supplements are mailed regularly to all customers. Thus an individual interested in Jewish records receives the Jewish record supplements and the Chinaman receives news of the latest recordings that are likely to appeal to him. This plan has resulted in steady patronage of the foreign-born patrons of the store.

## Selling the Foreign-Born Customer

During the years the Yonkers Talking Machine Co. has been doing business with the foreign-born people much has been learned regarding the most productive manner of handling prospects and customers. First, it is essential when dealing with this class of trade to exercise patience. The foreign-born prospect likes to take his time when he goes shopping. He likes to look over the entire machine stock and he likes to listen to every instrument. The salesman who wants quick results and becomes impatient if he does not get them will not get very far with these people. Sympathetic treatment works marvels and sales are certain.

The same thing applies when selling records.

Take an annual of records into a booth and let the foreign-born prospect play all of them and he is happy. He may buy none at all, perhaps only one, or he may take a half dozen. Sometimes a salesman spends an hour or two without making a sale at the moment, but there is no reason to be disappointed because the chances are excellent that if the prospect has been treated with courtesy and consideration he or she will come back later to make the purchase.

## When They Buy

The Yonkers Talking Machine Co. also has discovered by long experience that there are certain parts of the day when the foreign-born patrons do the bulk of their buying. For example, noon-time is a busy part of the day. This is so for the reason that most of these people work in the nearby factories and their only opportunity of shopping is during the noon hour and in the evening. Because of this the store is open every evening and a large part of the day's business is transacted between the hours of six and nine.

## Local Celebrity Names Add to Appeal of Dealers' Ads

Fred Culbertson, Atwater Kent Dealer, Adds to Effectiveness of Advertisement by Giving Names of Prominent Personages Owning Sets

BRYAN, O., December 4.—While talking machine and radio dealers everywhere are making excellent use of the advertising material and suggestions furnished by the manufacturers of the lines which they represent, many dealers are injecting an additional note of local interest into their advertising which adds materially to its effectiveness.

An excellent example of this is to be found in the advertising of Fred Culbertson, Atwater Kent dealer, of this city. Mr. Culbertson recently used in the daily papers a large advertisement on the Atwater Kent model 20 compact, headed "Atwater Kent Radio Leads." Thereafter followed several paragraphs describing this set and prominent personages throughout the country who used it. The climax is a paragraph of particular local interest which reads as follows:

"Right here in Bryan it brings happiness to the homes of our Mayor—the city's councilmen—the sheriff of our county—of our leading lawyers, doctors, bankers, insurance men, grain elevator and other business men; besides to the homes of scores of our good citizens. Atwater Kent radio was chosen by these men because of its superiority. It has pleased them and will

please you. We will demonstrate, in your own home, without any obligation on your part." This campaign brought radio to the attention of many people who would not have been influenced by usual publicity.

## Acme "B" Power Supply Unit Now Being Marketed

Acme Elec. & Mfg. Co. Has Been Manufacturing Battery Chargers for Several Years

The Acme Electric & Mfg. Co., 1444 Hamilton avenue, Cleveland, O., which, for the past several seasons, has manufactured battery chargers under the trade name "Acme," has this Fall introduced the Acme "B" power supply unit. This power supply unit was only presented after undergoing exhaustive tests in the company's laboratories under the direction of widely experienced engineers.

The Acme "B" power supply unit operates from the electric light circuit, 110 to 120 volts, sixty-cycle, alternating current. It is said to give perfect control of "B" voltage to detector and amplifier tubes serving eight tubes or less. R. A. Luis, sales manager of the Acme Electric & Mfg. Co., stated that the company is marketing the Acme "B" power supply unit with a full factory guarantee.

## W. A. Hurd With the Littlehale Ad Agency

W. A. Hurd, recently advertising manager of F. A. D. Andrea, Inc., New York, maker of Fada radio sets, has joined the account executive staff of the Littlehale Advertising Agency, of that city. He formerly was assistant appliance manager in the merchandising division of the Western Electric Co.

## Brooke Johns Married

Brooke Johns, well-known Broadway star and Victor recording artist, recently married Hazel Mahaska Barnsley, of Montgomery County, Maryland. The wedding took place at St. Mary's City, Md.



## ADD-A-TONE

A Revelation In Sound Reproduction

There is only one **ADD-A-TONE** and it stands for the highest quality of workmanship, design and tone reproduction.

### WARNING

**ADD-A-TONE** patents have been granted. Any infringement will be prosecuted to the full extent of the law.

**UNIQUE REPRODUCTION CO.**  
32 Union Square, N. Y.

# Just Hear a QUAM RADIOVOX

*with the Silver Drumhead  
Diaphragm*



\$27<sup>50</sup>

*Beautiful in Appearance  
Perfect in Tone*

**MANUFACTURERS**—Write us for our special proposition on QUAM RADIOVOX UNITS. Remember your set is no better than its loudspeaker and these units will improve your sets 100%.

It is far superior to any other loudspeaker in tone quality, volume and enunciation, due to an entirely new principle of diaphragmatic construction—the Silver Drumhead.

This silver diaphragm is only three one thousandths of an inch in thickness, stretched tightly over a brass ring and adjusted to a sensitivity that responds to the slightest impulse. A small silicon steel disc is welded to its center to receive the impulses from the magnets. The extreme thinness of the silver, coupled with its well known musical qualities and tuning to the proper pitch, permits it to vibrate so fast that its reproduction of speech and music is perfect and sets an entirely new standard in radio reproduction.

Non-vibrating, semi-hard rubber horn, finished in mahogany and cast aluminum tone throat in russet crackle, make for a beautiful appearance as well as perfect reproduction of sound.

**DEALERS and JOBBERS.** Let us send you a QUAM RADIOVOX on approval.

## Just Hear a QUAM RADIOVOX

*with the Silver Drumhead Diaphragm*



\$12.00

**Quam Radio Corporation**  
1925 So. Western Ave. Chicago, Ill.

## Paul P. Huffard Now in Important New Position

Elected Vice-president and General Manager of National Carbon Co., Maker of Eveready Batteries, and Affiliated Firms

W. J. Knapp, president of the National Carbon Co., 30 East Forty-second street, maker of Eveready flashlight and radio batteries, an-



Paul P. Huffard

nounces the election of Paul P. Huffard as vice-president and general manager of the company.

Mr. Huffard began his career in 1905 at the Electrometallurgical Works at Kanawha Falls, Va., as chemist, while still a college student. Upon attainment of his degree he was transferred to the Niagara Falls plant of the Union Carbon & Carbide Co., of which he eventually became superintendent. His first position with the Nation-

al Carbon Co. was works manager of the electrode plants, later being placed in charge of production of all the National Carbon Co. plants. His present advancement places him in charge of all phases of activities of the National Carbon Co. and its associated companies, including the National Carbon Co. of San Francisco and the Canadian National Carbon Co., Ltd., of Toronto, Canada.

## Atwater Kent Co. Issues Interesting Radio Booklet

"A Trip Through a Modern Radio Factory" Is Title of Informative Booklet That Is Being Distributed Among Radio Fans

"A Trip Through a Modern Radio Factory" is the title of an interesting booklet that has been issued by the Atwater Kent Mfg. Co., Philadelphia, Pa., manufacturer of Atwater Kent receiving sets and loud speakers. This is the booklet that the Atwater Kent Co. is sending in response to thousands of applause cards and congratulatory letters that A. Atwater Kent, president of the company, is receiving from those listening to his Sunday evening concerts of grand opera stars. The acknowledgment is taken care of in a foreword in this booklet, which is written under Mr. Kent's name and reads as follows:

"There is always a deep sense of satisfaction in hearing from individuals of the vast radio audience and I want to thank you for your kind expression regarding our broadcasting. Only from such response can we judge the effectiveness of our efforts to please you through a sincere desire to present programs of the finest quality."

It is hard to conceive of anything more interesting from a mechanical standpoint than the development of the Atwater Kent set from the raw materials to the finished product. In this booklet this story is effectively told and illustrated.

## Stewart-Warner Radio Sets Very Popular in St. Louis

Dan Hyland's Stewart-Warner Products Service Station Reports a Limited Number of Franchises Available—Attractive Show Booth

St. Louis, Mo., December 5.—The Stewart-Warner line of radio products is proving increasingly popular with radio enthusiasts in



Stewart-Warner Exhibit

this city and dealers also look upon this line as one of the leaders; consequently the number of dealer franchises open is limited. During the recent St. Louis Radio Show the Stewart-Warner booth was one of the most popular of the exposition and crowds were on hand at all times inspecting the line and querying the sales force in attendance as to the performance of the different units. The accompanying photograph gives an idea of the attractive manner in which the products were displayed. Dan Hyland's Stewart-Warner Products Service Station is the local representative of the company.

## Made Kennedy Distributor

The Oxburn-Abston Co., Memphis, Tenn., was recently appointed distributor for the products of the Colin B. Kennedy Co. in that portion of the South.

# You only have to SHOW it —to SELL it!



Model "A"

For radio "A" and 6 volt automobile batteries.

A. C. line, 40 to 60 cycle, 110-120 volts.

Battery—6 volts 6-8 ampere.

Comes complete with cords, plus and leaded clips.

\$18.00 List (East of the Rockies)

Model "A-B"

For charging radio "A" and "B" batteries

simultaneously

A. C. line, 40 to 60 cycle, 110-120 volts. Battery—"A",

6 volts 3-4 ampere; "B", 48 to 96 volts in series.

1/30 ampere, up.

\$22.00 List (East of the Rockies)

### FACTS ABOUT FUL-WAVE

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

Uses the FULL  
AC Current—  
not half of it

# FUL-WAVE BATTERY CHARGER

Simplest to demonstrate and operate, neat, compact, efficient. Ful-Wave charges in almost HALF the time, because it uses BOTH halves of the electric wave.

Here are selling points unique—without equal—a charger that needs no adjustment, no servicing—that has no "come back"—that STAYS sold—that is absolutely guaranteed, and—is PASSED by the National Board of Fire Underwriters.

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

### Interesting Addresses Mark Gotham Dealers' Meeting

Alex Eisemann, Paul Cornell and E. W. Guttenberger Deliver Talks at Meeting of the Talking Machine and Radio Men, Inc.

Interesting addresses by Alex Eisemann, treasurer of the Freed-Eisemann Radio Corp., Brooklyn, N. Y., and Paul Cornell, of Hommann, Tarcher & Cornell, advertising agents who handle the Freed-Eisemann account, together with a display of the Freed-Eisemann line of radio receivers, featured the November meeting of the Talking Machine and Radio Men, Inc., New York. Mr. Eisemann spoke briefly of the policies of his company and told of the steps which it had taken to stabilize the radio market. He stated that the Freed-Eisemann business had doubled over last year and attributed this increase to the liberal discounts which are given dealers and the strict observance of the territorial rights of the distributors. He was followed by Mr. Cornell, who spoke of the part which dealers took in the ultimate distribution of a manufacturer's products and stated that despite the excellence of an advertising campaign, the good-will of the dealer must be won before the product attains a real place in the store. He related how he had sent some 10,000 letters to owners of Freed-Eisemann receivers and how the answers proved that this product is receiving the best of all advertising, namely, word of mouth, from satisfied customers to their friends.

E. W. Guttenberger, district manager of the Columbia Phonograph Co., New York, was introduced to the members and he spoke briefly, mentioning the new Columbia phonograph which is to be placed on the market the early part of next year and assured the dealers that this new instrument would be a revelation.

Irwin Kurtz, president of the association, made a plea to the members for co-operation in inducing retail talking machine and radio

dealers to join the association. A membership drive is now in progress to last until April 15. Frederick M. Davidson, superintendent of music in the public schools, was present at the meeting and spoke of the work which is being done to teach music appreciation to the children in the schools. He commented on the wonderful co-operation which the association and the individual members had given in the past and asked for their continued assistance.

The next meeting will be held at the Café Boulevard on Tuesday, January 6, at which gathering the Brunswick Panatope and the products of the Sunbeam Radio Corp. will be demonstrated and short addresses will be made by officials of the companies.

### Radio Broadcasting Ad Department Is Opened

DETROIT, Mich., December 8.—Colonel Walter C. Cole, president of Cole-MacDonald-Wood, Inc., advertising agency which handles the account of the Jewett Radio & Phonograph Corp., announced recently that his company had established a radio broadcasting advertising department. The new department is under the management of Harold M. Hastings, space buyer for the agency.

### Leiter Bros. Store Altered

SYRACUSE, N. Y., December 5.—Leiter Bros., Inc., are rapidly completing the extensive alterations on the building which houses the concern and despite this Fall business is quite satisfactory. The building is practically being made over, for, upon completion of the alterations, there will be a complete new front from basement to roof, larger display space and other features which add immeasurably to the appearance of the store. The improvements are estimated to cost \$40,000. The Victor line is featured by this live concern.

### Okch Records Secure Wide Popularity in Mexico

Success of Recordings in Mexico Due to Efforts of Ed. Baptista, President of the Cia Fonografica Victoria, Distributor

Okch recordings have secured a most surprising popularity in Mexico, due in large part, according to officials of the General Phonograph



E. Baptista, R. C. Ackerman, Jose Moriche

Corp., New York, to the efforts of Ed. Baptista, president of the Cia Fonografica Victoria, the largest distributor of Okch records in Mexico. This establishment has a large store devoted entirely to the sale of the products of the General Phonograph Corp., which are also displayed effectively in the windows. Mr. Baptista is shown at the left in the accompanying picture, with R. C. Ackerman, manager of the export department of the General Phonograph Corp., in the center and Jose Moriche, the well-known Spanish tenor, at the right.

### Poster Features Artist

The General Phonograph Corp., New York, recently distributed a poster to Okch dealers, featuring the Okch recordings of Homer A. Rodeheaver. The records featured are "My Wonderful Dream" and "Good Night and Good Morning" and a coupling of "Brighten the Corner Where You Are" and "Since Jesus Came Into My Heart." The Justin Ring Quintet, with bells, accompanied Mr. Rodeheaver in all the selections.

## EMPIRE UNIVERSAL TONE ARMS AND REPRODUCERS

Excel In Every Important Feature



Ball Bearing

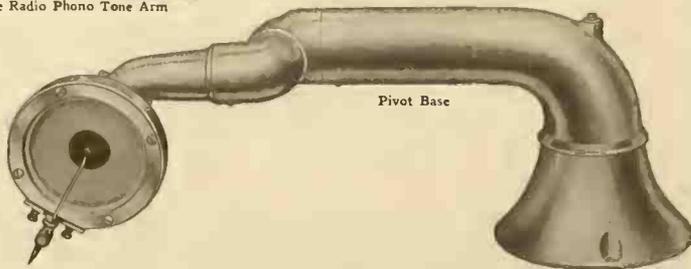
Empire Radio Phono Tone Arm

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

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

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

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



Pivot Base

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

Established in 1914

W. J. McNAMARA, President



**THE ADLER-ROYAL CONSOLE** phonograph-radio combination (Model No. 10) here shown possesses many special and exclusive features and is typical of the entire Adler-Royal line.

It contains a high quality phonograph with motor of three to four record capacity; a switch-over from radio to phonograph—no adjustments required. There is ample space for batteries. It is supplied in walnut or mahogany.

Complete with Adler-Royal five-tube Neutrodyne set and unit, the price is . . . . . \$275

For cabinet with phonograph only (for installation of any standard radio set) . . . . . \$125

Other instruments of the Adler-Royal line range in price from the Cabinet Speaker at \$25 to the very beautiful, elaborate radio phonograph Highboy, Model F, at \$340.



*Tell your customers that they should enjoy the pleasure and convenience of having their radio and phonograph in one instrument.*

WHEN you are able to add to this that Adler-Royal combinations are of exquisite workmanship and design; that they obtain distance, have selectivity, volume and clear natural tone, and are sold at a moderate price, a sale naturally follows a demonstration.

Adler-Royal was the first radio product to be offered the dealer on a franchise basis. Twenty-seven years of manufacturing experience and large factories indicate unusual stability.

# ADLER-ROYAL

We have territory still open in many localities for desirable dealers. Write today for further details, either to us, or to your nearest distributor shown on this page.

**Our List of Distributors and Their Territory**

State	Distributor	State	Distributor
ALABAMA	Forbes, E. E., & Sons, Birmingham	NEVADA	Blum, Emery E. Co., San Francisco, Cal.
ARIZONA	Blum, Emery E. Co., San Francisco, Cal.	NEW HAMPSHIRE	Lewis Electrical Supply Co., Boston, Mass.
ARKANSAS	The Artophone Corporation, St. Louis, Mo.	NEW JERSEY	Pearsall, Silas E., Co., New York City
CALIFORNIA	Blum, Emery E. Co., San Francisco, Cal.		Everybody's Talking Machine Co., Philadelphia, Pa.
COLORADO	Nassour Bros., Colorado Springs		Trilling & Montague, Philadelphia, Pa.
CONNECTICUT	Pearsall, Silas E., Co., New York	NEW MEXICO	Nassour Bros. Radio Co., Colorado Springs, Colorado
DELAWARE	Zamoiski, Jos. M., Co., Baltimore, Md.		Royal Sales Co., Denver, Colo.
DISTRICT OF COLUMBIA	Everybody's Talking Machine Co., Philadelphia, Pa.	NEW YORK	Pearsall, Silas E., Co., New York City
FLORIDA	Radio Specialty Co., Inc., St. Petersburg		Woolley, L. A., Inc., Buffalo
GEORGIA	Forbes, E. E., & Sons, Birmingham, Ala.		Iroquois Sales Corp., Buffalo
INDIANA	Sterling Roll & Record Co., Cincinnati, Ohio		Corke, H. J., Co., Syracuse
IDAHO	Blum, Emery E. Co., San Francisco, Cal.	NORTH CAROLINA	Adler Manufacturing Co., New York
ILLINOIS	Consolidated Talking Mach. Co., Chicago	NORTH DAKOTA	Sprague & Warren, Minneapolis, Minn.
IOWA	Sprague & Warren, Minneapolis, Minn.	OHIO	Buel-Lyons Co., Cleveland
KANSAS	Dutton, W. M., & Sons Co., Hasting, Nebr.		Sterling Roll & Record Co., Cincinnati
KENTUCKY	Sterling Roll & Record Co., Cincinnati, Ohio	OKLAHOMA	Buscher, C. A., Co., Kansas City, Mo.
LOUISIANA	Southern Aluminum Co., New Orleans	OREGON	Blum, Emery E. Co., San Francisco, Cal.
MAINE	Lewis Electrical Supply Co., Boston, Mass.		Thomas, Howard D., Seattle, Wash.
MARYLAND	Everybody's Talking Machine Co., Philadelphia, Pa.	PENNSYLVANIA	Woolley, L. A., Inc., Buffalo, N. Y.
MASSACHUSETTS	Lewis Electrical Supply Co., Boston		Telling & Montague, Philadelphia
MICHIGAN	Lind, S. E., Detroit		Everybody's Talking Machine Co., Philadelphia
MINNESOTA	Sprague & Warren, Minneapolis	RHODE ISLAND	Lewis Electrical Supply Co., Boston, Mass.
MISSISSIPPI	Southern Aluminum Co., New Orleans, La.		Erisman, A. C., Co., Boston, Mass.
MISSOURI	Buscher, C. A., Co., Kansas City	SOUTH CAROLINA	Forbes, E. E., & Sons, Birmingham, Ala.
MONTANA	Sprague & Warren, Minneapolis, Minn.		Teas, W. C., Co., Chattanooga, Tenn.
NEBRASKA	Dutton, W. M., & Sons Co., Hasting	SOUTH DAKOTA	Sprague & Warren, Minneapolis, Minn.
	Sprague & Warren, Minneapolis, Minn.	TENNESSEE	Teas, W. C., Co., Chattanooga
			The Artophone Corp., St. Louis, Mo.
			Sterling Roll & Record Co., Cincinnati, Ohio
		TEXAS	Radio Equipment Co., Dallas
		UTAH	Royal Sales Co., Denver, Colo.
		VERMONT	Lewis Electrical Supply Co., Boston, Mass.
			Erisman, A. C., Co., Boston, Mass.
		VIRGINIA	Everybody's Talking Machine Co., Philadelphia, Pa.
			Zamoiski, Jos. M., Co., Baltimore, Md.
		WASHINGTON	Blum, Emery E. Co., San Francisco, Cal.
			Thomas, Howard D., Seattle, Wash.
		WEST VIRGINIA	Sterling Roll & Record Co., Cincinnati, Ohio
		WISCONSIN	Andrac, Julius & Sons Co., Milwaukee
			Consolidated Talking Mach. Co., Chicago, Ill.
		WYOMING	Royal Sales Co., Denver, Colo.

*Ask us about the Adler-Royal sales and advertising service which will equip you to secure business: it includes window display, newspaper advertising, printed matter, circularizing, etc.*

ADLER MANUFACTURING CO., Inc., 881 Broadway, New York City Factories: LOUISVILLE, KY.

# Phonograph and Radio

# Featuring the MUSICAL POSSIBILITIES of the TALKING MACHINE

(Editor's Note.—This is the fifty-sixth of a series of articles by William Brad, while devoted to the various interesting opportunities which prevail in the domain of education for the retailer of talking machines. The subject is one of great interest and we commend these articles to the consideration of all who are devoting attention to the featuring and development of the musical possibilities of the talking machine.)

## A Limitless New Field

In the midst of the excitement which has accompanied and characterized the presentation of the new talking machines, there has been perhaps hardly enough discussion of the new music, or rather of the new records. Announcement has indeed been made by both the Victor and the Brunswick interests, as well as by the Columbia people, of new recording methods which greatly enlarge the limits of the art; but hitherto it has been out of the question to attempt any evaluation of the facts. Nevertheless, it has to be admitted that an entirely new and apparently limitless field of possibilities has been opened up.

### Limits of Old Methods

The old methods of recording for the talking machine, as they are now called, came about as the result of experiments made by Edison, Tainter, Bell, MacDonald, Berliner and others, following upon Edison's original tin-foil covered cylinder. Its leading principle is embodied in the vibrating diaphragm energized directly by the source of sound, and mechanically transferring its motions to a rotating cylinder or disc of soft material, upon the surface of which these motions are permanently recorded in the shape of a continuous jagged line by means of a stylus. The operation of making this sound-groove or continuous wavy line, against all the mechanical friction and atmospheric resistance encountered in doing the work, is entirely carried out by means of the energy originally received by the diaphragm through the receiving horn. In other words, only the energy transmitted from the voice, voices, instrument or instruments of the musicians, through the receiving horn to the diaphragm has been in the nature of the case available. The available quantity of such energy is never great enough

for the result demanded, since the effort of friction in the atmosphere and among the mechanical parts must always detract from the original available quantity. Despite every precaution, therefore, recorded sounds have never yet been reproduced save at the expense of greater or lesser loss, both in intensity and in quality. Certain of the complex elements which go to make up the sound character and content of various instruments were constantly getting lost, as it were, so that it was never possible to obtain thoroughly satisfactory records of such instruments. Notorious sinners were the piano, the kettle-drums, some of the low bass instruments and the highest tones of almost all voices, violins, pianos, etc.

### Other Practical Difficulties

Moreover, in the attempt to obtain transmission of the energy from the sources of sound to the horn with a minimum of loss, various practical difficulties arose, orchestras could only be of a certain size, for a very large band could not be arranged to direct its sounds effectively into the horn or horns leading to the diaphragm. Singers had to be extremely careful about their position with regard to the horn, while the piano never seemed to send more than a small part (and that not the best) of its tonal wealth to the diaphragm. In a word, recording was a limited art. That it should have accomplished the marvels with which we are all so familiar, despite its mechanical limitations, is all the more astonishing and should make us all the more willing to give praise where praise is due.

Nevertheless, things are now changed and there have been developed methods of recording which will completely change the position of the talking machine and make of it an instrument vastly more effective and at the same time more powerful. In fact, it is not too much to say that the talking machine of the future, by means of the new recording developments, may speedily become a most formidable rival of radio on the very ground which hitherto the latter has occupied alone: the ground, that is, of "atmosphere" and power.

The new methods of recording might be de-

scribed at great length and very technically, but I shall prefer merely to give the reader a very general idea of them, mainly in order that he may thereby seize upon the central fact that the talking machine business is emerging into a new era which cannot be compared even with the wonderful age which has now just closed.

The principle of the apparatus is embodied in the use of electrical apparatus to pick up and transmit to the recording disc the sound-waves proceeding from the sources of sound. In one embodiment of this principle, the most important part of the apparatus is the so-called "microphone" which is simply a very sensitive telephone receiver. The instrument, the voice, the voices, or the orchestra to be recorded need no longer be herded into a small room in discomfort, nor is it necessary to take all sorts of elaborate precautions to prevent serious or fatal loss of sound at critical points. The microphone picks up wherever the musicians are playing or singing picks up the transmitted sounds and converts them on the spot from mechanical into electrical vibrations. These can be sent to any point where the recording machine is placed and there again be transmitted into mechanical vibrations, with, however, scarcely any loss of power and with indeed the possibility of amplification during the process of transmission.

### Recording by Light

In the case described the principle of the telephone is followed, although with much greater sensitiveness of apparatus. In another, the vibrations from the source of sound are allowed to set into oscillation a wire holding a tiny mirror, upon which is playing a beam of light. This beam in turn is directed upon a selenium cell, which has the peculiar property of varying its electrical conductivity in accordance with the intensity of the light to which it may be exposed. Thus the mechanical vibrations from the source of sound may be turned into electrical vibrations, which in turn can be transformed into mechanical work by means of the usual electro magnet at the rotating disc.

### A Boundless Art

Now, the great fact to be remembered about these new methods is that they at last render recording a boundless art. The recording expert can now go anywhere, can set up his apparatus in the room where the band, orchestra, or soloist is playing, and can obtain thus not only the sounds of the music but the resonances which come from the room itself, and which are so important in the final musical effect. The whole musical result is quite different from anything so far obtained, and the dulcetest ear at once obtains a feeling of "space," of "atmosphere" (to use the best word that occurs), or of "naturalness" (if this be preferred) which was never before apparent. It is no longer a case of an ingenious toy giving plausible imitations of the real thing; it is the real thing brought into the home, the actual playing of the musicians in the actual conditions of every-day work.

It was this naturalness which at once, in the case of radio, captured the interest of the public, despite static, imperfect reception and other defects. There is in radio broadcast music a sense of "reality" which the old phonograph never gave owing to the then used methods of recording. This sense of reality has now been given to it, and a new era has been opened up.

Talking machine merchants have now the greatest opportunity ever vouchsafed to them to make good. The talking machine has to-day musical possibilities never before even imaginable. It is inconceivable that they should not now be worked to the utmost; but in order that this may happen, it is necessary that they be taken seriously, be studied, be understood.

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

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

**THE PICKREL WALNUT CO.**

St. Louis, Missouri

*Exclusive Manufacturers of Walnut Lumber*



NEW star has arisen in the musical firmament. It is declared by the country's leading scientific and acoustical authorities to be the outstanding phenomenon in the realm of musical reproduction.

It is unanimously declared by impartial observers that this creation is truly something different, something infinitely superior to any music reproducing instrument that has ever seen the light of day.

That, Mr. Victor Dealer, may serve as your introduction of the Victor Orthophonic to the public—a new creation for the nation.

C. BRUNO & SON, Inc.

351-353 Fourth Avenue

New York

"Victor Distributors to the Dealer Only"

# Educating Public to Buy Standard Radio

## Public Will Purchase Only From Reliable Concerns if It Is Made to Realize the Danger of Buying Products of Doubtful Quality

By Robert L. Kent

The radio business has now reached the point where considerable care must be exercised by the dealer in the selection of the lines which are suited to the type of business he is doing. There are now so many makes of sets on the market, some of them good, substantial, standard, nationally advertised products, as

reliable, who are turning out radio sets as rapidly as they can, has resulted in a condition where the dealer who handles quality merchandise suffers through the operations of gyps and general price cutters. Price always has been, and probably always will be the deciding factor to a great many people who are in the market for a radio set or any other product, but the fact remains that what the great mass of the public wants is a good product at a fair price. Convince the public that a "gyp" radio set may be a costly investment and that the dealer who is apparently giving away something for nothing is offering merchandise that has become obsolete and perhaps is of inferior quality as regards construction and the chances are good that they will buy standard merchandise.

### Up to the Trade

It is certain that education of the public is a vital necessity of the present and future development of the radio business. This education rests with the manufacturers, wholesalers and dealers and last, but not least, with the associations. The manufacturers, to a certain extent, are carrying on a constant campaign, which is more or less educational in character, through their national advertising. Usually the advertising of the dealer is not in this category and of course wholesalers do not, as a rule, advertise to the general public.

### Campaign of Wholesalers

The leading wholesale radio concerns of Minneapolis, Minn., recently inaugurated an educational publicity campaign, which is doing much to convince the public that the right place to purchase a radio set is from a reliable dealer and the right kind of a set to buy is standard merchandise. The campaign is co-operative in character, each ad containing the names of the various wholesale organizations participating and the lines they distribute. The accompanying illustrations show two of the ads which occupied large space in the local Sunday newspaper. The ad bearing the title "Radio The New Art" deals with the progress in com-

munication down the line to radio. The second paragraph is general in character, designed to show the popularity of radio, the number of broadcasting stations, and the variety of pro-

**RADIO**  
The New Art

REPEATERS, telephones, telegraphs, and many other electrical appliances are now being manufactured in great quantities. These are sold at prices which are so low that they can be bought by almost any one. This is the result of the fact that the public has learned to buy standard merchandise. It is not until the public has learned to buy standard merchandise that the manufacturer can produce a good article. Radio is becoming known to the average citizen.

Who is the best dealer to buy from? A reliable dealer, who has the best sets, and who offers the best service. He is the dealer who is the most reliable, who has the best sets, and who offers the best service. He is the dealer who is the most reliable, who has the best sets, and who offers the best service.

These representatives of radio apparatus, qualified to help you select the best set for your needs, are available at the following wholesale radio distributors:

GEORGE C. BROWN CO.	STANLEY ELECTRIC CO.
W. H. BROWN CO.	STANLEY ELECTRIC CO.
W. H. BROWN CO.	STANLEY ELECTRIC CO.
W. H. BROWN CO.	STANLEY ELECTRIC CO.
W. H. BROWN CO.	STANLEY ELECTRIC CO.

BUY RADIO OF KNOWN QUALITY FROM RELIABLE DEALERS

**The Romance of Radio**

If radio had been discovered centuries ago this world would have a different history.

The radio industry has grown to a billion dollar volume in 5 years—the promise of this modern business world. A quarter million additional homes in the Northwest will be equipped with radio this year.

When you buy your set, be sure to select one made by one of the big, substantial manufacturers that are the backbone of the industry. Their products are made to last and are of the highest quality. Selectivity, Appearance, Price, Distance and Volume.

**By the Wholesale Distributors**

GEORGE C. BROWN CO.	STANLEY ELECTRIC CO.
W. H. BROWN CO.	STANLEY ELECTRIC CO.
W. H. BROWN CO.	STANLEY ELECTRIC CO.
W. H. BROWN CO.	STANLEY ELECTRIC CO.
W. H. BROWN CO.	STANLEY ELECTRIC CO.

**Buy Radio of Known Quality from Reliable Dealers**

**Jobs! Educational Advertising**  
well as some that are of inferior quality and practically unknown, that the dealer must step carefully before taking on lines. While this is true of the dealer it is equally true that because of this great variety of radio the consumer is also often in a quandary as to the set which to buy.

**How Legitimate Trade Suffers**  
The great number of firms, reliable and un-

**Another of the Striking Educational Ads**  
grams. The last two paragraphs read as follows:

"When you buy a radio set go first to a reliable dealer on whom you can depend and then apply these seven tests of his set: Responsibility of the manufacturer and the dealer, tonal quality, selectivity, appearance, price, distance and volume.

"Honest representation of radio apparatus, guaranteed to fulfill satisfactory requirements of the tests given above is assured by the undersigned radio distributors."

The trend of the other advertisements is much the same. In every instance the main thought is to impress on readers that the sets handled by the dealer clients of these distributors are reliable merchandise and are fairly priced. The slogan of the campaign is: "Buy radio of known quality from reliable dealers." Dealers can profit by the example set by this wholesaler in educating the public to do business with reputable firms, thus protecting themselves and the public.

## Stewart-Warner Corp. Reports Profits Doubled

The Stewart-Warner Speedometer Corp., Chicago, reports net profits of \$5,373,336, after charges, for the nine months ended September 30. This compares with \$2,662,523 for the corresponding period of 1924. Net profit for the third quarter of 1925 totaled \$1,906,364, against \$652,973 for the same period last year.

### Incorporated

The Combination Radio Cabinet & Talking Machine Sales Co., was recently incorporated at Albany with a capital stock of 100 shares of common stock of no par value. The incorporators are R. Robinson, R. Cole and B. Teller.

**Added Profits from**  
**BURGESS RADIO BATTERIES**

Almost invariably the home with a phonograph owns a radio set—and quality dictates the buying preference.

Confidence in the quality and absolute dependability of Burgess Radio 'A,' 'B' and 'C' Batteries is now firmly established.

The Burgess line is the logical quality line for phonograph dealers to handle.

*"Ask Any Radio Engineer"*

**BURGESS BATTERY COMPANY**  
DRY BATTERIES  
Engineers Manufacturers

Flashlight Radio Ignition Telephone

General Sales Offices: Harris Trust Bldg., Chicago  
Laboratories and Works: Madison, Wis.  
Branches: New York, Boston, Kansas City, Minneapolis, Washington, Pittsburgh, St. Louis  
In Canada: Platts, Niagara Falls, Winnipeg  
Branches: Toronto, Montreal, St. John



# In What Field Will The Gulbransen Have Its Next Triumph?

More people choose it than any other,  
More dealers sell it-  
And the world's leading artists sincerely endorse it!

## ELVIRA de HIDALGO

Coloratura

Prima Donna, Metropolitan Opera Co., New York

"Nothing mechanical about it"

## BLANCHE VAN BUREN

Soprano

(SEATED)

Vocal Instructor, Herman De Vries Studio

"Mellow tone and responsive action"

ELVIRA de HIDALGO,  
(STANDING)

## SERGE OUKRAINSKY

PAVLEY OUKRAINSKY  
BALLET

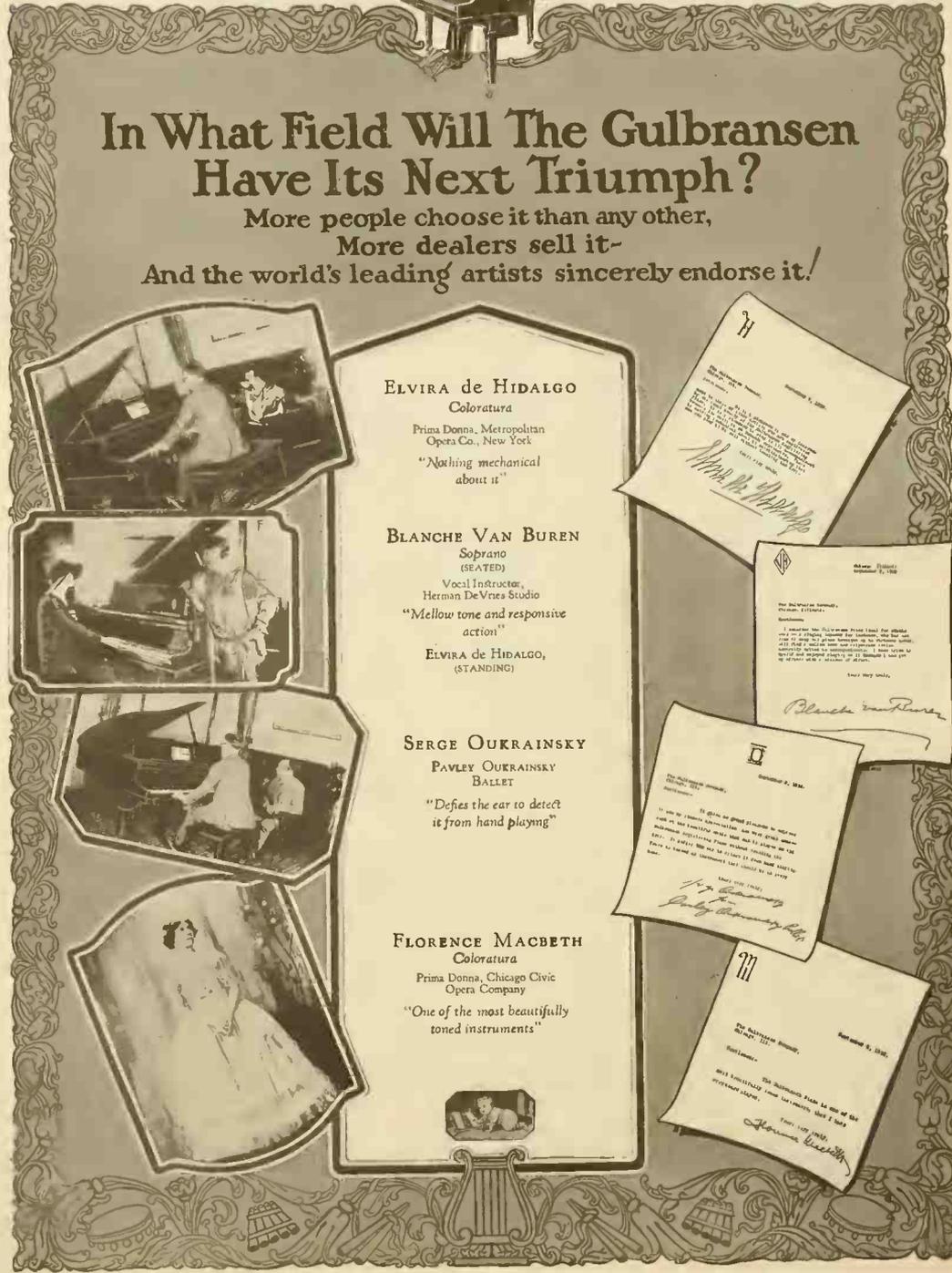
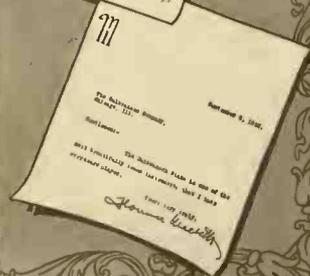
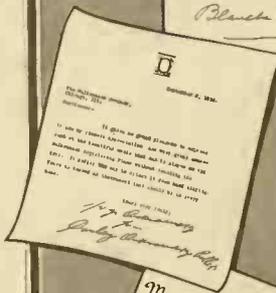
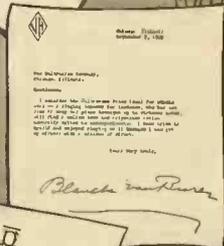
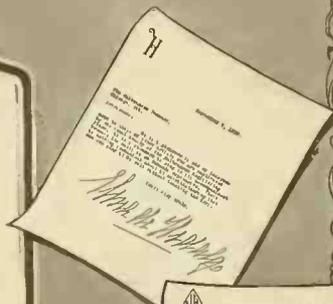
"Defies the ear to detect it from hand playing"

## FLORENCE MACBETH

Coloratura

Prima Donna, Chicago Civic Opera Company

"One of the most beautifully toned instruments"



Okeh  
and  
Odeon  
Records

A  
Complete List  
of  
Okeh  
and  
Odeon  
Distributors

- WALTER S. GRAY COMPANY  
926 Midway Place, Los Angeles, Calif.
- WALTER S. GRAY COMPANY  
1054 Mission St., San Francisco, Calif.
- L. D. HEATER  
357 Ankeny St., Portland, Ore.
- TEXAS RADIO SALES COMPANY  
411 North Hartwood St., Dallas, Texas
- JUNIUS HART PIANO HOUSE, LTD.  
123 Carondelet St., New Orleans, La.
- CONSOLIDATED TALKING MACHINE COMPANY  
1121 Nicollet Ave., Minneapolis, Minn.
- JAMES K. POLK, INC.  
181 Whitehall St., Atlanta, Ga.
- THE ARTOPHONE CORPORATION  
1103 Olive St., St. Louis, Mo.
- THE ARTOPHONE CORPORATION  
804 Grand Ave., Kansas City, Mo.
- CONSOLIDATED TALKING MACHINE COMPANY  
227 W. Washington St., Chicago, Ill.
- CONSOLIDATED TALKING MACHINE COMPANY  
2957 Gratiot Ave., Detroit, Mich.
- BUEL-LYONS COMPANY  
1231 Superior Ave., Cleveland, Ohio
- STERLING ROLL AND RECORD COMPANY  
137 W. 4th St., Cincinnati, Ohio
- PHONOLA CO., LTD. OF CANADA  
Elmira, Ont., Canada
- IROQUOIS SALES CORPORATION  
210 Franklin St., Buffalo, N. Y.
- EVERYBODY'S TALKING MACHINE COMPANY  
810 Arch St., Philadelphia, Pa.
- GENERAL PHONOGRAPH CORPORATION OF NEW ENGLAND  
126 Summer St., Boston, Mass.
- GENERAL PHONOGRAPH CORP.  
(New York Distributing Division)  
15 W. 18th St., New York City
- JAMES K. POLK, INC.,  
811 West Broad St., Richmond, Va.

Okeh  
and  
Odeon  
Records

Talking Machine Section  
Feature of New Store

F. & W. Grand Co., Operating Chain of Stores, Opens Large and Attractive Establishment in Pottsville, Pa.—Artistic Arrangement

POTTSVILLE, Pa., December 7.—The F. & W. Grand Co., which operates a chain of stores, recently held the formal opening of its large new establishment here. The company secured a site on North Center street and prior to the opening the building was completely remodeled. A feature of the store is a large music section, containing complete stocks of talking machines, radio, records, sheet music, etc. Harmonious arrangement of the interior, complete stocks and large display windows, make this one of the finest stores in this part of the State. The company now operates thirty-eight stores throughout the country.

Gold Seal Tubes Now  
in New Patented Container

Buyers of Gold Seal radio tubes are showing enthusiastic approval of the new patented container, in which these tubes are now offered for sale. A specially desirable feature of the Gold Seal container is the cardboard spring around the tube which by taking up jars and jolts practically eliminates breakage. A round open space in the bottom of the container and an observation hole in the side permit the testing of each Gold Seal tube without breaking the seal, thus affording further protection.

In adopting this patented container the manufacturers of Gold Seal tubes feel that they have provided for their product a carton in keeping with the superior quality of the article itself.

Toledo Radio Census Shows  
Atwater Kent Popularity

TOLEDO, O., December 5.—The News-Bee, prominent newspaper of this city, recently offered a radio atlas to its readers and at the same time conducted a radio census of the city. It is reported that the results of this census show more owners of Atwater Kent receiving sets than the combined numbers of owners of the manufactured sets which ranked second and third in the census. Atwater Kent radio speakers also led all other makes.

Radio Shoppe Features  
Pfanstiehl Receivers

The Radio Shoppe, Wildwood, N. J., of which J. W. McCloskey is proprietor, has secured the exclusive Pfanstiehl franchise for Cape May County, and will carry this receiver exclusively. Mr. McCloskey has placed a large initial order for the full line of Pfanstiehl receivers and is making plans for extensive exploitation of the set in the territory which it covers. His choice of the Pfanstiehl is a tribute to this set.

Columbia Record by the  
"Yellow Jacket Four"

The Columbia Phonograph Co., New York, announces the release of a record made by the Yellow Jacket Four of 1925 of Georgia Tech., singing "In a Ramblin' Wreck" and other favorite football and college songs of that famous Southern college, coupled with college songs played by the Georgia Tech. band. This record is scheduled for January release.

The Standard Radio Corp., Worcester, Mass., has filed an involuntary petition of bankruptcy, with liabilities of approximately \$170,000 and assets of about \$100,000.

MICA  
DIAPHRAGMS

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

INTERNATIONAL MICA CO.  
Phila. 133 PHILADELPHIA, PA. Chicago, Ill.

Stromberg-Carlson Radio  
on View at Rochester Show

G. A. Scoville, Vice-president and General Sales Manager, and R. H. Manson, Chief Engineer of Company, at Radio Conference

Herewith is a view taken at the Rochester, N. Y., Radio Exposition. It shows Geo. A. Scoville, vice-president and general sales



Stromberg-Carlson on Exhibit

manager of the Stromberg-Carlson Co., on the left, viewing the Stromberg-Carlson No. 601, totally shielded, six-tube radio receiver. On the right of the receiver are C. E. Heston and J. S. Gibson, also members of the Stromberg-Carlson organization. The view was taken in the booth of the Laube Electric Corp., Rochester.

Mr. Scoville and R. H. Manson, chief engineer of the Stromberg-Carlson Co., represented the interests of the company at the recent Washington Hoover Radio Conference. Mr. Scoville is chairman of the Radio Apparatus Section of the A. M. E. S.

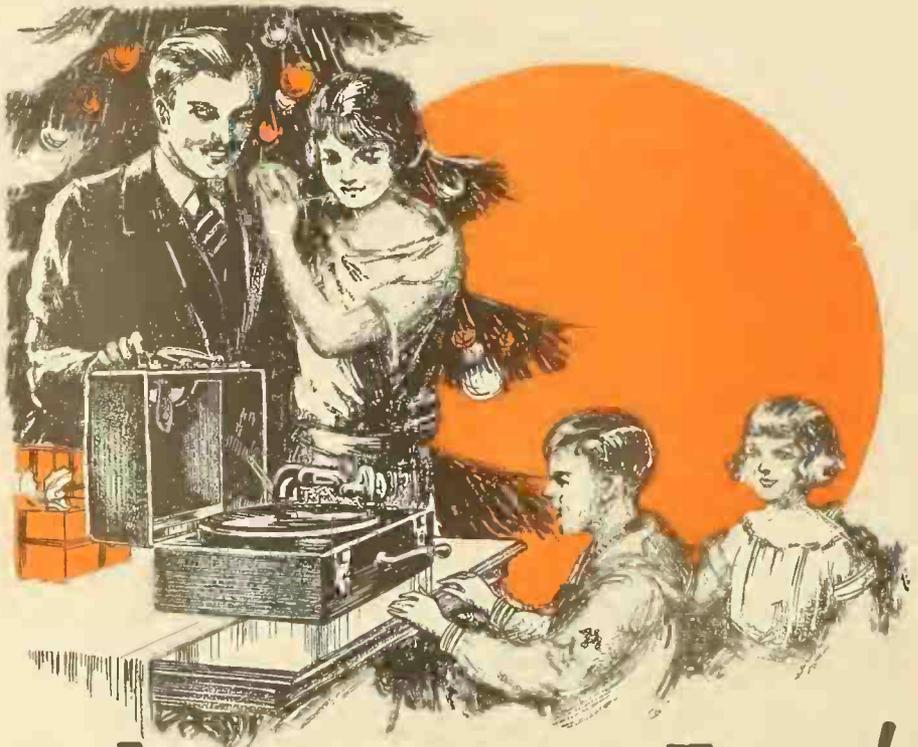
Accidentally Shoots Himself

Art Gillham, "The Whispering Pianist" of radio fame and exclusive Columbia recording artist, accidentally shot himself through the left thigh while driving to the target range in Atlanta, Ga., on November 1. His condition is not serious. Gillham is one of the best-known broadcasting and record artists. He has worked at more than 200 stations throughout the country. He had been on a tour of Southern radio stations until his schedule was interrupted by this accident. The tour will be continued as soon as he is able to move around again.

Officials Die in Wreck

The Pennsylvania train wreck at Monmouth Junction, N. J., last month resulted in the death of five officials and department heads of the General Electric Co. and the Westinghouse Elec. & Mfg. Co., who were returning from the Fourth National Radio Conference at Washington. The five killed were G. Y. Allen, assistant manager of the radio department of the Westinghouse Co.; M. A. Anesta, Arthur W. Gross, John C. Horstmann and R. D. Reed.

A window poster devoted to the Okeh recordings of Clarence Williams' Blue Five was distributed to Okeh dealers by the General Phonograph Corp. Eleven numbers are listed.



## It's Christmas Time!

THERE'S one time each year when the soft pedal's pushed down hard on business. One time each year when sentiment has its say. That's Christmas. That's why, in this Christmas issue, we're forgetting to write an "ad." It has been a wonderful year for us. And because we know that only the splendid work of our many dealers has made this possible, we express, right here and now, our true, unstinted thanks to every Carryola dealer for his part in our success.

We'd like to see every dealer in the country a Carryola dealer. We'd like

every one to share in our success. And next year we're going to do more to help. There are lots of new things coming along. You'll hear about them in due course.

In the meantime, if you are not a Carryola dealer, and you've been watching Carryola's success, and you feel a yearning to be on the Carryola bandwagon—*why, we're for you!* Just let us know.

To every Carryola dealer we extend our compliments and wish him a fine Christmas and a truly prosperous New Year.

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

# Music Trades Assn. of No. California Suggests Schedule of Service Charges

Carrying Out of Suggestions Will Tend to Uniformity of Charges by Dealers—Will Eliminate Guesswork From Figuring Cost to Public—Model for Other Cities

SAN FRANCISCO, CAL., December 7.—A set of suggested uniform charges for service was put into effect by the Music Trades Association of Northern California on December 1. These suggestions were designed as a guide to dealers in checking up on charges which heretofore were based on guesswork and were in some cases unfair to the public and in other cases so low that they resulted in a loss to the dealer. The suggested schedule, while applying particularly to San Francisco, has been so carefully worked out that it might be used as a guide for similar schedules for other cities and districts of the country.

The introduction to the schedule reads as follows:

"In fairness to the public, charges for certain services rendered by music dealers should be more uniform. Some dealers are charging entirely too much and others are not charging enough to render adequate and responsible service. With this object in view, a committee, appointed by the president, investigated service charges in other parts of the country and presented its report, which was accepted by the board. This table of 'service charges' is recommended to music dealers within the State of California only for their guidance."

The sections of the schedule which have application to the talking machine and radio fields are as follows:

**Talking Machine, Phonograph and Radio Moving**  
Any style (on regular delivery runs).....\$2.50  
An additional charge of 50 cents should be made on each additional zone. For moving across the bay or down the peninsula special rates should be made on a time basis.

If special call and special delivery are required, an additional charge of \$2.50 for each should be made.

**Repairing Talking Machine and Phonograph Motors**  
If brought in: If called for by owner.....\$2.50  
.....\$3.50

Oil and greasing motor.....\$2.50 \$4.50  
Reducing single springs.....3.00 6.00  
Replacing double springs.....5.00 6.00

Calling for and delivering motors will be on **REGULAR DELIVERY RUNS**. If special call and delivery are required, an additional charge of \$2.50 should be made for each.

**Erecting Radio Antennas**  
Erecting antenna, if set is purchased.....\$10 and up

Erecting antenna, if set is not purchased.....\$15 and up  
Direction should comply with the city ordinances.

**Radio Inspection and Repairs**  
Free service should be given for thirty days on radio sets purchased. Beyond thirty days, and on customer's own set (purchased elsewhere) a charge of \$2 per hour should be made, with a minimum charge of \$1.50. No sets should be made, with a minimum charge of \$1.50. No sets brought into the store, service should be charged at \$2 an hour. Installation of batteries should be charged at the same rate. Sundays, holidays and even evenings should be considered **OVERTIME** and charged at double rate. Tubes and batteries are not included in the thirty-day free service; they are replaceable at the expense of the radio set owner.

Calling for and delivering radio sets, which must be repaired at the shop, will be on **REGULAR DELIVERY RUNS**. If special call and delivery are required, an additional charge of \$2.50 should be made for each.

**Boxing and Shipping Musical Instruments**

Ukuleles.....\$2.50  
Blues, cornets, saxophones, violins, trombones.....3.00  
Banjos.....3.50  
Guitars.....\$3.50 to 6.00  
Saxophones, according to size.....8.00  
Cellos, bass horns.....\$10 and up  
Double bass.....\$10 and up

Prices include calling on regular delivery runs for instrument in any zone, boxing same and delivering to San Francisco railroad terminal, dock, express office or post office. If instrument is brought into store by the owner, no charge should be made. If special time is required for call-in, an additional charge of \$2.50 should be made.

These prices do not include the parcel post, express or freight charges made by carrier, nor do they include insurance. If merchandise is to be insured against loss or damage, customer should so state, and pay for the same (express shipments value up to \$50, insurance included in express charges).

For export, because special wooden boxes are required, added charges should be made.

**Boxing and Shipping Talking Machines, Phonographs and Cabinets**

Portable models.....\$3.50  
Small cabinet or upright models, and small music cabinets.....5.00  
Large cabinet or upright models, and large music cabinets.....\$7.50 and up  
Console and large size models.....10.00 and up

Records should be packed separately:  
1 to.....\$1.00  
2 to.....1.50  
3 to.....2.00  
4 to.....2.50  
5 to 10.....2.50

Prices include calling on regular delivery runs for instrument or records in any zone, boxing same and delivering to San Francisco railroad terminal, dock, express office or post office. If special time is required for call-in, an additional charge of \$2.50 should be made. If instrument or records are brought into the store by the

owner a deduction in price of 50 cents should be made. These prices do not include the parcel post, express or freight charges made by carrier. Nor do they include insurance. If merchandise is to be insured against loss or damage, customer should so state and pay for the same (express shipments value up to \$50, insurance included in express charges).

For export, because special outer boxes are required, added charge should be made.

**Boxing and Shipping Radio**

Small portable sets.....\$5.00  
Small table sets.....7.50  
Large table sets.....10.00 and up  
Console sets and combination phonograph and radio sets.....12.50 and up

Batteries, loud speakers and loops should be packed by separate boxes—the prices above include all necessary packing and boxing. Batteries and tubes are very delicate mechanisms and are likely to be damaged and even ruined in shipping. **DEALERS SHOULD NOT BE HELD RESPONSIBLE FOR SUCH DAMAGE.**

Prices include calling on regular delivery runs for instrument in any zone, boxing same and delivering to San Francisco railroad terminal, dock, express office or post office. If special time is required for call-in, an additional charge of \$2.50 should be made. If instrument is brought into store by the owner, deduction of 50 cents should be made.

These prices do not include the parcel post, express or freight charges made by carrier. Nor do they include insurance. If merchandise is to be insured against loss or damage, customer should so state and pay for the same (express shipments value up to \$50, insurance included in express charges).

For export, because special outer boxes are required, added charge should be made.

**Unboxing Talking Machine, Phonographs, Radio Sets and Cabinets**

Portable models and small table sets.....\$2.50  
Small cabinet or upright models and small radio table sets.....3.50  
Large cabinet or upright models and large radio table sets.....4.50  
Console models and sets.....6.00  
Combination phonographs and radio.....6.00

Prices include calling for instrument at San Francisco railroad terminal, or dock, or warehouse for same at dealer's store or warehouse for same at customer's house and delivery to customer's house in any zone, on regular deliveries. If special time is required for delivery, an additional charge of \$2.50 should be made.

## First Radio Communication Between Countries in 1899

In 1899 the first radio communication was established between England and France. Today regular communication is possible not only between England and France, but between the United States and all European countries. In fact broadcasting stations are frequently heard at such distances. Several stations have been heard regularly in Africa and Australia. International test weeks last year brought out many interesting possibilities of international broadcasting. It is expected that this year even better results will be obtained. The test week will be conducted in the early part of 1926 and will be under the direction of Pavel Crosley, Jr., president of the Crosley Radio Corp., who is chairman of the event.

## Splendid Increase in Sleeper Radio Business

Cash sales of \$165,555 for November, against \$84,488 in the same month last year, were reported by the Sleeper Radio Corp., manufacturer of the Sleeper Scout and Sleeper Serenade receivers. Sales for 1925, according to Gordon S. Sleeper, president, will be the largest in the history of the company. The company plants are now operating on three shifts to supply the holiday demand.

## Wanamaker Places Large Harmony Record Order

The wholesale division of the Columbia Photographic Co., New York, announces that the New York store of John Wanamaker has taken on the complete line of Harmony records and has placed a large initial order in time for the holiday rush. The Wanamaker store has always carried the Columbia Masterworks and celebrity records.

# Another WESTON Radio Contribution

## MODEL 506 Pin-Jack VOLT METER

THREE great leaders in radio—Radiola, Victor and Brunswick have adapted their superheterodynes to receive voltmeters by placing pin-jacks on the panels.

A Weston Pin-Jack Voltmeter has been especially designed and is now available for use on these sets—only a quality high resistance voltmeter (125 ohms per volt) will give complete satisfaction.

With this Pin-Jack Voltmeter your customer is able to turn the battery setting knob to the exact voltage for the best reception. It will prolong the life of his tubes, lengthen the use of batteries and enable him to operate at true economy and get the best result out of the set.

The sale of a Weston product means a satisfied customer.

*Write us at once for full information*

**WESTON ELECTRICAL INSTRUMENT CORPORATION**  
190 Weston Avenue, Newark, N. J.

**STANDARD THE WORLD OVER**  
**WESTON**  
Pioneers since 1888






# The Truth About Radio

*Radio is wonderful enough as it is—without exaggeration*

**T**HERE has been a great deal of exaggeration about radio, bred by enthusiasm, the lure of the art, and the genuine lack of knowledge of this newly discovered force. Any radio engineer states frankly there are many things about radio that no one can yet explain. A real radio expert is very conservative in his claims. While he is familiar with the wonders of this new plaything of man—he also knows its limitations. Radio is wonderful enough as it is, without exaggeration.

*Let's look at the facts*

**First**—You cannot get both long distance and quality of reception at the same time. It must be one or the other. If your eyes sparkle at the squeak from 3,000 miles away—be satisfied. If, however, you want music that is real music—don't try the "long shots."

**Second**—You cannot get both high selectivity and quality. If you thrill at bringing in stations from all over the map, be content with that. But if you want clear, sweet tones—limit yourself to nearby stations.

**Third**—Don't sell a radio in your store. Sell it in the home. A home may be in a radio "pocket." If so, the best radio set in the world will not get good results. No matter how well a set may perform elsewhere, if it does not perform in the customer's home he will never be satisfied. It is always the satisfied customers that create your greatest volume of repeat sales.

**Fourth**—The broadcasting station has as much to do with results as your receiving set. The art of broadcasting is still in its infancy. You may expect big advances from that end.

To be true, there are exceptions to the statements just made. Some night the rank-est radio amateur may bring in Honolulu, with music as clear as a bell. Sometimes—and under certain conditions—a cheap crystal set will get better results than a thousand dollar "wonder." But the exceptions are rare—and never certain. In all the clamor of claims for radio sets, in all the talk about distance, selectivity, tone and "whatnot"—keep your mind clear.

With radio you are at the mercy of nature. Forces entirely beyond the control of your receiving set dictate your results.

Let's be fair about this thing! Exaggeration is so unnecessary. The truth about radio is wonderful enough.

The MacMillan Arctic Expedition (12° from the north pole) talked with the world every night over *Zenith Radio*—yet Zenith makes no exaggerated claims for distance. Zenith makes no claims except by comparison—comparison in the home.

*Zenith guarantees this: under like conditions—side by side with any other radio set in the world—Zenith will get more distance—bring in more stations—with a finer quality of tone than any other.*

Don't sell a radio in your store—sell it in the home. Make competition prove its case in your case. Zenith is ready and willing.

Investigate the Zenith Exclusive Dealer Franchise—the Zenith line (ranging from \$100 to \$2,000) and the Policy behind Zenith. No fairer proposition can be made to the dealer who hopes to build for permanency in retailing radio.

**ZENITH** - Costs More - But Does More  
LONG DISTANCE RADIO

Address your request for full information to Sales Dept.

**ZENITH RADIO CORPORATION**

310 SOUTH MICHIGAN AVE., CHICAGO

## WORRIES OF GOOD BUSINESS

A year ago Victor dealers and wholesalers had plenty of Victrolas on hand. The worries of the trade and the factory were regarding a supply in excess of demand. Thousands of instruments were carried over the holiday season unsold. It became apparent that by spring the demand for talking machines would have to be revived, the business stimulated, and the trade re-enthused.

The Victor Company faced the problem of risking continued poor business with present product, or the almost impossible task of attempting to introduce and market a new product. The latter course was adopted. Victor good-will and the dependability of Victor product moved frozen stock almost overnight. The introduction of the new Orthophonic Victrola brought new worries—the "worries of good business."

However, the "worries of good business," although annoying and expensive in the light of a demand beyond the supply, do hold forth hope of reward with an increasing production. The new Victor product has assured the permanency of "Victor Supremacy." It will be impossible for the Victor factory or its distributors to supply Victor dealers with sufficient instruments to fully meet December demands.

We therefore recommend that Victor dealers be extremely careful regarding promises of delivery. The great Victor plant is running day and night. As fast as additional skilled labor can be added, the supply will correspondingly increase. Let us all bear with the factory, our distributor, and each other, and avoid promises that will embarrass us or that we know cannot be fulfilled. A careful handling of the present situation should enable us to hold most of the business and enjoy wonderful sales extending through the entire year 1926. It can be made the greatest year the industry has known.

In the present situation, we doubt if anybody can be satisfied. But the "worries of good business" are really healthful compared with the business worries we have had. Remedy, relief, and reward can be seen on the horizon, although the distance is greater than we would like to travel.

*"Blackman and Dependability—  
One Suggests the Other."*



**Blackman**  
TALKING MACHINE CO.  
28-30 W. 23<sup>RD</sup> ST. NEW YORK N.Y.  
VICTOR WHOLESALE DISTRIBUTOR

### Odeon Record Campaign Increases Dealers' Sales

Attractive Broadside Prepared by A. Thallmayer, Foreign Language Record Manager, Proves Decided Aid to Dealers

Odeon and Odeon dealers have expressed themselves enthusiastically concerning the broadside prepared by A. Thallmayer, manager of the foreign language record division of the General Phonograph Corp., New York, to assist dealers in stimulating sales of Odeon



#### Odeon Record Broadside

records. This sales plan was mailed dealers last month and has already been responsible for a large increase in the sales of these recordings. The entire repertoire of Odeon recordings has been placed into three classes—orchestral and instrumental selections of light classics, vocal selections of unusual merit and the album sets of symphonic works. The accompanying illustration gives an idea of the artistry of the broadside sent to the dealers.

Harold F. Albert's Spanish Serenaders, the dance orchestra which plays at the Arlington Hotel, Binghamton, N. Y., will shortly make test records for the Victor Talking Machine Co., it was recently announced.

### Gould Storage Battery Co. Prepares Dealers' Aids

Various Sized Advertisements, Counter and Window Displays With Consumers' Literature Distributed for Dealers' Use

The Gould Storage Battery Co., Inc., New York City, manufacturer of Gould radio batteries and the Gould Unipower, is co-operating very closely with its dealers through a series of sales helps which have been prepared.

In addition to the intensive national advertising campaign which is now being conducted, the Gould Storage Battery Co., Inc., has prepared for the use of its dealers a series of one, two, three and four column advertisements for use in the local newspapers. Dealers were apprised of this latest co-operation on the part of the Gould Co. through a large broadside in colors. This broadside features the various ads and cuts to be used with them. There are also offered to dealers window and counter display cards in three colors and a consumers' booklet. This material, including cuts, is being furnished to the Gould dealers without charge.

The Gould Storage Battery Co. reports that its dealers are taking advantage of this offer and many of the suggested ads are already appearing over the dealers' names in local newspapers.

### Clearwater Music Co. Opens

CLEARWATER, FLA., December 7.—A new music store, called the Clearwater Music Co., has been opened here at the corner of Cleveland and Myrtle streets by Edwin R. Dean and Charles Rouby. A complete stock of Kimball pianos, phonographs, small goods and sheet music is being carried and the store has been attractively decorated. Both proprietors are local musicians, Mr. Rouby being director of the Capitol Theatre Orchestra.

### Supreme Court Grants Review of Patent Case

Grants Victor Co. Application for Review of Decision of Circuit Court of Appeals on Status of Johnson and Browning Patents

WASHINGTON, D. C., December 7.—The United States Supreme Court has granted a petition for a review of a decision of the Circuit Court of Appeals for the Third Circuit in the case of the Victor Talking Machine Co. vs. the Brunswick-Balke-Collender Co. and John Bailey Browning over patent rights on amplifying horn enclosed in a cabinet talking machine. A cross petition filed by the Brunswick Co. et al. for a review of the case was denied.

The Circuit Court of Appeals, in Philadelphia, in its decision some time ago affirmed the findings of the District Court of Delaware, in Delaware, which held that the Johnson patent held by the Victor Co. was invalid because Johnson, who claimed to be the inventor, acquired his knowledge of the concealed horn from a design by Browning. The District Court also held that Browning's patent, owned by the Brunswick-Balke-Collender Co., was invalid on the ground that he had abandoned the claim on the concealed horn.

The Victor Co. originally sued the Brunswick Co. for interference with the Johnson patents and the Brunswick Co. sued the Victor Co. for using the Browning design. The Supreme Court decision affects only the former suit.

### Memphis Retailers Tie Up With Paul Whiteman

Paul Whiteman and His Orchestra, the latter part of a concert in Memphis, Tenn., appeared at last month and Victor dealers promoted through a tie-up by means of advertisements and window displays.

# REX



**R**EX answers the eliminator problem. The "B" battery eliminator equipped with Magnatron Rex tubes works day in and day out—silently and economically.

That's the point to drive home to your customers—the unflinching reliability of the Rex, the fact that this tube in the socket means good-bye to the usual eliminator worries. Your customers will appreciate this point, doubly so if they have previously used other tubes, and their appreciation will show on your cash register.

Magnatron Rex is the product of long research by the oldest exclusive manufacturers of thermionic valves in the country. It has

been designed primarily and only for eliminator work.

Magnatron Rex maintains the high standards set by the other Magnatrons, the D C-201A, the DC-199, and the DC-199 (large base). That is the highest compliment which can be paid, as radio engineers throughout the country have found by tests.

The new list price of all Magnatrons is only \$2.50.

CONNEWEX ELECTRIC LABORATORIES  
Magnatron Building, Hoboken,  
New Jersey

Write at once to Dept. W for your copy of "Magnatron News," a snappy trade news paper that is published monthly.

Complete factory stock for Pacific Coast carried at Pacific Radio Laboratories, 256 So. Los Angeles Street, Los Angeles, California

For your  
B battery  
eliminator



# MAGNATRONS

## Attractive Window for Kennedy Radio Dealers

Professional Window Display Artist Designs Displays for Dealers—Complete Instructions Make Their Effective Use Easy

An excellent example of dealer co-operation is shown in the window display service furnished by the Colin B. Kennedy Corp., of St. Louis, to its dealers. The Kennedy Corp. first prepared an elaborate three-panel display easel.



Artistic Kennedy Window Display Material

This display very artistically symbolizes the spirit of radio. It is 36 inches high by 58 inches wide. This display, together with two highly attractive counter cards, was furnished to the dealers. Then a professional window display artist, one of the leaders in this profession, was engaged to design model windows suitable for general use in all classes of stores and adaptable to any size window. Another factor is that the window is simple to set up, and calls for only those materials that can be obtained in any town.

The accompanying illustration shows one of the windows after it was set up. A photograph, together with floor plan and detailed description, is sent to dealers. So simple and complete are the instructions supplied that any dealer, regardless of whether he has ever had any experience in window trimming or not, can install this attractive, business-producing window in a few minutes and at practically no expense, two important considerations.

The Kennedy Corp. believes that dealer display is one of the most important links in the selling campaign. Its careful attention to this matter insures its dealers' reaping the full advantage of this service and thus getting complete benefit of the Kennedy Corp.'s extensive advertising.

## Advertising Men Dance to Orthophonic Victrola

Concert Given at Advertising Club Through Courtesy of William J. Haussler, Vice-President of C. Bruno & Son, Inc.

Through the courtesy of William J. Haussler, a fellow member, the advertising men of New York City were given a concert on the new Orthophonic Victrola at their club recently. Mr. Haussler, vice-president and general manager of C. Bruno & Son, Inc., Victor distributor, had a good selection of Victor records with him and had sent up during the day one of the Credenza models. This model was placed in the dining room of the club house. The value of the Orthophonic Victrola for dance music was rapidly proved, for no sooner had it started playing than a number of couples left their tables to dance, which pleasure was indulged in for the balance of the evening.

The reception of this new instrument by this representative body of men was very enthusiastic and resulted in considerable favorable comment being accorded the Orthophonic Victrola in the columns of the Advertising Club News, the publication of the Advertising Club of New York City.

## MacLaren Mfg. Co. Leases Additional Floor Space

Manufacturer of Domin-Aire Receivers Gets Entire Additional Floor in Present Building—Demand Forced Expansion

The MacLaren Mfg. Co., 26-28 Park place, New York City, manufacturer of the Domin-Aire radio receiver, has just leased an entire additional floor in its present building. The new quarters became necessary for additional factory and shipping space.

The Domin-Aire operates without batteries or battery eliminators directly from house current (either AC or DC) and by plugging into ordinary light socket is ready for operation. There

are no exceptions. The tubes are equipped at the factory and undergo rigid tests, insuring perfect radio reception. The Domin-Aire receives wave lengths as low as 150 meters, which anticipates any lower wave length development in broadcasting. It is a self-contained instrument, including loud speaker, receiver of power equipment in an attractive cabinet, each part being made of the highest quality material.

In the metropolitan area, in Philadelphia and adjacent cities the Domin-Aire has made an impression in the trade with the result that the MacLaren factory is working full capacity in order to care for present demands.

The Domin-Aire is marketed under an exclusive dealer policy. The manufacturer operates a direct system of replacement. The component parts are made of the most durable materials and withstand extraordinary abuse. If, however, any part needs to be removed it can be disengaged without touching any other part and this movement is aided through the fact that each is nutted or bolted, making for simplicity.

## Growth of Radio Industry Is Indicated by Figures

In Five Years From Scientific Hobby Radio Has Risen to Business in 1925 of \$500,000,000—Herbert H. Frost Gives Estimate of Output

Radio has climbed in a little more than five years from the hobby of a few scientists with a total annual business of less than \$6,000,000 to a business in 1925 of more than \$500,000,000, a growth almost unparalleled in American history.

Manufacturers' estimates for 1925 indicate a sale of 3,000,000 radio sets, and 20,000,000 tubes. This year's volume of radio business, according to Major Herbert H. Frost of Chicago, president of the Radio Manufacturers' Association, will exceed last year's by \$200,000,000.

Besides the completed sets, sales of \$150,000,000 in parts and accessories indicate a considerable volume of home-made sets. The industry now employs about 300,000 persons in the 1,200 plants and 40,000 dealers' stores, nearly all of which have come into existence in the last five years.

Schools, churches and newspapers have seized upon this new medium of reaching the homes until one-third of the broadcasting stations which supply the entertainment for the millions of sets are operated by these three groups. There are now 584 stations, more or less active, and 108 of these are operated by educational institutions, 47 by churches and 39 by newspapers.

To Those we Serbe  
To Those who Serbe Us  
To Those whom we will eventually Serbe

We extend our most sincere wishes for  
a Happy and Prosperous New Year

MUTUAL PHONO PARTS MFG. CORP.

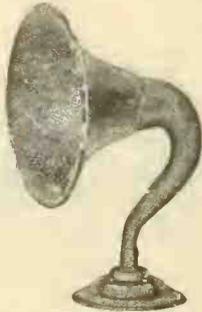
151 Lafayette Street

New York City

# LATHAM



POOLEY-ATWATER KENT



ATWATER KENT MODEL H  
LOUD SPEAKER



ATWATER KENT MODEL 20 COMPACT

*The Three Links that  
Complete the Chain*

The Product  
The Policy  
The Service

**T**HERE are three links that complete the chain which leads to profits for the dealer.

1. Atwater Kent and Pooley-Atwater Kent radio products, for which a definite demand exists. They have met the test and have not proved wanting.
2. Every dealer may feel thoroughly justified in continuing the splendid support which he has and is displaying on behalf of our lines. A definite sales policy of wholesale only, through legitimate trade channels is our guarantee against other than dignified merchandising.
3. Last but not least is the unique service that E. B. Latham & Co. offer their dealers, and which is second to none.

"LATHAM SERVICE MUST BE GOOD"

**E. B. LATHAM & COMPANY**  
550 PEARL STREET NEW YORK CITY

# NEW YORK

## Bel Canto Vox Humana Scores in Demonstration

Newspaper Men, Radio Engineers and Army Men Present at Dinner and Demonstration of Bel Canto Console Radio Speaker

The Bel Canto Radio & Telephone Equipment Co., whose executive offices are at 872 Broadway, New York City, recently gave an invitation demonstration of the new "Bel Canto



Duryea Benschel Showing Vox Humana

Vox Humana." Preceding the demonstration an elaborate Italian supper was served at which newspaper men, radio engineers and several members of the Signal Corps of the United States Army were the guests.

The Bel Canto Vox Humana was first demonstrated with dim lights to carry out the illusion of the human voice. The Vox Humana is an elaborate speaker housed in a console model cabinet and was purposely operated with the aid of an ordinary five-tube radio set and indoor loop. The interior of the cabinet contained an amplifying horn made of special flexible material, which in a limited space gives a total of 72

feet of amplification. The sounds brought forth from the Bel Canto Vox Humana were aided by the use of a specially built permanent magnet unit planned to reproduce the entire range of audible sound. The unit used is a bi-polar type with a perfect suspension of the diaphragm.

The Bel Canto Vox Humana is a development of Duryea Benschel, chief engineer of the Bel Canto Radio & Telephone Equipment Co., who developed the Vox Humana, described the manner of the operation of the instrument, its ability and its possibilities. He stated that both the speaker unit and the amplifying horn were correctly proportioned and properly co-ordinated and would produce the entire range of vibration

audible to the ear without strain. He called particular attention to the detail of instrumentation and the natural timbre of the instruments. The Vox Humana was operated without any auxiliary batteries to actuate it.

After twenty-five years of intense study, Duryea Benschel believed that through the Vox Humana he has demonstrated the nearest approach to the fruition of the efforts and ideals of all these years of study. For the past few years he has developed and marketed successfully several speakers of both the horn and cabinet type and he believes that with the Vox Humana, described as a "flexible tone column," he has produced the perfect acoustical amplifier.

## Holiday Merchandising Campaigns of the Akron-Canton Retail Trade Are Launched

Month of Unusual Sales Activity Preceding the Holiday Buying Season Seen as an Indication of a Highly Satisfactory Year-end Trade—George C. Wille Heads Dealers—Other News

AKRON-CANTON, O., December 7.—With the near approach of the holidays, merchandising of talking machines, records and other musical merchandise has been greatly stimulated, and from all indications sales will top those of any previous month in the past six. A survey the past week disclosed that retail talking machine record and radio business has been active since the middle of November and that the volume is increasing daily. Dealers admit that their business has been spotty for the past six months and that business the past few days has been the most encouraging in recent months. Industrial conditions continue to improve in the Akron-Canton district and this has already been reflected in music store circles, dealers said.

### Radio Sales Gain

Radio is gaining in leaps and bounds and dealers will be taxed to their utmost to make all deliveries and installations before Christmas. Of twelve leading retailers in the district interviewed this week, all predict a big Christmas business and are highly optimistic as to 1926 business prospects.

The W. S. Custer Music Co., Inc., of Canton, was incorporated recently by William S. Custer,

Harry C. Mary, R. O. Robertson, Edna H. Adelman and Beatrice M. De Corps, with \$50,000 capital. Three hundred and fifty shares of common stock are listed at \$100 each, and 150 shares of preferred at \$100 each.

### Jones Adds Talking Machines

A. F. Jones, well-known Akron music dealer, who opened a store recently at 987 East Market street, announces he will take on talking machines and records in the near future. Jones plans to enlarge his store to accommodate the talking machine end of the business.

### Wille Heads Radio Dealers

George C. Wille, head of the George C. Wille Co., Victor dealer, Canton, has been named president of the Canton Radio Dealers' Association, formed at a meeting held here this week. Mr. Wille is one of the first music dealers to take on radio in the Canton district and was active in the recent radio show held in Canton.

### Moves and Enlarges Line

The Warner Music Co., Youngstown, has moved to its new store location where it will have almost double the present space for the talking machine and record department. This concern plans to go in more extensively for talking machine merchandising.

### Willis Johnson Heads Department

Willis Johnson has been named head of the music department in the new store of the J. H. Johnson's Sons Co., Alliance, which opened recently. Mr. Johnson has arranged the talking machine department for every convenience of the patrons. The radio section of the store will be in charge of Norman Holloway.

### Music Dealers Join Movement

Eight retail music dealers of Canton have joined with other merchants in the "shop early" movement, which is well under way at this time. Music dealers are stressing buying of talking machine records, talking machines and radio, and are emphasizing this merchandise in their display windows.

### Rhines Reports Good Business

Harold Rutledge, manager of the Canton store of the Rhines Shop, reports radio business the best in recent months. "It is almost impossible to take care of the demand for radio at this season," he said. "Edison machines have been moving better and record sales have improved this month."

## H. Zuckerman With Morris

H. Zuckerman recently joined the sales staff of the Fordham Road branch of the Morris Music Shop, New York. Mr. Zuckerman is well known in talking machine circles in the metropolitan district, having been connected with several leading retail establishments.

The Scale Music Shop, Hot Springs, Ark., has taken new quarters at 220 Ouazhita avenue, with a complete line of talking machines.

**ZIMMERMAN · BITTER**  
CONSTRUCTION COMPANY



May our loyal friends  
who have been instrumental in the  
up-building of our business  
as well as those we hope  
to serve in the future have  
a Merry Christmas and  
a Prosperous New Year.

J. Zimmerman      A. Bitter

**ZIMMERMAN-BITTER**  
CONSTRUCTION COMPANY  
325-27 East 94th Street, New York  
Telephone Atwater 6178



Model 61 (shown at top) selected American walnut, De Luxe, rubbed finish. Artistically beautiful. 6 tubes. Resistance coupled amplification \$98.50.

## Many Artists, But One Only Was Caruso

They say that Gigli is as great as Caruso. But why Gigli and not a half dozen other admittedly eminent artists? They are all human beings, and all are singers.

Just because Caruso possessed and Gigli has a tone quality that is individual, personal, exclusive, and that cannot be put into a voice by effort or study—one must be made like that.

So it is with Air-Way. The tone quality, the reproductive fidelity of the Air-Way broadcast receiver is as distinctively better than other admittedly good radios as was Caruso's voice better than the tenor in the barber shop quartette. Hear it and you instantly perceive and appreciate this difference.

Your Christmas radio stock lacks something vital if you cannot show the Air-Way models.

**Air-Way Electric Appliance Corporation**  
612 Broadway TOLEDO, OHIO  
Export Dept., 220 Broadway, New York, N. Y.



Model 62—Same as Model 61 with self-contained speaker, designed and built by Air-Way engineers and mounted horizontally on cover \$137.50.



Model 63 — The Air-Way console model. Priced at about half what you pay for consoles which approximate only its appearance and efficiency \$197.50.

### Factory Representatives

- The Jackson Sales Company,  
204-20 E. Jackson Blvd.,  
Chicago, Ill.  
Telephone Harrison 3744
- B. W. Smith Sales Co.,  
735 Boylston St.,  
Boston, Mass.  
Telephone Back Bay 7009
- Mr. C. E. Hlusk,  
410 W. S. National Bank Bldg.,  
Denver, Colo.
- Mr. J. D. Palmerlee,  
Armad, Mich.
- Mr. J. H. Lyte,  
Box 917  
Norseth, Pa.
- Mr. H. E. McKeeney,  
997 Forest Avenue,  
Portland, Maine
- Motor Electric Co.,  
320 Broadway,  
Oakland, Calif.
- Mr. C. M. Cuttler,  
1217 Balnbridge Street,  
South Richmond, Va.
- Mr. J. F. Nutting,  
100 Flatiron Bldg.,  
Atlanta, Ga.
- Mr. James M. Sullins,  
Knoxville, Tenn.
- Electric Power Maintenance Co.,  
101 Monroe Street,  
Toledo, Ohio
- Mr. Ralph Bretner,  
128 West 42nd Street,  
New York, N. Y.  
Telephone Wisconsin 3777
- Mr. Frank A. Brady,  
747 Warehouse Street,  
Los Angeles, Calif.
- The Carroll Company,  
1315 Wall Street,  
Dallas, Texas
- Mr. Thos. C. Jepson,  
277 Willow Avenue,  
Toronto, Ont., Canada



Air-Way  
Electric  
Appliance  
Corp.,  
612 Broadway,  
Toledo, Ohio

Please send me  
data and prices cov-  
ering the new Air-Way  
Radio Receivers.

Firm Name .....  
Address .....  
Your Name .....

# Clearing the Way for the Sales Campaign

## Weeding Out the "Deadwood" From the Prospect List Reduces the Selling Cost and Increases the Opportunities for Making Sales

The prospect list is the "dollars and sense" of every retail business, and particularly that business which has to do with the distribution of musical instruments, for it means dollars in potential business and profits and requires good sense for its proper handling—and never to the talking machine dealer has a live and carefully culled prospect list been of greater potential value than at present.

There are, of course, those who have seen the writing on the wall, and have spent some months during the dull period putting their prospect lists into such shape that they will be able to work on them intensively and with best chances for satisfactory results. There are others, and quite a few of them apparently, who are content to accept their list as it lays, making such additions as come to hand in the ordinary course of events, but not taking the trouble to sort out from the few score or few hundred names those really worth while following up intensively.

### A Case in Point

Not so long ago a talking machine man who enjoys quite a reputation for efficiency took over the management of an establishment in the metropolitan section that had been operating for some time with indifferent success. Upon taking charge of the business he investigated, among other things, the list of prospects, which in this particular case also constituted the mailing list, for he felt that with new products to market he wanted to know just where the quickest returns were likely to be found. What he discovered gave him quite a shock, for, in the first place, prospects for both machines and records were jumbled together indiscriminately, and no effort had been made apparently for two or three years to check over the list.

### Weeding Out the Deadwood

The first move was to inaugurate a brief mail campaign designed primarily to get a line on the status of the prospect. In a circular letter the individuals were asked as to the correctness of their mailing address, what type of machine they owned, what sort of records they were most interested in, and whether or not they de-

sired to receive regularly record supplements and other matter sent from the store. The first letter sent out brought forth the startling fact that between fifteen and eighteen per cent of the people on the list had moved and left no forwarding address, proof of that fact being found in the return of the letters themselves.

*The dealer who has a prospect list that is up to date is enabled to go out into the field in an effective manner in promoting sales. The prospect list that is filled with worthless names is not only of no value in promoting sales but it is actually a liability because the dealer is wasting his time in trying to sell people who never will become customers.*

The questionnaire likewise brought to light the fact that some 65 per cent of the people on the list already owned talking machines of various types, and despite the fact that they were for the present primarily record prospects they had continued to receive great volumes of literature designed to promote the sale of machines. The distressing part was that many of these machine owners were carried on the prospect cards as prospects for machine sales, which indicated that the salesmanship had been so lax that salesmen had not been aware of the fact that machines had been bought from competitors.

The first thing the manager did was to clean up the list and remove the names of those whose letters were returned by the postoffice, or who, after a second appeal, failed to answer the questionnaire. There was a chance, of course, that some of those who did not answer might have refrained purposely, or through carelessness, but

enough did answer to provide a working basis.

### Classifying Prospects

Then the character of the prospects was carefully noted. Those without machines were included in the Class A list; those with old types, or small models, were put in Class B, and those with more modern instruments put in Class C, so that the various classes might be worked intensively and in regular order and with a minimum of waste effort.

The logic of this is seen in the fact that with a limited supply of new instruments available for some months to come at least, concentration on non-owners meant clean sales for both machines and records and without any machine trade-in problem to meet. When the possibilities of this class are exhausted, work will start on owners of the cheaper types of machines, where the trade-in problem can be kept within very reasonable limits or eliminated entirely with proper argument. Finally, there will come the owners of the better grades of machines of the old type, who will probably be handled when new models are plentiful and on a basis that best meets the situation.

Naturally, the various classes will be augmented as new prospects are brought in by salesmen or come in from other channels, and likewise names will be dropped as it becomes apparent that they have little business value. While working on Class A, the other two classes will be receiving record literature regularly in the belief that their patronage will make the effort worth while and will also receive some machine literature to keep their interest alive.

The result of the entire survey has been that this particular manager is going to concentrate his sales effort, first, on those people who are most likely to prove worth-while customers. It will mean clean business without any trade-in strings, when the opportunity for that clean business is greatest, and finally it will save some hundreds of dollars in postage, printed matter and personal effort which can be either cut entirely from the overhead of the business or devoted to more profitable work.

It is quite likely that not all mailing lists are in the poor shape of the one cited, but it is also likely that many of them are far from being up-to-date or so classified as to simplify selling effort. The work should have been done during the early months of the present year, for the trade knew what was coming, but as a last resort, a week or two right now devoted to cleaning up the prospect and mailing list will represent time and energy well spent.

## A. H. Mayers Opens Third Retail Music Headquarters

The third of the retail music stores of A. H. Mayers, well-known metropolitan talking machine dealer, was formally opened the latter part of last month. The new store, situated at 3798 Broadway, New York, is most attractive in appearance and is equipped with all modern accessories. The installations were made by Alex Boardman. Both the street floor and basement are being used for demonstration.

At the opening ceremonies Adolph H. Mayers, assisted by his sons, William and Archie, was host to a representative gathering of trade personages who called to offer their congratulations.

Included in the merchandise carried at the new establishment are the Victor line of talking machines and records, Sonora phonographs, a complete and varied line of radio receivers and musical instruments and sheet music.



## Push RAY-O-VACS for Holiday Programs

A new set of French Ray-O-Vacs will make many a set give better reception for the hundreds of special holiday programs.

A simple suggestion along this line to every patron will make a surprising increase in your sales of French Ray-O-Vacs. The ten models cover every requirement. Stock the full line and suggest a new set to all your customers. It'll pay you well.

FRENCH BATTERY COMPANY, Madison, Wisconsin  
ATLANTA DALLAS KANSAS CITY CHICAGO NEW YORK MINNEAPOLIS

# FRENCH RAY-O-VAC

Radio's Best Batteries

# Popular priced models now available in the Thompson line



## The quality line of Neutrodyne

Thompson's outstanding reputation, unrivaled performance and superior quality now available at low prices which set a new price standard for quality merchandise.



### The Grandette

List price \$89. A 5-tube Thompson Neutrodyne, the same as the Parlor Grand, but in a vertical mahogany cabinet.



### The Parlor Grand

List price \$109. The standard set of the Thompson line. A 5-tube Neutrodyne in an artistic sloping two-tone mahogany cabinet. Uses dry or storage battery tubes. Great distance, clarity and volume of tone.



### The Minuet

Apartment House Special. List price \$139. A new conception of the Thompson designers as to the form a self-contained dry battery set should take. Circular in shape, of beautiful mahogany, the front in itself comprising the tone of the new cone-type speaker, built in. Single master control for tuning, all circuits with a fixed station-indicating dial three times the ordinary size. A 5-tube radio unit using self-contained dry batteries, but producing results in distance, clarity and tonal volume heretofore attained only with the larger storage battery sets.



### The Concert Grand

List price \$180. The famous Thompson 5-tube Neutrodyne with reserve power for distance stations. Uses either dry or storage battery tubes. Two-tone mahogany cabinet, with dry battery compartment.

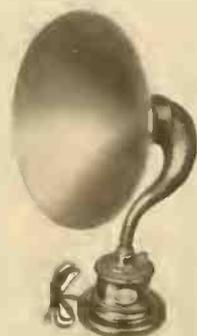
### The Thompson-Fuller Speaker

List price \$15. A special speaker reproducing the deep tones as well as the high, enclosed in a beautiful mahogany cabinet of a type which will grace any living-room. Unlimited capacity for tonal volume without distortion.



### Super-Thompson Duo-Tone Console

List price \$360. A 5-tube special Neutrodyne with single master control, large Queen Anne console cabinet, with space for all batteries or battery eliminator. Includes the newly developed Thompson Duo-Tone sound reproducing system, comprising both specially designed bass and treble tone speakers, built in and operating together as desired, creating both sound perspective and a range of tonal reproduction never heretofore attained. The greatest contribution to sound re-creation realism since broadcasting began.



### The Thompson Speaker

List price \$78. The standard by which all other speakers are still judged. Employs a special cone-shaped diaphragm with large composite horn. Six other special features.



R. E. THOMPSON MANUFACTURING Co., 30 Church St., New York City

# THOMPSON RADIO

BUILT BY MAKERS OF ARMY AND NAVY RADIO APPARATUS USED BY LEADING NATIONS

## High Calibre Men in the Music Master Organization

H. R. Hall, E. E. Rittenhouse, Frank L. McElroy and Walter Kastner, of Sales Staff, Are Men of Marked Business Ability

Walter L. Eckhardt, president of the Music Master Corp., Philadelphia, Pa., has surrounded himself with executives of the highest caliber and experience. This tendency is particularly noticeable in the sales department. Among the members of the sales staff who have made notable records since their appointment to the



**E. E. Rittenhouse**  
Music Master organization are H. R. Hall, E. E. Rittenhouse, Frank L. McElroy and Walter Kastner. H. R. Hall, although youthful in appearance, has already attained the important post of district manager of the Music Master Corp. in Chicago. During the war he was chief electrician in the radio section of the U. S. Navy. Returning he served two years as assistant to the manager of the radio department of the Pioneer Electric Co. of St. Paul,



**Walter Kastner**

Minneapolis, Minn., and later was manager of the radio department of the Commonwealth-Edison Co. of Chicago. Mr. Hall's exceptional experience in the radio field well qualifies him for his work with the Music Master Corp.



**H. R. Hall**



**F. L. McElroy**

Minneapolis, Minn., and later was manager of the radio department of the Commonwealth-Edison Co. of Chicago. Mr. Hall's exceptional experience in the radio field well qualifies him for his work with the Music Master Corp.

E. E. Rittenhouse, also of the sales staff, has achieved marked success. His former experience as assistant buyer in the sporting goods department of Kaufmann & Baer, Pittsburgh, intimately acquainted him with merchandising methods, which experience he is placing at the disposal of the many dealers he is calling upon.

Frank L. McElroy is associated with the Pittsburgh office. Unlike others on the sales staff Mr. McElroy's first year with the Music Master organization was his first experience on the road. It is only fair to state that it is reported that he is giving much older men in his line a run for their money.

Walter Kastner, also of the Pittsburgh office, has created an enviable sales record. Mr. Kastner has been with the Music Master Corp. for quite some time but his previous experience was on the inside. It was remarked by an official of the corporation that while on the inside Mr. Kastner "yearned for the wide-open Pittsburgs where salesmen were salesmen, etc." Mr. Kastner was given his chance and quickly proved his ability.

## Johnson Sons Co. Opens New Store in Alliance

New Building Modern in Every Particular and Entire Floor Given Over to Music

ALLIANCE, O., December 5.—J. H. Johnson Sons Co., one of the best-known music houses in eastern Ohio, formally opened its new five-story building recently, thousands visiting the new and up-to-date store. The music department will be confined to the second floor, where pianos, talking machines, records and radio will be merchandised. On the opening day a representative of the Bush & Lane Piano Co. was present and gave a demonstration.

Willis Johnson will have entire charge of the music department in the new store. Norman Holloway has been named to assume charge of the merchandising of radio.

The Johnson's Co. for many years has been a Victor dealer. An entire supplement to the Alliance Review was given over to the Johnson store at the opening, the Victor Co. taking the entire back page for an advertisement.

The Stereli Furniture & Carpet Co., of Atlanta, Ga., has added a complete radio wholesale and retail department under the management of V. A. McCarvey.

## Big Issue of Trilling & Montague Radio Talks

November and December Issues of House Organ of Radio Wholesalers Combined—Large Portion of Issue Devoted to Staff Members

PHILADELPHIA, PA., December 7.—The November and December issues of Trilling & Montague Radio Talks have been published as one and the result is a publication of substantial size and much interest. Trilling & Montague Radio Talks is the name of the house organ published by this firm of radio wholesalers, and edited by J. Lobel, sales and publicity manager of that organization. The latest issue contains a revised up-to-date listing with prices of the 1925-26 radio lines. Many articles of general interest to the radio dealer appear in this issue. In order to better acquaint radio dealers with the Trilling & Montague staff there are reproduced pictures of some of the members of the sales staff, which include Frank Greenfield, David Hormats, William L. MacHugh, Benjamin Gushner, Charles Burger, Lawrence S. Lawin, Adolph Loewenthal, Joseph Cahill, Herbert Goldberg, Chas. Stieckel and Martin Montague. Tribute is paid to the memory of Arthur H. Jorns, member of the staff, who suddenly passed away on Saturday, October 31. Mr. Jorns covered the State of New Jersey for the company. It also is announced that the constantly growing business of the company has necessitated the addition of new trunk lines to the switchboard and it is suggested that dealers make use of the new numbers, Lombard 7773, 7775 and 7751.

## Radiola III-A in Favor With Trade and Public

The recent addition to the RCA line, the Radiola III-A, has found great favor with dealers, inasmuch as it fills a long felt want of a



Radiola III-A

low priced Radiola with built-in loud speaker with space for batteries in the cabinet. Equipped with the new UX-120 tubes, this model has an appeal to a large class of buyers who wished the best in radio equipment but who hesitated before paying the price which had been asked for cabinet sets.

## Weigand Opens New Store in Barberton, O.

BARBERTON, O., December 5.—With representatives of many radio manufacturing concerns, piano manufacturers and radio jobbers and manufacturers in attendance, F. J. Weigand, one of the best-known music dealers in eastern Ohio, formally opened his modern music and radio store here recently.

It is said the new store, housed in a building erected specially for merchandising of musical merchandise and radio, is one of the most modern in this section of the country. On the occasion of the opening Weigand had a program broadcast from the Allen Theatre Station WADC, Akron, as a publicity stunt.

**9 out of 10**  
**RADIO BUYERS INSIST ON**



BRACH

LIGHTNING  
ARRESTERS

and AERIAL OUTFITS

BRACH HIGH QUALITY  
IS KNOWN BY EVERYBODY

L.S. BRACH MFG. CO.  
NEWARK, NEW JERSEY

## Andrew Jenkins, Okkeh Star, Victor Co. Advises Dealers Had Interesting Career of Electrical Equipment

Blind Musician and Preacher at One Time Sold Newspapers on Street Corner—Recording of His Own Composition

The Rev. Andrew Jenkins, Okkeh recording artist and widely known by record and radio audiences as a singer of sacred songs, recently



made an Okkeh recording of his own composition "The Little Newsboy." This number is particularly interesting in that it reflects in a large measure the actual experience of the singer, who for eight years sold newspapers in Bowdon, Ga. Mr. Jenkins, who as a blind preacher and musician has a wide following throughout the South, accompanies himself on the guitar.

## Astral Line of Five-Tube Radio Receivers Popular

PHILADELPHIA, PA., December 7.—The Astral Radio Corp., of this city, has found that talking machine dealers are proving an excellent outlet for its products. The Astral line of five-tube radio frequency receiving sets is produced in four models, two of the table cabinet style and two floor models. The attractiveness of design and ease of operation are found to particularly fit in with the merchandising scheme of the talking machine dealer.

The Astral Radio Corp. is also the producer of a radio speaker which is known as the Astral tone throat. The Astral tone throat is made of mahogany and is a cloak or mantel-piece type. The complete Astral radio receiving set line together with Astral tone throat was exhibited at the various radio shows, including New York, Philadelphia, Boston and Chicago, and the Astral booth in each show attracted considerable attention. Although established only a comparatively short period of time, the Astral Radio Corp. has attained a wide distribution for its products and reports having transacted excellent business this Fall.

## Growing Demand for Albums

Phil Ravis, president of the Peerless Album Co., 638 Broadway, New York City, is naturally very much gratified over the renewed interest in talking machines and records which, of course, is reflected in a substantially increased sale of record albums. Mr. Ravis says that the Peerless Art Mission album and Peerless carrying cases have both proved sales winners during the entire year. With the advent of the Fall season the demand for Peerless line of albums, both small and large, is working the Peerless factory to full capacity. In speaking of the close of the year, Mr. Ravis said that it showed indications of rivaling the largest year in the company's history.

## Needle Sales Gain

N. Cohen, president of the Wall-Kane Needle Mfg. Co., Brooklyn, N. Y., reports that a decided rush of needle orders has been experienced the past month. Mr. Cohen reports that this rush was first evidenced during July and has grown steadily each succeeding month. More Wall-Kane needles have been sold so far this Fall season than in any like period during the history of the organization. The other needles of the Wall-Kane line, the Jazz, Concert and Patmecky needles, are also receiving their share of Fall demands.

New Motor of Simplified Design as Well as the Electrola and Certain Radio-Victrola Combinations Use Alternating Current

The Victor Talking Machine Co. has sent a letter to its dealers setting forth the electrical equipment embodied in the new line of instruments and offering information of distinct value to the dealer in the demonstrating and selling of the new instruments.

Particular attention is called to the new electric motor of original design and marked for its simplicity. The new motor has no brushes, no commutator, and no resistance coils, the only rotating part being a disc mounted on the turntable spindle and a governor applied in the same manner as in the spring motor. The new motor will operate only on alternating currents of 100 to 120 volts, and on frequencies of from twenty-five to sixty cycles.

The Electrola can also be operated only on alternating current of from 100 to 120 volts of sixty cycles, and the same holds good of those models of radio combination Victrolas getting their current direct from the house lighting circuit. Inasmuch as practically 90 per cent of the homes of the country are provided with alternating current the direct current being used chiefly in business centers for industrial purposes, the enforced use of alternating current on the Victor instruments should not in any sense curtail the market.

For the benefit of dealers located in business sections provided with direct current only, attention is called to a motor-generator set made by Joseph T. Fewkes & Co., Philadelphia, which may be installed at moderate cost by the dealer to convert direct current supply to the proper alternating current.

A public demonstration of the Sonora high-boy was given for three nights recently at the Grand Theatre, Hazelton, Pa., under the auspices of Robert E. Meikrantz, local dealer.

## Radio "Gifts of Service" for Christmas



List Price \$18.00

Suggest, through the power of your windows, "a Sterling Universal Tube Tester for Christmas — giving the gift of lasting good service."

This is one of the most talked of devices that set owners "fan" about—all appreciate the "Universal" for it tests tubes, A and B Batteries, finds weak sockets, open circuits and troublesome transformers. All combined in a single, compact, neat, low priced instrument of Sterling quality.

You can easily demonstrate how easy it is for anyone to operate this device. It is appreciated at sight—as a gift of service—it has quality written all over it—it denotes permanently good reception—it sells readily at a substantial profit.

Besides the "Universal" Tube Tester, it will pay you to sell Sterling "Home" Tube Testers and Sterling Tube Re-activators.

Sell Sterling Radio Gifts of Service.

OTHER STERLING RADIO DEVICES

Home Tube Testers  
For small tubes ..... \$10.00  
For large tubes ..... 8.50

Tube Reactivators  
(50-60 Cycle) ..... \$12.50  
(25-40 Cycle) ..... 14.00

Battery Chargers  
\$16.00 to \$25.00

Pocket and Panel Meters  
\$1.00 to \$6.00

# Sterling

## "Universal" TUBE TESTER

and set servicing devices

THE STERLING MANUFACTURING CO.  
CLEVELAND, O.

## Important Trade Activities Feature the Month Throughout Cleveland Territory

First Demonstration of Brunswick Panatrope a Big Success—Fine Exhibits Attract Wide Attention at Radio Show—Otto C. Muehlhauser Appoints Association Committees—The News

CLEVELAND, O., December 7.—The first demonstration of the Brunswick Panatrope was held a few days ago in Carnegie Hall by C. T. McKelvey from the Chicago headquarters of the Brunswick-Balke-Collender Co. Several newspaper men, music critics and a score of dealers were present. E. S. Germain, manager for the Cleveland district, has been conducting demonstrations in other cities, including Rochester, N. Y.; Kiwanis Club of Akron, O.; Women's Club of Warren, O.; Oakwood Country Club, of Cleveland, and similar organizations have placed orders for the new machine. Several well-known churches have requested demonstrations of the Panatrope. Among the buyers of the new Brunswick Panatrope are several clubs and institutions. O. A. Bammerlin, a Brunswick dealer, of Massillon, O., was among those asking the Cleveland Brunswick manager for a demonstration machine.

### Radio Show a Huge Success

Already preparations are being tentatively made for Cleveland's 1926 Radio Show. The first one, which closed November 15, was a success from almost every angle. More than 100,000 persons attended and the exhibits were among the best and most varied ever seen at a show in the Middle West. Some of them were shown at the Dayton, O., radio show during the last week of November.

Cleveland radio dealers, as well as talking machine retailers and distributors, say that the Cleveland show in the Public Hall auditorium was the best selling incentive ever seen in the city. The most elaborate exhibit was that of the Radio Corp. of America, which took up all of the immense stage of the hall. Tube making, the sending and receiving of photos by radio, the Hewlett loud speaker, and makes of radio sets and equipment from 1900 down to present-day models—these were features.

The Cleveland Talking Machine Co., headed by Howard J. Shurtle, also had an extensive exhibit of Orthophonic Victrolas, Federal Orthophonic radio sets and Zenith radio sets. Other exhibits by this firm included Victor records, Victor Lumiere loud speakers, Amplion loud

speakers, storage batteries, Dulce-Tone phonograph unit, and Silver Voice loud speakers and other products.

In letters to the trade, Mr. Shurtle this week announces the firm has accepted the agency for the Federal Orthophonic radio models, which are now ready for immediate delivery.

A special art console model of the Brunswick Radiola, one of the most expensive at the show, was in the booth of the Dreher Piano Co. The Cleveland Products Co. also had a good exhibit.

Several Cleveland dealers exhibited models of the Victor Orthophonic machines. A complete line of new Radiolas was shown by the Erner Electric Co. The Euclid Music Co.'s booth showed a variety of instruments, including talking machines, Music Master, Ware and other radio sets. Elaborate musical and other programs were broadcast every afternoon and evening.

Other exhibitors included: Valley Electric Co., Electrical Research Lab., the Joseph W. Jones Mfg. Co., National Carbon Co., The Phonograph Co., Weston Electrical Instrument Co., French Battery Co., David Grimes, Charles Saenger Co., Inc., Radio Cabinet Co., Carter Mfg. Co., Cleveland Talking Machine Co., Stewart-Warner Prod. Serv. Sta., Workwrit Mfg. Co., Sterling Mfg. Co., Euclid Arende Radio Shop, Euclid Music Co., Buescher's Victrola

### Appoints Association Committees

Otto C. Muehlhauser, president of the Music Merchants' Association of Cleveland, has selected his standing committees for the coming year. Three new committees were authorized at the recent Cincinnati convention. One of these was on phonographs and C. C. Baker, of Columbus, was made chairman of the new committee. A second new committee on carrying charges is headed by Fred N. Gosman, of Toledo, while the third new committee is one on a finance bureau and A. B. Smith, the Akron piano manufacturer and music dealer, is chairman. Other standing committee chairmen are: Membership—H. C. Wildermuth, of Toledo;

legislation—A. L. Marech, of Cleveland; advertising advisory—E. C. Collander, of Zanesville; mutual insurance—Omer E. Westerfield, of Greenville. In announcing the committees, Mr. Muehlhauser addressed an appeal to the Association members through the Retail Music Merchant, official monthly publication of the organization, asking co-operation and increased membership.

Charles H. Yahrling, of Youngstown, past president of the Ohio Music Merchants' Association, and Rex C. Hyre, its secretary, of Cleveland, have been made honorary members of the Cleveland Music Trades Association.

### Drive to "Make America Musical"

"How to Make America Musical," a booklet prepared by W. Otto Miessner, of Milwaukee, Wis., is being sent to members of the Ohio association of music merchants. Rex C. Hyre, State secretary, is sending out the booklets free. Mr. Hyre is also urging members to feature the slogan recently proposed by Charles H. Yahrling—"Include Musical Instruments in Your Installment Purchases." Dealers are urged to feature this slogan in their mail.

### Good Sonora Business

John L. Du Brouil, general manager of the Pennsylvania Phonograph Distributing Co., which recently opened a Cleveland office, is renewing his former associations in Cleveland. This concern distributes Sonora phonographs and radio and Mr. Du Brouil reports good business in the Cleveland area.

### Adds Fine Lines of Radio

The talking machine section of the Halle Bros. Co., one of the city's largest department stores, has added a radio section and RCA, Stewart-Warner and Atwater Kent sets are featured. Miss Pauline Herriek, who has charge of the phonograph and record sales, is also sales manager for the new radio section.

### News Briefs

The May Co.'s talking machine and radio sections scored during the silver anniversary sale of this department during the closing week of November. Dan E. Baumbaugh, manager of the radio and talking machine sections, sold a new high record for sales in these instruments was established.

Max Siegel, former manager of the Hippodrome Song Shoppe, is in charge of the new sheet music section opened by Wurlitzer's lower Euclid avenue store.

The downtown Wurlitzer store featured an attractive window display Thanksgiving week. It was a well-arranged table set off with linen and beautiful dishes. A Victor Orthophonic model was shown.

Buescher's Huron road music store is one of the downtown concerns securing big orders for the Victor Orthophonic.

Cleveland Columbia dealers report increased orders for both machines and latest releases of records. Sales of Columbia machines are better than a year ago.

Muehlhauser Bros.' sales of Sonoras are the best since they started their Euclid avenue store.

Charles Jackson, a talking machine dealer, of Louisville, Ky., was a recent Cleveland visitor.

The Robert L. White Music Co., the Old Arcade, Cleveland, has added to its line of radio equipment the Magnavox.

## Thallmayer Resigns From General Phonograph Corp.

In a letter recently forwarded to Okch and Odcon jobbers, Otto Heineman, president of the General Phonograph Corp., stated that Albert Thallmayer, formerly manager of the company's foreign record department, had resigned from the organization. Mr. Thallmayer had consulted with Mr. Heineman relative to a release from his contract with the company and Mr. Heineman acceded to his request.

The City of Paris, San Francisco, Cal., has added a radio department to its branch store at Oakland, Cal.

**Greater CITY-GREATER Service**

**METROPOLITAN DISTRIBUTORS**

FOR  
**Sonora**  
CLEAR AS A BELL

AND  
**Freed-Eisemann**  
RADIO RECEIVERS

SONORA SPEAKERS  
CUNNINGHAM TUBES  
PHILCO . . . EXIDE  
RAY-O-VAC . BALKITE

**GREATER CITY**  
PHONOGRAPH COMPANY INC  
234 WEST 39TH STREET NEW YORK NY

from strength  
to strength  
advancing!

Freed-Eisemann sales from June, 1925,  
to the present are *more than double*  
those for the same period last year.

*Satisfied Dealers and Users Did It!*

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

**FREED-EISEMANN**  
World's Largest Makers of Neutrodyne Radio

# Selecting Efficient Record Sales Women

How Miss Rosa L. Horn, Manager of Barker Bros. Record Department, Examines Applicants to Determine Knowledge of Catalog

By A. G. Farquharson

The sale of talking machine records is to a very great extent in the hands of the fair sex, and on the proficiency of those hands rests and has rested, to a very large extent, the musical education of the nation. This may sound like an exaggeration, but it is admitted that the talking machine record during the last few years has had an enormous influence on people of all classes and has educated them and familiarized them with classical and operatic music which formerly was comparatively unknown to all but a few. Previous to the advent of the phonograph there was but one real source of inspiration or knowledge of operatic airs for the masses—the barrel or piano-organ of the street.

## Selling the Extra Record

And so, returning to our much admired record salesgirl, we recognize her influence in our musical education. Often have we read the sales talks to managers and members of record departments in which the importance of selling at least one more record than the one asked for is emphasized, the sole object of such urgings being for the extra musical think in the cash register. That sale of one or more records, when properly chosen, may mean much in the musical education of the purchaser, and we believe that many a musical record salesgirl realizes that that is so, and derives much of her inspiration from that thought. She has her reward at once in her success at thus spreading the gospel of good music, and, incidentally, she receives it later in her commission check.

## Need for Greater Knowledge

The coming of the new electric recordings by the several companies, and the Orthophonic Victrola and the Panatrope, have so improved the art that more real music lovers and artists themselves will be attracted to the demonstration rooms and, in the opinion of Miss Rosa L. Horn, manager of the Victor record department of Barker Bros., Los Angeles, the record salesgirl will have to be even more proficient,

both in musical and catalog knowledge, than ever. Miss Horn declares that this added proficiency will draw greater recognition of the value of the record salesgirl and that should doubtless be the means of enhancing her value and enabling her to obtain a higher salary. Music stores will be obliged to employ only salesgirls who can talk intelligently to this high-grade class of music-loving customers.

## Miss Horn's "Fourteen Points"

At this time and perhaps in anticipation of the great requirements needed in the immediate future as mentioned above, Miss Horn, in common with other record department managers of various music stores, insists upon all applicants for positions in her department being experienced. She has gone a step further, however, and does not content herself only with asking about their qualifications. She puts them through an examination—a little third degree. Here it is:

1. Who makes records of "Souvenir?"
2. What do you show when customer asks for "Way Down Upon the Swanee River?"
3. What is the popular melody from Dvorak's "New World Symphony?" By what other name is it known?
4. What is meant by the "Music Arts Library?"
5. Make a well balanced list of twelve Red Seal records.
6. Name principal symphony orchestras who have recorded for Victor.
7. Name five good Kreisler records.
8. Who are the principal pianists in Victor?
9. Name a representative work by Stravinsky in Victor records.
10. Name several things listed in "Blue Seal."
11. What style voice is possessed by Schipka?
12. Name two of the best records by Victor Salon Orchestra.
13. Find La Paloma in catalog.
14. What is most popular number in Victor catalog composed by Rimsky-Korsakow?

Those are Miss Horn's "fourteen points"!

## Association Employment Service

What becomes of the girls who fail to answer the fourteen points? They are generally referred to and sent to the office of the Music Trades Association, together with others who perhaps could pass the fourteen points, they are listed

as applicants for positions in record departments. "Where shall I gain experience," asks an applicant quite frequently, "I have to make a start somewhere?" "Why do you choose the music store phonograph record business?" they are asked in reply. "Because I love music," comes the answer. That answer will probably come more often in the future, due to the vast musical improvement. These girls love music and want to become missionaries of music and preach the gospel of better music in America. More power to them, but they must have been "converted" to the love of real music; the salesgirl must understand the difference between coloratura and dramatic sopranos, and when a mammy-ish looking colored lady strays into the department and says, "Have you-all got that 'Human Rest'?" an encouraging smile should be given and the lady should be supplied without hesitation with that which she wants—Lord, how the colored people do love Humoresque!

## Patent Granted De Forest on Reproduction Principle

Dr. Lee De Forest Receives Basic Patent Covering New, Revolutionary Principle in the Reproduction of Sound

Dr. Lee De Forest, inventor of the radio tube, recently announced that he had received a basic patent covering a revolutionary principle in sound reproduction. His discovery is that a curved membrane can be made to reproduce sound without distortion by the application to its edges of an electro-magnetic telephonic unit, according to his statement. Dr. De Forest explained his invention as follows:

"Since the beginning of the telephone art every telephone reproducer, whether an earpiece or loud-speaker, has been operated by moving a diaphragm or cone in the direction perpendicular to its surface.

"In this new method I discovered that when an electro-magnetic telephone unit is applied tangentially to the edge of a properly curved membrane, instead of at right angles to it, the entire surface takes up the vibrations and sends out sound waves of the correct amplitude in all directions. Although the application of impulses tangentially to the membrane is a radical departure, it seems self-evident that it is the more natural method."

By enlarging the floating membrane, the inventor dispenses with the horn entirely, thereby giving the listener sound waves direct from the reproducer.

"There is no horn tone," said Dr. De Forest, "because there is no horn and we have natural reproduction because we avoid the old piston impact. We now have a sound wave action somewhat similar to the waves produced when a stone is thrown into the water. This results in greater carrying power and uniform volume throughout the room, without objectionable intensity nearby or in any one direction."

## Radio Firm Chartered

Cushman & Cushman, New York, were recently incorporated at Albany to deal in radio products. The incorporators are R. E. and W. R. Cushman and K. Kirk.

The Continental Radio & Electrical Corp., New York, has increased its capital stock from \$100,000 to \$150,000.

The Wonderful Line of

## New and Improved FRESHMAN MASTERPIECE 5 Tube Tuned Radio Frequency Receivers

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

**NO MORE CUT-THROAT COMPETITION  
NO MORE LOSSES ON INSTALLMENT SALES**

Eight distinct models from \$39.50 to \$115

Chas. Freshman Co., Inc.  
Freshman Building New York City  
206 W. Washington Blvd., Chicago

Write to either office for complete information

# PERRYMAN RADIO TUBES

*"Distance without Distortion"*



Perryman  
Type R. H. 201-A  
Amplifier and  
Detector



Perryman  
Type R. H. 199  
Standard Base  
Amplifier and  
Detector



Perryman  
Type R. H. 199  
Miniature Base  
Amplifier and  
Detector



Perryman  
Rectifier

**All Types  
\$2.50 each**

## You can believe your ears

And that's all you have to do with Perryman Tubes.

The volume is there, and so is the tone quality. The new construction does it.

The elements in Perryman Tubes are spaced at the distance of greatest efficiency and held there by rigid reinforcements. You can't shake them apart.

Nothing radical about it. Just a sensible improvement that makes these tubes act better and last longer.

Your customers can see the construction advantages in the clear glass demonstrating tube we supply free of charge. And they will believe their ears when they hear the tubes in operation.

*If your wholesaler cannot supply you write, wire or phone us*

### Have You Received Your Perryman Displays?

A large window card, size 19x25, a set of figures, size 7x13, a number of small figures, and a counter display, size 7x13, all lithographed in 5 colors make up the display material. The individual pieces may be used separately or together as a unit, depending on the amount of space available for display.

The counter display holds three tubes, a rectifier, a Type R. H. 199 Standard Base, and a Type R. H. 201-A clear glass demonstrating tube. The demonstrating tube is supplied free of charge with the display.

Imprinted folders are also supplied Perryman dealers.

If your distributor hasn't yet supplied you with this display material get in touch with him or write us direct.

### Have You Received a Type R. H. 201-A Clear Glass Demonstrating Tube?

This clear glass demonstrating tube clearly shows the two bridges which hold the filament, plate and grid in perfect parallel alignment, at the distance of greatest efficiency and prevent the displacement of these elements through shocks or jars. You can also see the fine spring that holds the filament in proper place and allows for natural expansion and contraction with changing heat conditions. Get one of these demonstrating tubes from your distributor or write us direct. It will help you sell many tubes.



Perryman Clear  
Glass Demonstrating Tube



WINDOW CARD  
Part of the Perryman Display

**PERRYMAN ELECTRIC CO., INC.**  
LABORATORIES AND PLANT  
NORTH BERGEN, N. J.

**P**  
PERRYMAN

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

## Burt G. Close Now With King Quality Products, Inc.

Resigns as President of Berry & Close, Inc., to Accept Important New Post in Buffalo

King Quality Products, Inc., Buffalo, N. Y., one of the pioneers in the radio industry and at the present time manufacturer of "King in Radio" products and King Quality automotive replacement parts, announces the appointment of



Burt G. Close

Burt G. Close, of Philadelphia, as general sales manager. This appointment marks the first step of King's enlarged program for 1926.

Mr. Close is well qualified for this responsible position by his past experience while prominently identified with the sales activities of some of the largest concerns in the field. In 1915 he assumed charge of the A. C. Spark Plug Co. sales in the metropolitan district. From this he took over the Eastern sales managership of the Lockwood Mfg. Co.

Since 1919 Mr. Close has been president of Berry & Close, Inc., of Philadelphia. In that connection he has handled the Eastern sales of King radio and automotive products.

In accepting the appointment with the King Co., Mr. Close resigns his office and disposes of his interests in Berry & Close, Inc., to give his full time and ability to handling the greater sales program and widening distribution of King Quality Products, Inc.

## Kennedy Corp. Introduces Artistic New Radio Set

Many Refinements in Construction Feature Latest Five-Tube Radio Receiver Now Being Marketed by the Colin B. Kennedy Corp.

The Colin B. Kennedy Corp. has announced a new radio model which will be known as model 30. Its two-toned burl-paneled walnut cabinet, its polished black panel, gold dials and meter face sunken behind ornamental eutecticon plates finished in dark silver combine to make an artistic cabinet.

Fundamentally, the radio circuit employed in model 30 is the same as that used in model 15. Certain refinements, however, have been included. Among the conspicuous refinements are the new gold dials, which operate smoothly by positive vernier knob controls, entirely free from backlash. A double-reading voltmeter has been added. This provides accurate readings of either the filament or "B" battery voltages, and indicates whether or not the tubes are turned off. Instead of the usual panel for attachment of antenna, ground and battery wires, model 30 is fitted with a special plug in the rear of the set, which provides immediate connection or disconnection of all wires, including antenna and ground. Tubes are concealed and the panel face has been further enhanced by the omission of all plug-in jacks. These are now housed within the cabinet. Panel slopes at an angle that provides greater comfort in tuning. Ex-



New Kennedy Model 30

posed metal parts are either gold or dull-silver finished.

Tuning is confined to only two dials. It is extremely selective—selectivity control may be set to meet local conditions and then left alone. Volume control has been made much more flexible by an ingenious combination which per-

mits programs to be gradually reduced or built up to any desired degree. Model 30 is a five-tube receiver with all stages tuned. Operates on any antenna, inside or outdoor. It is adaptable for use with the new current-supply devices that plug into your home lighting socket or with any standard "A" or "B" batteries, and is arranged to accommodate new type tubes, including special output amplifier tubes.

## Demand for Stromberg-Carlson Exceeds Supply

Factory Kept Busy Night and Day—Ben Gross and Herb Brennan, Well-Known and Successful New York Wholesalers, Visit Factory

The many friends in the trade of "Ben" Gross and "Herb" Brennan, constituting the firm of



Herb Brennan and Ben Gross

Gross-Brennan, Inc., Stromberg-Carlson representatives in Eastern territory, will undoubtedly recognize the accompanying picture, but may be curious to know why these two popular radio men forgot to smile when the photograph was taken. However, the reason for their seriousness may be summed up in the fact that the photograph was taken after Messrs. Gross and Brennan had completed a strenuous session with the Stromberg-Carlson sales division at Rochester, N. Y. They had made the trip to Rochester for the sole purpose of impressing upon the Stromberg-Carlson organization the necessity of providing the dealers in Eastern territory with immediate shipments of the new product. They were quite successful in their activities, but the quantity that was allotted thereon fell far short of meeting the requirements of their dealers. In fact, they both maintain that the shipments which have been received recently and which are now en route to New York hardly scratch the surface so far as filling orders is concerned, for Stromberg-Carlson products in this territory have enjoyed a phenomenal demand far beyond the capabilities of the factory.

While at Rochester, Messrs. Gross and Brennan were given the nicknames respectively of "Battling" Gross and "K. O." Brennan, for they fought indefatigably in the interests of their dealers. Between rounds they visited the extensive Stromberg-Carlson factories, where they found three shifts working continuously in an effort to turn out enough of the new Stromberg-Carlson six-tube receivers to meet the demands of the trade.

## Louis S. Sterling in London

Louis S. Sterling, chairman of the board of the Columbia Phonograph Co., Inc., and managing director of the Columbia interests in England, is at present in London, spending the Christmas and holiday season. Mr. Sterling sailed on the "Mauretania" the latter part of November and is expected back at his desk about February 1.

The Traveling Music Store, of Harry Glinden, Ferndale, Cal., is doing a brisk business in all lines. Talking machines, pianos, records and rolls are carried about the country in this store on wheels and a good business is done in the rural sections.

## A HOLIDAY SPECIAL

### An All Year Round SELLER

The BABY CABINET Phonograph, standing 17 inches high, is a popular seller for the phonograph dealer during the holiday season and is in steady demand the year round.

Attractively designed, the BABY CABINET also has splendid tone quality, and carries with it the manufacturing guarantee of one of the leading manufacturers in the phonograph industry.

Send for samples today.

General Phonograph Mfg. Co.  
Elyria, Ohio



# Profit, Protection, Prestige and Permanence Guaranteed Every STEWART-WARNER DEALER

## Profit

Stewart-Warner Radios are sold direct to you from our own distributing stations. We have no jobbers. You get all the profit. Individuals can not buy at dealers' prices, they must come to you. Stewart-Warner Radios are sold by authorized representatives only.

## Protection

There is only one Stewart-Warner authorized dealer in each vicinity. Your business is protected, because there are no other dealers handling Stewart-Warner Radios in your immediate locality. No possibility of a store down the street or around the corner cutting in on a share of your profits.

## Prestige

We have invested millions of dollars in the name "Stewart-Warner," and that name on the radio that you sell means that your customer receives the biggest thing he desires—complete radio satisfaction.

## Permanence

Stewart-Warner have been building quality products for over twenty years and are today the biggest institution of their kind. We will be building radios tomorrow, next year and for years to come.

A Stewart-Warner franchise means money in your pocket. Write today for complete information.

STEWART-WARNER SPEEDOMETER CORPORATION  
1824 DIVERSEY PARKWAY - CHICAGO



Tune in Stewart-Warner Programs

Station WBBM, 226 meters

Mon. 12-3 a.m., 6-7 p.m., Thurs. - 8-10 p.m.

Tue. - 9-12 p.m., Fri. - 8-10 p.m.

Wed. - 8-10, 12-2 a.m. Sat. 8-9:30, 11-2 a.m.

Sunday 4-6, 8-10 p.m.

Chicago Time



Enjoy this on your Stewart-Warner Matched-Unit Radio

# Stewart-Warner Matched-Unit Radio

INSTRUMENT + TUBES + REPRODUCER + ACCESSORIES

TWELVE MILLION PEOPLE ARE TODAY USING STEWART-WARNER PRODUCTS

## Brunswick Panatrope Is Displayed in Kansas City

Much Enthusiasm Evident at First Public Showing of New Instrument in That City—Demonstrations Held at Other Points

KANSAS CITY, Mo., December 5.—The first public showing of the new Panatrope was made in the Roof Garden of the Kansas City Athletic Club recently. The audience consisted of Brunswick dealers, music critics for the newspapers and newspaper representatives. The demonstrator was O. P. Harris, the company's special representative, and the Brunswick wholesale and retail sales force was there to receive the dealers and other auditors.

The reception of the new instrument was most enthusiastic, every number rendered being greeted with applause. The auditors were interested in the explanation concerning the range of the recordings, especially as they had to do with the rendition of the higher notes of instru-

ments which in the past it was impossible to record. The demonstration of the results of the piano recordings was especially appreciated. Dealers were impressed with the fact that the instrument could be sold, in many instances, to take the place of orchestras, and began at once to figure on the theatres and other places in which one could be placed by themselves.

Mr. Harris showed the improvement of the rendition of an ordinary record by one of the Brunswick phonographs and on the Panatrope, and then the additional values which were secured by the combined electrical recording and reproducing.

Mr. Harris and Mr. Conlon, manager of the phonograph department of the Brunswick-Balke-Cullender Co. at Kansas City, spent ten days in demonstrating the instrument in Kansas City territory. They visited Joplin, Muskogee, Wichita, Oklahoma City, Tulsa and other points, and the sample will be returned to Kansas City and demonstrated to the public at various gatherings, including club and society meetings.

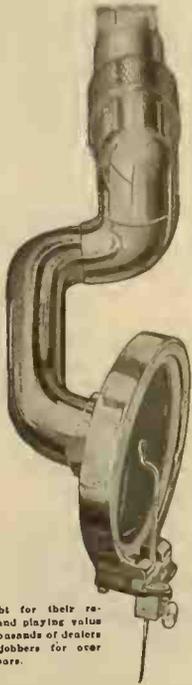
Mr. Edison Man:—

Never Say

**"KAN'T," "KENT"**

The KENT No. 1

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



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

Write for catalog of complete line



Reg. U. S. Pat. Off.

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

## Atwater Kent Concerts Are Being Extended to Canada

Arrangements Completed Whereby Famous Artists Selected by A. Atwater Kent Will Be Heard From Station CKAC, Montreal

On Sunday, November 29, station WEAR, of Cleveland O., was added to the list of stations through which the Atwater Kent hour is broadcast. This brings the total in this country to fourteen powerful stations.

It is also announced that Atwater Kent artists will now be heard in Canada through Canadian broadcasting stations. It is reported that arrangements have been made between A. Atwater Kent, president of the Atwater Kent Mfg. Co., and station CKAC, of "La Presse," Montreal, to broadcast a number of concerts by famous artists. It is expected that these artists will be brought from New York to Montreal to broadcast from this Canadian newspaper station.

One concert of the series has already been broadcast and was a decided success as was attested by the response received at the broadcasting station through the mails on the following day. The artist, Eva Gauthier, noted soprano, is a product of French Canada and niece of the late Sir Wilfrid Laurier, ex-Premier of Canada. In order to satisfy the bi-lingual audience of CKAC Miss Gauthier sang in both French and English and it is expected that forthcoming artists will also sing in these two languages when entertaining from Montreal.

The Canadian Atwater Kent hour is also on Sunday, but in the afternoon at 4:30 o'clock.

## Sherman, Clay Stages Effective Record Tie-Up

The San Jose, Cal., branch of Sherman, Clay & Co. recently made a triple action arrangement, which resulted in the sale of 3,000 records, brought hundreds of new faces into the store and materially stimulated business in all lines. It came about in this wise: the Herold Shoe Co., one of the largest retail shoe stores in the vicinity, purchased 3,000 single-faced Victor records and gave one away with each \$1.50 purchase at its store. The customer was then presented with a certificate entitling him to the record, which was given him at the Sherman, Clay store. Naturally, the sales force played the new releases and pushed other articles of merchandise and the sales volume for the period in which this arrangement was in effect was much higher than during similar periods.

The Union Music Co., San Francisco, Cal., has moved to 2611 Mission street.

## Music Master Distribution Department Is Established

H. N. McMenimen Appointed to Important New Post of Manager of Distribution—New Department Will Aid in Sales and Deliveries

In order to better take care of its rapidly expanding business and also help solve the many problems in sales service, the Music Master Corp. has established a Distribution Department. It is expected that the new department will be of great assistance in sales promotion



H. N. McMenimen

as well as in expediting deliveries to Music Master dealers. H. N. McMenimen, who needs no introduction to the talking machine trade, has been appointed manager of distribution and placed in full charge of all sales plans and operations.

Old-timers in the talking machine industry will remember Mr. McMenimen's connections with the Victor and Columbia organizations, and later as managing director of the Pathe Freres Phonograph Co. Mr. McMenimen has been connected with the Music Master organization nearly a year and is well equipped through broad experience to assume his new and important duties.

Lester E. Francis, formerly with the New York Talking Machine Co., but more recently interested in Long Island real estate, is planning to re-enter the talking machine trade.



Mfrs. of String and Button Bags as well  
Special borders for Columbia, Victor and Brunswick dealers  
**COHOES ENVELOPE CO., INC.**  
Sales Office: N. Y. and Vicinity  
42 MADISON AVE.  
Home Office and Factory: COHOES, N. Y.



**TYPE 60**  
Five Tubes. Special Music MASTER design. Full, round, natural tone. Three selectors for precise tuning. Without equipment—

\$60



# Music Master

*A Line that Sells at Sight and STAYS Sold*

MUSIC MASTER Receiving Sets once sold, *stay* sold, because these receivers surpass anything your customers have ever heard for range, selectivity, clarity, and mellow, resonant, natural tones.

They complete the MUSIC MASTER RADIO ENSEMBLE—a wonderful line to tie to because MUSIC MASTER has the most wonderful story in all radio to tell, and is telling it to ninety-three million Americans.

MUSIC MASTER'S merchandising policy protects our authorized dealers from unfair competition and assures volume business at a profit.

Write today for details. If you have the standing in your community to qualify as a MUSIC MASTER dealer, we will gladly issue to you the MUSIC MASTER Franchise if you are in open territory.



Model VI, 14" Wood Bell \$30

Model VII, 21" Wood Bell \$35

## Music Master Corporation

WALTER L. ECKHARDT, *President*

128-130 N. Tenth Street, Philadelphia

Chicago New York Pittsburgh

**Music Master Products**  
**Are Money Makers**



**TYPE 100**

Five Tubes. Resonant reproduction, exceptional range. Massive mahogany console cabinet. "B" battery compartments in cabinet. Without equipment—

\$100



**TYPE 460**

MUSIC MASTER-WARE



Seven Tubes. No antenna or ground. Wonderful range and unequalled tone. Beautiful mahogany cabinet with ample battery compartments. Model XIII Reproducer included. Without other equipment—

\$460



SENIOR model  
Red Mahogany, Brown Mahogany, OAK.

## 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:

R. S. WILLIAMS & SONS CO., LTD., Toronto, Winnipeg, Montreal.

'One handle handles it'

# Outing

'Master of Movable Music'

Outings are sold in the U. S. A. through distributors only. To our distributors it means protection and co-operation. To dealers it means uniformity of price and more profit.

## THE BABY OUTING

### THE BABY FILLS THE FAMILY—

Ask Your Jobber.

JUNIOR model

Red Mahogany, Brown Mahogany and Oak Finishes  
Brown, Black and Green Leatherettes



### Store Concert by Bessie Smith Helps Dealer Sales

Columbia Artist and Vaudeville Headliner Sings at Broad & Market Shop in Newark, N. J.—Stimulates the Sale of Records

The appearance of Bessie Smith and Her Jazz Band at the Orpheum Theatre, Newark, N. J., was the occasion for a decidedly effective tie-up between this popular vaudeville headliner and



Crowd in Broad & Market Store

Columbia recording artist and the Broad & Market Music Shop, one of the leading musical establishments in Newark. Bessie Smith, whose Columbia race recordings place her at the top of the list of colored record entertainers, is equally a favorite with vaudeville audiences, and when, through the co-operation of E. W. Guttenberger, district manager of the Columbia Phonograph Co., New York, an appearance of this artist at the music store was arranged, the public was informed and crowds gathered at the store at noon, Friday, November 27. Despite the fact that through some mischance the entertainment did not commence until 2:30, the crowd lingered. The accompanying photograph gives an idea of the manner in which the store was packed, but it fails to give a real impression, for outside in the streets similar crowds jostled, straining to hear the blue notes as rendered by Miss Smith and her "Jazz Boys" "cluttering up the atmosphere" with blue notes.

Needless to say, the record sale following the concert was tremendous. Not only were the recordings by Miss Smith in demand but other favorites on the Columbia race and popular catalogs came in for a goodly share of attention.

### Victor Co. Suggests Orthophonic Window Display

Placards for Use in Window Available to Victor Retail Dealers—"Eye of the Store" as an Effective Sales Stimulator

As a rare jewel is placed in a fitting setting so too, an art product is worthy of surroundings commensurate with its merit. The Orthophonic Victrola is an instrument which readily lends itself to an attractive display and the dealer who is planning to feature this instrument in his window should take care that the presentation should be in keeping with the character of the instrument. The passerby takes a hasty glance at a window as he goes by and the first impression is a lingering one. Naturally if there is shown a hodge-podge of odds and ends, he cannot correctly visualize the instrument as it would appear in his home and the first step necessary to a sale is lost. Ofttimes simplicity is far more effective than an overdone elaboration. The Victor Co. in the "Voice of the Victor" suggests a display which can be installed by practically every dealer and which does not necessitate a large expenditure of money, yet it puts forth its silent message of a musical instrument of extraordinary merit that harmonizes with home furnishings.

The rear of the window is hung with a velvet or velour drapery, tables are set at each side of the window, a vase of flowers on one, a lamp on the other; a davenport is in the rear center of the display with a floor lamp to one

side. In the forefront the Credenza model is set, with explanatory cards, bearing the expressions of leading musical authorities paying tribute to the wonder of the instrument, on each side. A card inviting the passerby to enter and listen to a demonstration is also used. In front of the instrument the Victor Dog is placed.

This display is most effective, both during the day and at night with the lamps softly lighted, and if possible, with a golden-yellow spotlight playing on the Orthophonic. The materials necessary if not in the possession of the dealer can usually be borrowed from a local furniture store in exchange for a credit card which can be placed to the side.

### F. A. D. Andrea Announces Dealer Co-operative Plan

Newspaper Ad Plan in Line With Radio Trade Trend Toward the Closer Radio Dealer, Jobber and Manufacturer Tie-up

A new dealer co-operative newspaper advertising plan has been announced by F. A. D. Andrea, Inc., manufacturer of Fada radio, in line with the recent trend in the radio industry toward a more complete dealer-jobber-manufacturer tie-up in matters of mutual interest and benefit. This is in addition to the regular plan of "zone" co-operative advertising instituted by Fada last September.

The new "local" co-operative plan carries the original "zone" idea beyond the larger trading centers in each distributor's zone and into the smaller towns. It enables all franchised Fada dealers to select the local newspapers they desire to use, indicate the amount of money they are willing to spend for local advertising and receive the financial co-operation both of the distributor and F. A. D. Andrea, Inc.

### Freshman Sales Increase

Charles Freshman Co., Inc., reports sales representing merchandise shipped during November of \$1,715,389, as against sales for November, 1924, of \$1,494,321. The month's shipments were approximately 80 per cent of the entire amount shipped in 1924, when the company did a total business of \$2,149,327. Officials expressed the opinion that December shipments will be far in excess of those for November.

### Display of Radio Lines Draws Trade and Public

American Radio & Equipment Co., Milwaukee Distributor, Stages Special Exhibit of Music Master, Magnavox and Eagle Radio

MILWAUKEE, Wis., December 7.—The American Radio & Equipment Co., of this city, distributor in Wisconsin and upper Michigan for Music Master, Magnavox and Eagle Radio sets and equipment, attracted the attention of dealers throughout its territory by holding a display of these three lines for a period of two weeks beginning November 7. More than 2,000 Invitations were sent out to dealers in all parts of Wisconsin and upper Michigan, and the response was more than satisfactory, according to C. D. Weeks, president of the firm.

The object of the display was to give radio dealers an opportunity to hear as well as to see Music Master and Magnavox sets in operation. A very attractive corner location was secured at Van Buren and Mason streets, and the manner in which use of the storeroom was made for the display was unusually effective. The room has extremely large display windows facing both Mason and Van Buren streets, and the interior provides approximately 3,000 square feet of floor space. The sets were connected up so that they could be placed in operation upon request, and a display of speakers, tubes and batteries was arranged.

Although the display was arranged primarily for the benefit of dealers, extensive newspaper advertising was used during the course of the two weeks to extend an invitation to the general public. Anyone who entered the display room was given an opportunity to hear the sets.

"The display proved a great success," stated Mr. Weeks. "We opened the place at 12 o'clock every noon and remained open until 12 o'clock every night, and we were busy practically all of the time. We received a number of new franchises as a direct result of the display, and the outstanding features of the Music Master line, as well as the one-dial control featured by the Magnavox set, have been effectively demonstrated to members of the trade.

"Our business this Fall has been far beyond our expectations," he continued. "We have been very much surprised at the progress our firm has made this Fall. We are now oversold, and are working on January commitments."

Tested—!

on the New Orthophonic Victrola  
and found 100% Satisfactory!

Dealers handling the new Orthophonic Victrola should sell Okeh and Truetone Needles in conjunction with it. These needles have been tested and found to give one hundred per cent satisfactory service with this new machine.

Okeh and Truetone Needles

Products of the  
**GENERAL PHONOGRAPH CORPORATION**  
OTTO HEINEMAN, President

25 West 45th Street
New York City

# Another new ~ ~ the



The  
Electrola

The new Orthophonic Victrola reproduces the music of Victor Records by Orthophonic means, the new Electrola by electrical amplification — adapting the radio principle to the reproduction of records.

# Victor product Electrola



The  
Electrola  
and the  
Radiola  
combined

Today, more than ever before, every dealer sees the way to greater and still greater business.

# Victrola

Victor Talking Machine Company, Camden, N.J.



## Equitable Trade-in Plans Occupy the Attention of the Trade in Richmond

Allowance Schedule Prepared for Dealers by Corley Co. in Great Demand—Dealer Suggests Plan in Use by Auto Agencies—Club Formed by Radio Merchants—L. A. Ramos Killed

RICHMOND, Va., December 7.—The Corley Co. has found the demand so great for its specially prepared allowance schedule covering the possible exchange value of old model Victor talking machines that 3,000 extra copies have been printed for distribution among the trade. It announces that copies may be had on request. Dealers are already using them extensively as a basis of exchange values in making trades. The figures on the cards represent maximum allowances, and salesmen are not authorized to extend them unless the old instrument is in perfect condition as to mechanical operation. Also the case must be in good condition and free from scratches and disfiguring marks. Interest at 6 per cent is charged on deferred pay-

ments on all installment contracts covering sales of the new Orthophonic Victrola. This, the card points out, affords the cash purchaser a substantial saving of 6 per cent on the purchase. Salesmen are instructed to explain carefully the interest charge to all customers. Circular letters are going forward to the trade outlining a constructive program for taking care of the immense business which the firm believes is sure to come from the advent of the new Orthophonic on the market. Frank W. Corley, president of the company, says that never in his association with the trade was there so much enthusiasm and expectation of big results. To take care of the expected increase in dealer activity, Mr. Corley advises that he has obtained the services of Victor S. Taylor, long associated with the Victor trade. Mr. Taylor will occupy the position of field representative and will do largely sales promotion work among the dealer representation.

Mr. Taylor was formerly with Cohen & Hughes, of Baltimore. W. T. Davis, field representative, and Parke W. Willis, Jr., mechanical engineer from the Victor factory, spent several days in Richmond early this month. Purpose of their visit was to instruct dealer classes in the construction and operation of the new Orthophonic.

### Suggest Exchange Plan

In the opinion of Louis F. Gruner, manager of the Biggs Music Co., it would be a capital idea for the music dealers of Richmond to establish an exchange for clearance of second-hand phonographs as well as pianos similar to one established here recently by automobile dealers. Under the plan of these dealers, second-hand cars are taken in at a fixed value. A due bill is given, and a discount amounting to the value placed on the car is allowed in the purchase of a new car from any dealer who is a member of the exchange. The old car is repaired and fitted up and sold, members of the exchange sharing in the net profit derived. The plan is reported to be working well, and it is the belief of Mr. Gruner that it would work equally well in the handling of second-hand musical instruments, and would prove a big improvement over the present system of trading in instruments at individual stores.

### Radio Dealers' Club Formed

Radio dealers of Richmond have just effected an organization known as the Radio Dealers Club which starts out with a membership of thirty dealers. Robin A. Frayser, of Howell Bros., which was one of the first Richmond firms to begin handling radio lines, is president. A committee named to arrange for future meetings includes Max Schutze, Columbia Furniture Co.; Ben H. Hoffman, Hoffman & Goodman; H. Linwood Ford, Hearn Motor Co.; E. C. Helzler, Stewart-Warner Corp., and President Frayser. Organization of this club was the outgrowth of a radio show held here recently in which practically all dealers participated.

### Lewis A. Ramos Killed

Lewis A. Ramos, well known to the local music trade, and for a time associated with his father, Manly B. Ramos, piano and phonograph dealer, 212 West Broad street, was killed recently when struck and knocked down by an automobile at Belvidere and Grace streets.

Demand for Popular Priced Instruments  
Goldberg Bros., this city, jobbers of Pathe phonographs, report that business is looking up throughout practically their entire territory, which includes most of the South Atlantic States. Demand principally is for consoles of popular price. This house is yet to be educated up to the idea of handling radio, according to LeRoy Goldberg, a member of the firm, and

will continue to restrict its activities to talking machines. The firm announces the appointment of three new dealers in Richmond. These are: Columbia Furniture Co., Main-Street Furniture Co., and Southern Furniture Co.

### News Brieflets

W. H. Jaffee, representative of Everybody's Talking Machine Co., of Philadelphia, was calling on the trade here recently. He was on a trip through Virginia and North Carolina. This house handles phonograph accessories.

Fred W. Schwobel, formerly wholesale manager for the Corley Co., this city, more recently with the Tomlinson Furniture Co., High Point, N. C., has caught the Florida fever and is now in that sunny land where fortunes are reported to be made overnight in real estate deals. Richmond friends of Mr. Schwobel are not advised as to whether he has made his fortune yet or not.

Never before was she so hospitably received as when she visited Beckley, W. Va., and attended the annual banquet of the A. Z. Lilly Music Co., of that city, Miss Florence Biscoe, special representative of the wholesale department of the Corley Co., reports.

## De Luxe Pal Portable Announced by Plaza Co.

Many Refinements in Finish Feature New Product of Plaza Music Co.—Distributed to Trade in Time for Holiday Sales

The Plaza Music Co., 10 West Twentieth street, New York City, manufacturer of the Pal portable, Domino and Banner records and



De Luxe Model Pal

other talking machine products, has just announced "De Luxe Model Pal." This is in line with the Plaza's policy of adding to the quality of its products each season without changing wholesale or retail prices.

The De Luxe Pal is much smarter in appearance. It has been given a shark skin fabricoid covering and this has been artistically embellished, adding considerably to its value. Its appearance should attract attention as its value as an eye arrester has been considerably enhanced.

The tone of the new De Luxe Pal has an improved quality. The interior construction has been re-arranged slightly and carries out the quality finish of the exterior. It is sturdily constructed, built to withstand years of use.

The sales and advertising department of the Plaza Co. announce deliveries of the De Luxe Pal in time for holiday sales. A big campaign will be immediately inaugurated to advance the interest of the product and the same channels that made the original Pal so popular will be used to make the De Luxe Pal a profitable dealer proposition.

Alterations have been completed in the warehouses of the Reynolds' Music Store in the Green Building, Milford, Mass., and larger office quarters have been provided.

## The PHONOMOTOR CO.

WM. F. HITCHCOCK, Proprietor  
121 West Avenue Rochester, N. Y.

### An Electric Equipment for the PHONOGRAPH



### Fully GUARANTEED

Universal—alternating or direct current. Complete, with every part and ready to run. Sample, mounted on motor board. 12x12x3/4 unfinished board, \$25.00 C.O.D. Money back if not satisfactory. 1/2 cash with C.O.D. order.

## The PHONOSTOP

An automatic stop for all talking machines, 100% efficient.

### STANDARD FOR EIGHT YEARS

### Guaranteed.

Sold direct to manufacturers all over the world.

Nickel or Gold.

Your phonograph is worthy of the best stop.

This is the only one.

Your customers appreciate it

We also sell General Phonograph Hardware

Cable Address:

PHONOMOTOR, Rochester, N. Y.

Codes: Bentley's and A.B.C., 5th Edition Improved.

Richardson, Orr & Co., Sydney, Australian and New Zealand Representatives.

Trade Prices upon application

## The PHONOMOTOR

Trade-Mark Reg. U. S. Pat. Office

# ATWATER KENT RADIO



Work fast  
Send that  
wire today!

WHEN those belated Christmas shoppers rush into your store to buy Atwater Kent Radio, what are you going to tell them?

Are you going to shake your head and say, "Sorry—we're sold out"? Or will you, instead, pick up your sales-book and answer, "Certainly, we made provision for last minute customers"?

Are you prepared to collect your full share of Christmas prosperity?

You are well aware that December is radio's biggest month. Reception is best. Programs are best. Manufacturers' lines are established. Uncertainty ends. The people stop putting off purchases. They swing into the buying mood.

And the bulk of December buying is Christmas buying. As surely as thoughts turn to Christ-

mas, they turn nowadays to Radio—the perfect gift. And especially they turn to Atwater Kent Radio—the most desired of all.

Are you ready for December? For Christmas? You will be if you act now.

We have planned our production schedule with December fully in mind. Every month we have met a demand much larger than that of the corresponding month last year, and at the same time we have realized that this Christmas demand would be even more extraordinary, and have planned accordingly.

But even the largest radio factory in the world, fully manned, running day and night, has its limitations. Orders received *now* can be filled, but if you delay we can guarantee nothing.

Earnestly, we urge you *not* to delay.

Because many of your customers will postpone their Christmas shopping until the eleventh hour there is all the more reason why you should be forehanded with yours. You won't want to disappoint a single one of them.

So get out your pencil and paper. Make your calculations. Leave a margin for safety.

Then wire or telephone your Atwater Kent distributor—**TO-DAY**.

Hear the Atwater Kent Radio Artists every Sunday evening at 9:15 o'clock (Eastern Standard Time) through stations:

WEAF . . . . . New York	WCAE . . . . . Pittsburgh
WEAB . . . . . Providence	WCCO . . . . . Minneapolis
WEEI . . . . . Boston	WJAB . . . . . St. Paul
WFI . . . . . Philadelphia	WCR . . . . . Buffalo
WOO . . . . . Allentown	WOC . . . . . Davenport
WCAP . . . . . Washington	WTAG . . . . . Worcester
WJAB . . . . . Cincinnati	WID . . . . . St. Louis
WJF . . . . . Detroit	WEAR . . . . . Cleveland

Write for literature and booklet of Atwater Kent Radio

ATWATER KENT MFG. COMPANY  
A. Atwater Kent, President  
4725 WISSANICKON AVE. PHILADELPHIA, PA.

Prices slightly higher from the Rockies west, and in Canada



Model L, with 9' flexible cord, \$17



Model 20 Compact, including battery cable, but without tubes, \$80



Model 10, including battery cable, but without tubes, \$80



Model H, with 9' flexible cord, \$27

## Intense Interest in New Instruments Continues in Milwaukee Territory

Many Factors Making for Business Betterment Create Optimism in Trade Circles—Initial Demonstration of Brunswick Panatrope—Radio Exhibits Draw Crowds—Other Trade Activities

MILWAUKEE, Wis., December 7.—Continued interest in the new instruments brought out by the Victor and Brunswick companies has been displayed during the past month, and dealers are placing substantial orders for these instruments to be delivered as soon as possible, according to reports in Milwaukee. Dealers in this city are very enthusiastic about the future of talking machine departments and are anxiously awaiting the arrival of their first shipments. Radio is also showing marked activity and here, too, the question of deliveries is taking a paramount place. The third annual Radio Exposition held November 11 to 15 attracted record-breaking crowds to the Milwaukee Auditorium, and the approach of Christmas is also stimulating the demand.

### Demonstration of Brunswick Panatrope

Of special interest to the local trade during the past month were the first demonstrations of the new Brunswick Panatrope in this city. Carl Lovejoy, local Brunswick representative, gave a series of demonstrations for the benefit of dealers only at the Shorecrest Hotel. A few days later the Panatrope was demonstrated before an audience composed of members of the local press, the instrument being presented in this case by Henry A. James, well-known lecturer and humorist, who has recorded many of his selections on Brunswick records. The instrument was very well received in both instances and many favorable comments on the tone quality were heard. The possibilities contained in the five steps of amplification also attracted attention as it was demonstrated that the instrument could be used either in a small room or a large hall.

Up to the beginning of this month, only two other demonstrations of the Panatrope had been given.

Mr. Lovejoy presented the instrument to a group of approximately 1,900 housewives who were enrolled in courses in cooking and home management given by the Niss Furniture Co., a Brunswick dealer. Mr. James introduced the Panatrope to the members of the Rotary Club at a luncheon meeting, and the instrument created so much enthusiasm that the lectures was asked to repeat the demonstration for ladies' night at the Wisconsin Club, one of Mil-

waukee's most prominent social clubs, on December 15.

### Bright Outlook for Victor

Belief that the Orthophonic Victrola has rejuvenated business for Victor dealers is expressed by both dealers and jobbers in this territory. Deliveries are being made in small numbers, and the instruments are being disposed of as soon as they are received.

"I think the year of 1926 will be a peculiar year for the Victor talking machine dealer," stated Harry Goldsmith, secretary of the Badger Talking Machine Co., Victor jobber, "in that every month will be like December. I feel confident that business for every month of the coming year will be, at least, equal to the best December in past years."

E. J. Marx and Guy Jennings, both of the Victor company, were visitors in Milwaukee during the last week of November. Murray Kirschbaum, head of the music department for the R. S. Donaldson Co., Minneapolis, was also a visitor to the Badger Talking Machine Co.

### Brisk Columbia Demand Continues

"Upon a recent trip up through the State, I found conditions very, very good," stated Walter E. Pugh, Columbia representative in Wisconsin, Upper Michigan and part of Illinois. "There is an exceptionally good demand for Columbia New Process Records, and an advertising campaign carried on in Milwaukee has done much to stimulate activity in local record departments."

An extensive advertising campaign, featuring Columbia New Process records, has been carried on in local newspapers during the past month, and the response has been very satisfactory. The Columbia Co. is responsible for several full-page advertisements which were carried in one of the evening papers, while four downtown dealers, who are the Win. A. Kaun Music Co., Edmund Gram, Inc., Espenhan Dry Goods Co., and the Gether Piano Co., entered into a co-operative advertising plan in the other evening daily, every Thursday. Ten neighborhood dealers have been running a co-operative campaign in the morning daily every Saturday morning. This has been supplemented with advertising in the foreign newspapers of the city.

The Jewel Music Co., enterprising Columbia dealer at Antigo, Wis., has remodeled its entire store both inside and out, with most satisfactory results. The company is now in a very fine location, Mr. Pugh states.

### Record Crowds View Radio Exhibits

New attendance records established at the Third Annual Radio Exposition held at the Milwaukee Auditorium under the auspices of the Wisconsin Radio Trade Association, November 11 to 15, inclusive, show an increase of nearly 35 per cent over previous exhibitions of this type. The show was considered a great success from the standpoint of all concerned. Dealers stated that many direct sales were made during the period of the show, and distributors were also well pleased with the results of the five-day exhibition. Practically every type of radio sold in this part of the country was shown at the exposition, and many new features were introduced to the public during the course of the show. Of special note was the fact that sets generally have improved in appearance, so that they would be an asset rather than a detriment to the furnishings of a home. The simplification of control by decreasing the number of tuning dials was also a factor of interest in many of the sets on display.

Provision was also made for the entertainment of the visitors at the show. Demonstration of actual broadcasting from the Auditorium was one of the most popular features of the entertainment program, the Ray-O-Vac twins from Madison, Wis., attracting special attention. Paul McGee, of the McMillan expedition, gave several talks and displayed a miniature reproduction of the transmitting apparatus used on the Polar trip.

The radio exposition also resulted in the firm establishment of Milwaukee as a radio distribution center for the State of Wisconsin. Dealers from every corner of Wisconsin gathered in this city during the exposition to see the show and to attend a dealers' convention, which resulted in the addition of 360 new members to the Wisconsin Radio Trades Association.

### Satisfactory Sonora Sales

"Business is fine," reported G. K. Purdy, manager of the music department at Yahr & Lange, Sonora wholesaler for Wisconsin and Michigan. "The demand this Fall has been much bigger than we anticipated, especially for the Sonora loud speaker. Dealers are crying for merchandise and we have been unable to get enough to supply them."

Yahr & Lange have announced a number of new dealers who have taken on the Sonora line of radio. Among them are two Milwaukee stores, the Orth Music Co. and the Kunzelman-Esser Furniture Co., which formerly carried Sonora phonographs.

### Radio on the Farm

Radio dealers throughout the State of Wisconsin are finding good prospects among the farmers, and the excellent crops secured throughout the State this year should increase the demand for radios in rural communities. According to a survey made by the United States Department of Agriculture, there were only about 4,500 radio sets on Wisconsin farms in 1924, while the number for 1925 has increased to 12,000. It is expected that this figure will be doubled by 1926.

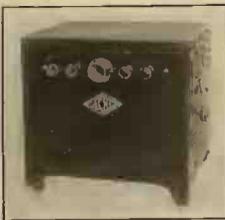
### An Important New Invention

One of the outstanding announcements of the past month was the invention of a rechargeable dry cell, by the research staff of the French Battery Co., Madison, Wis. This invention is expected to revolutionize the radio A battery principle, and it is claimed to be the year's greatest development in the radio field.

The French Battery Co. has announced plans for taking over part of the Four Lakes ordnance plant for the manufacture of these rechargeable dry cells and a daily output of 2,500 cells is contemplated for the coming year. The company has secured a basic patent on this idea, which for many years has been the dream of battery makers.



## "B" POWER SUPPLY UNIT



The sensation of the year. No more troublesome "B" batteries to fuss with. The Dealer with vision has long expected an efficient successor to radio batteries.

## NOW IS YOUR OPPORTUNITY TO CASH IN

Guaranteed to Serve

Liberal Discounts With a Rapid Turnover

Write for details

**\$28.50** Complete with Bulb East of Rockies

Manufacturers of the ACME radio battery charger.

**THE ACME ELECTRIC & MFG. CO.**

1451 Hamilton Avenue

CLEVELAND, OHIO

# Greetings

T. R. BUEL, President-Treasurer

E. B. LYONS, Vice Pres.-Gen. Mgr.

## THE BUEL-LYONS CO.

WHOLESALEERS

Phonograph and Radio Products

1231 Superior Avenue, East

CLEVELAND

Superior 1611

WE consider it a privilege to extend to our many friends in the trade greetings of the season, with the hope that 1926 will bring to dealers, jobbers and manufacturers in both the phonograph and radio industries, a full measure of prosperity and success.

We deeply appreciate the support and loyalty that we have received from dealers and manufacturers. In return we can promise to our dealer clientele an exceptional service based on practical knowledge and experience and to the manufacturers whose products we are distributing a representation thoroughly commensurate with the quality of their products.

### Our Roster

*Adler-Royal Phonograph and Radio Products*

*Garryola Portable Phonographs*

*Dictograph Loud Speaker Products*

*Honest Quaker Main Springs and Parts*

*Peerless Record Albums*

*Okeh and Odeon Records*

*Ray-O-Vac Dry Batteries*

*Mastercraft Phonographs*

*Perryman Radio Tubes*

*N & K Loud Speaker Products*

*Mother Goose Records*

*Okeh and Truetone Needles*

## Brunswick Panatrope Meets With Favor of the Trade in Cincinnati Demonstration

Demand for Machines and Records Better Than at Any Time Since the War, Report Dealers, Who Confidently Expect to Do a Record Business During the Holiday Period—The News

CINCINNATI, O., December 9.—Practically all dealers in this city and its suburbs report that the present demand for talking machines and records is greater than it has been since the "boom times" during the war. Naturally a great part of the demand is for the new instruments and records, but there also is a good demand for the old.

The common complaint among the dealers is that they cannot get enough of the new machines to fill orders. In addition to this there are some who report that their stocks of the old instruments are running low and the customers' choice is limited. Radio combinations are reported to be moving well.

### Panatrope Scores

The Panatrope, the new Brunswick instrument, made its debut in Cincinnati last month, it being introduced to the public by J. E. Henderson, manager of the company's local branch. "The range is unlimited," said a well-known music critic, "and it reproduces all octaves that can be recorded, with no alteration. Every instrument has its tones reproduced, including the drums, which hitherto have been omitted from the recording orchestras and bands. It has the advantage of seven stages of amplification, which makes it possible to adjust the tone to the size of the room in which the instrument is played."

With the new records, which are recorded by means of beams of light, the Panatrope is regarded as a great success. Immediately after the initial concert here Mr. Henderson left to display the instrument in other cities in his territory.

### Artistic Setting for the Panatrope

Louis H. Ahaus, proprietor of the Brunswick Shop, at 522 Walnut street, created a lovely atmosphere for the Panatrope when he put it on display. The mezzanine floor was converted into a most charming reception room, with beautiful carpets and drapes, and comfortable lounging chairs. At one end of the room is a platform, with artistic hangings, and here the Panatrope stands. The visitors are made comfortable, and all are invited to remain as long as they please. The store always has a show win-

dow which is out of the ordinary, and now, as is natural, it was devoted to the Panatrope. Mr. Ahaus has been confined to his home a few days by an attack of the grippe, but now he is out again.

### Orthophonic Demand Grows

"Our sales of talking machines and records are growing every day," said Otto Grau, president of the Otto Grau Piano Co. "In our downtown store and also in our Norwood store our sales are phenomenal, and we could sell more instruments if we could get them. Our demonstration of the new Orthophonic Victrola was a wonderful success, from both an artistic and a business standpoint." Whenever one of the numerous organizations to which Mr. Grau belongs is going to hold a meeting or give a dinner, an Orthophonic Victrola and a good supply of records are always "among those present." "It gives pleasure, it makes friends—and it is unusually effective advertising," explained Mr. Grau.

### Exhibits Featured Radio Show

Several talking machine and radio combinations were on exhibit at the Cincinnati Radio Show, which was held in Music Hall, November 17 to 21. An interesting feature was a broadcasting studio, arranged on the stage, so the public could see how it is done. More than a million dollars' worth of radio instruments and accessories was shown, and practically every branch of the industry exhibited its products.

### National Drive Aids Local Sales

At the local branch of the Columbia Phonograph Co., 222 West Fourth street, it was reported by Miss Rose Helberg, manager, that they are literally swamped with orders. "Our national publicity campaign has stimulated business wonderfully," she explained, "and it has brought to us a great number of people who have not been using the Columbia. The new Columbia records are proving to be a wonderful success and there is a big demand for them in all parts of our territory."

### Sterling Roll & Record Co. Busy

The Sterling Roll & Record Co., 137 West Fourth street, has been distributing through its

agents some most attractive portable hat-box talking machines, known as "The Flapper" and "Chic," and made by the Carryola Co. These instruments are light, easy to carry—and "do the work." They make it possible for the young dancers to have their music wherever they go. The Sterling Co. is also distributing the 1926 Operadio. It is made by the Operadio Corp., of Chicago. Ben Brown spent the latter part of November in Indiana, introducing the company's new lines to agents, and at the same time J. W. Davis was in Kentucky on a similar mission.

### A Busy Retail House

The A. & N. Music Shop, up on Walnut Hills, is in a busy suburban location, and it is a busy store. "We have sold all of our Victrolas at 50 per cent. off, and we wish we could get about two hundred more," it was stated. "We are selling the Orthophonics faster than we can get the instruments, with the understanding that delivery will be made when the machines come." The store also carries the Columbia and other makes of talking machines. Little nursery machines are reported to be good sellers, and also the portable known as the Carryola "Flapper." The A. & N. Music Shop uses direct-mail advertising with great success and this year its pre-holiday efforts have been wonderfully productive of business.

## An Effective Piece of Consumer Advertising

The American division of Neufeldt & Kuhnke, manufacturers of N & K loud speaker products, put across an effective piece of consumer advertising copy, aimed at the dyed-in-the-wool radio fan, in the radio section of the New York Sun on November 28. The advertisement featured the new N & K Imported Loudspeaker, Model S, with the N & K headphones and phonograph unit and the Model W. Loudspeaker. A striking feature of the advertisement was the co-operation of nineteen jobbers and retailers, indicating the prestige and satisfaction enjoyed by the N & K line among its local distributors and dealers.

## Stage Orthophonic Recital in Ossining High School

OSSINING, N. Y., December 7.—The Orthophonic Victrola was recently demonstrated at a recital held in the Ossining High School, this city, under the direction of Edward G. Evans, of the sales organization of C. Bruno & Son, Inc., Victor distributors, New York City. It is reported that the audience was tremendously enthusiastic over the rendition of the various records played on the Orthophonic Victrola.

## P. E. Carter Joins Sales Staff of Eagle Radio Co.

P. E. Carter has joined the sales staff of the Eagle Radio Co., 16 Boyden Place, Newark, N. J., manufacturer of the Eagle neodyne receivers. Mr. Carter recently made a tour of the New England States and is now covering territory through the Middle West.

## Establishes Branch Store

A music store which will be operated as a branch of Weiler's, Inc., Quincy, Ill., has been opened on North Franklin street, Kirksville, Mo. A full line of musical instruments is carried.

## Opens New Store

George Sexauer recently opened a new Brunswick shop at 1103 Chicago avenue, Oak Park, Ill. A complete line of phonographs, records and radio equipment is being carried.

# More Than Ever Okeh Records

are influencing a customer's selection. More variety—superior clearness of tone—the finest dance orchestras in the country—are the reasons why people everywhere prefer entertaining with OKEH RECORDS.

Are you getting this business? Okeh Records are bought in preference, therefore only licensed Okeh Record dealers are getting it. Become an Okeh dealer, get your share of good business.

**STERLING ROLL AND RECORD CO.**

137 West 4th Street, Cincinnati, Ohio

# Sharp Revival of Talking Machine Interest Creates Optimism in Indianapolis

Demonstrations of New Models Result in Many Orders, Report Dealers, Who Are Enthusiastic Over the Outlook for a Big Year-End Business—Retailers Add Erla Radio—Other News

INDIANAPOLIS, IND., December 7.—Local dealers are noting a successful revival of the talking machine interest. Interest at present is unabated in the wondrous of the new Orthophonic, with equal interest in the expectation of the new Panatrope and its possibilities. That the new models are selling is borne out by the local dealers who are well pleased with the reception given their new merchandise, and the only regret heard is that they cannot get enough of them to meet the demand.

Radio dealers report sales as very brisk, with indications pointing to a bigger holiday trade in this line than they have ever experienced. In several instances radio stores carry a range of sets from the popular price to the more complete and expensive set and thus afford the prospective buyer a considerably wider choice in his buying.

### Ayres Store Busy

Local department stores have successfully exploited the radio along with their other lines, chief among which is the L. S. Ayres store. This store handles the Radiola and the Atwater Kent. Miss Minnie Springer, manager of the talking machine and radio department, reports "that radio sales have been very good." In fact, it has been necessary to add five salesmen to the force to handle the demand in sales and display. The Orthophonic models have proved a very strong leader. One additional saleslady has been added to this department. "Record sales have been very good," states Miss Springer. "Popular numbers have predominated, although we have a steady trade in the better class of records." To the line already handled has been added a line of banjos and ukuleles.

### Featuring the Orthophonic

A great deal of publicity for the Orthophonic has been given by the Indianapolis Music House. Chief of these demonstrations have been before the doctors and dentists of the American Legion at the Indianapolis Athletic Club, comprising a musical and dance program, and before the Medical Society of Indianapolis, a talk and demonstration held at the Athenaeum.

Mr. Taylor, for the past eight years in the radio service of the United States Navy, has been added to the radio department of this

store. "I feel," states W. G. Hoag, "that we have been very fortunate in securing such a skilled man for the store and feel that he will be of valuable assistance." Dewey McVey has been placed in charge of the talking machine department and Miss Kate Harrington has augmented the record department.

### Launches Ad Drive

W. S. Wilson, of the Wilson-Stewart Music Co., phonograph and radio dealer, reports that record sales are running well with last year's figures. This store is running a heavy newspaper advertising campaign during the holiday season.

### Opening Many Erla Agencies

The radio department of the Pearson Piano Co., under the management of L. T. Glidden, has produced gratifying results for that company. In May of this year, the Pearson Co. was assigned the agency for the Erla radio, and was assigned territory in central Indiana and nine counties in eastern Illinois. A well-developed plan was followed during the Summer of signing up dealers to handle the Erla line exclusively, and to date the store has one hundred and fifteen dealers in its territory. "We find," to quote Mr. Glidden, "that dealers are taking their full quota, and in some instances are running ahead of their allotment. Our method of testing each machine before it goes to the dealer or customer has eliminated a tremendous amount of our trouble." All shipments are made from the Indianapolis stock and a complete check is made on each dealer.

"The well-formed Pearson organization has been a factor in our successful development of the territory," said Mr. Glidden. "Our quota is now about 40 per cent, utilized with what I think the best part of the year ahead in which to work."

The radio department of this store is divided into two divisions, the retail and wholesale. The force is made up of ten salesmen, three repairmen and two shipping clerks. One man handles the retail parts sales. Augmenting this force are the regular phonograph salesmen of the store, who are utilized as occasion demands. The Pearson Co. compiles and issues a catalog, which lists sets and parts available at this store.

## F. A. D. Andrea, Inc., Adopts Deferred Payment Sales Plan

A new deferred payment sales plan has been adopted by F. A. D. Andrea, Inc., manufacturer of Fada radio, and recommended to every Fada dealer. It is announced that arrangements have been completed with the Bankers Commercial Security Co., of New York City, whereby the services of this financial organization become available.

The new plan, in the opinion of Mr. Andrea, is good in that it eliminates the bad features of the so-called "reserve" or "hold-over" plan. The usual finance plan provides for a reserve, none of which is paid to the dealer until after the finance company has been paid in full. Other advantages are provided, including a reasonable charge for the services of the finance company and permitting the dealer to make his own collections from his customers without interference. The slogan adopted in connection with this new finance plan is, "Keep the collection of your instalment paper in your own hands."

Elmer Brooks, music dealer of Minneapolis, Minn., has remodeled part of his building and has converted a section of the second floor into a small but exceedingly attractive music auditorium.



## CLEARTRON

GUARANTEED RADIO TUBES

No radio receiver is better than its parts, and there is no part more important than the tube. It is the heart of the set. That's why it is poor business for any dealer to handle inferior tubes—tubes that come back and cause trouble, on account of imperfect service.

Because Cleartrons are the only radio tubes sold under an iron-clad guarantee of perfect service or instant replacement, live dealers are stocking Cleartrons exclusively. They find them the safest and most profitable tubes to handle.

Furthermore, the Cleartron policy protects the dealer against losses through replacements and price changes.

Write for discounts and address of your nearest distributor

### Following Types List \$2.50

- |               |                 |
|---------------|-----------------|
| C-T 201A      | C-T 400 Reotron |
| C-T 198 Stand | Tube            |
| and Base      | For "B" Battery |
| C-T 199 Small | Eliminators     |
| Base          | CTA 120         |



C-T 101A The Original M.I. Mu Tube for Resilience Coupled Amplifiers

List \$3.00

CTE 112 Power Tube

List Price, \$6.50

All Types Enclosed With Genuine Bake-ite Base

This box is a vital five color set to give you a complete display equipped free to all Cleartron dealers.

## Cleartron Vacuum Tube Co.

Executive Offices:

28 West 44th Street, New York City

Factories: West New York, N. J.; Birmingham, Eng.

FOR BETTER RECEPTION

## Hermann Thorens

Ste. Croix, Switzerland

Manufacturer of Europe's Most Celebrated Swiss Phonograph Motors

Write for descriptive matter and prices on portable motor numbers. 36 single-spring motor, 24BC and 28BC double-spring motor.

## L. H. JUNOD & CO.

104 Fifth Ave. New York

Sole Agents for the U. S. A.

# Sonoras for



## THE PLYMOUTH \$175

The famous Sonora Phonograph built into a graceful Highboy. Contains a complete phonograph—the Sonora all-wood tone chamber and space for radio set. Musician Music. Furniture Artistry.

Combined with Sonora five tube radio panel, \$275.



## THE HAMPDEN Radio-Phonograph \$325

English Renaissance period design highboy. A complete Sonora Phonograph—the Sonora all-wood tone chamber and Sonora five tube radio receiving set. From Record to Radio with the touch of a lever.

Radio adapted but without radio panel, \$225.

**SONORA PHONOGRAPH CO.**  
279 Broadway New York

# Christmas Selling



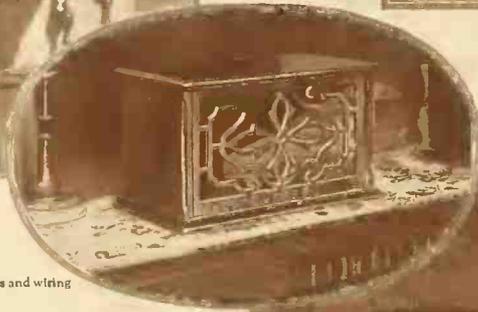
**RADIO HIGHBOY**  
\$200

An exclusive radio receiving and reproducing set—containing model C, Sonora five-tube radio and deLuxe reproducer. Speaker, batteries and wiring are concealed within.



**THE CHATHAM**  
\$225

Sonora five tube receiving set and complete phonograph combined in an artistic English brown mahogany cabinet. Without radio, \$125.



### SONORA RADIO SPEAKERS

DeLuxe, with all-wood tone chamber—no mechanical noise—no harsh overtones . . . \$30

Standard, slightly smaller than deLuxe and equipped with adjustable electro-magnetic reproducing unit . . . \$20

### RADIO RECEIVER

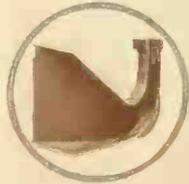
\$90

Famous for its tone quality and high selectivity. A radio built for tomorrow as well as today. Tuned radio frequency circuit licensed under U. S. Government-owned Schloemlich & Von Bronk patents.

### CONSOLE SPEAKER

\$50

A Speaker that delights both the eye and the ear. A Sonora deLuxe reproducer built in this console speaker which houses all batteries, charger and wiring.



### The Secret of Sonora Tone

A cross section of the tone chamber or "horn" which is part of every Sonora instrument. This tone chamber frees radio and phonograph from all mechanical noise. In it many plies of water-thin seasoned wood are laid in cross-grain to each other, neutralizing vibration and eliminating harsh overtones.

## Music Master Model 50 Is Withdrawn From Market

Dealers and Wholesalers Protected by Rebate for Merchandising Credit or Acceptance of Existing Stock From Dealers

PHILADELPHIA, Pa., December 1.—The Music Master receiving set known as model 50 has been withdrawn from the Music Master line made by the Music Master Corp., of this city. This model was a four-tube dry cell set and the lowest price model in the Music Master line. It was found that this model proved unsuitable for the balance of the Music Master line and that it was too easily imitated by competition.

Following the well-established policy of the Music Master Corp. to protect its dealers, it has been stated that the company will rebate for merchandising credit or take off the hands of wholesalers and dealers existing supplies of this model. The stock of this withdrawn model was disposed of to Gimbel Bros., New York department store, which carried much space in the metropolitan dailies featuring them.

Walter L. Eckhardt, president of the company, points out that the widespread publicity given the Music Master line by Gimbel Bros. has benefited the entire line by making it better known, in fact actually increasing the sale of the other models in the line. Before the advent of the Music Master line of receiving sets, the firm had built up an enviable reputation through its loud speaker. The same quality that has distinguished this loud speaker has also developed an enviable reputation for the set and Music Master receiving sets are rapidly becoming as well and favorably known as the loud speaker which bears the same name.

## Stork Visits Galuchie Home

Mr. and Mrs. Albert Galuchie are receiving the congratulations of their many friends in the music trades on the arrival of Al, Jr., who made his first appearance at the Galuchie home last month. Al Galuchie, Sr., in addition to being one of the most popular members of the Talking Machine & Radio Men, Inc., has for a number of years held the purse strings of the association.

## Landay Bros. Directors

The board of directors of the Landay Bros. Inc., chain of retail music stores, now includes Max Landay, James B. Landay, Joseph E. Stone, Benjamin Fox, Benjamin F. Feiner, Fredrick R. Bauer and Charles E. Richardson.

The Cable Piano Co. recently opened a branch in the Citizens' State Bank Building, Watseka, Ill., with a complete line of pianos and phonographs.

## Neufeldt & Kuhnke Now Does World-Wide Business

Company Is Internationally Prominent as a Manufacturer of Electrical Devices—Maker of the N. & K. Loud Speakers

The accompanying illustration will give some idea of the magnitude of the Neufeldt & Kuhnke factory at Kiel, Germany. This company is internationally prominent as one of the world's leading manufacturers of highly technical electrical devices, and in recent years has also attained wide renown as the manufacturer of

space of ground of about four acres which has been turned over to the employes for raising vegetables and fruit, the proceeds from the garden being the property of the employes. The factory equipment is of such high standard that every part entering into the manufacture of the many instruments, including castings, is all done under one roof, and nothing enters the factory but raw material.

Neufeldt & Kuhnke have an American division at 15 William street, New York, where offices are maintained for the various branches of the business. The radio division is under the direction of J. B. Price, one of the most popular sales executives in the radio industry, and the



Huge Neufeldt & Kuhnke Factory at Kiel, Germany

N. & K. loud speaker products. The plant is of the most modern type for the manufacture of such delicate electrical devices as mine gas indicators, signaling devices for steamships and many other technical instruments. More than half of this plant, covering approximately five acres, is devoted to the production of radio and telephonic equipment.

Practically all of the telephone equipment used by the German Government in all its branches is manufactured by Neufeldt & Kuhnke and has been produced by this company for the past eighteen years. The same telephone experts who develop all of the instruments for the Government are at work on radio devices and there are various radio products now in process of perfection that will undoubtedly attain marked importance in the future.

Approximately 2,200 people are employed in the N. & K. factory with a great percentage being technical men. A separate building at the left of the main plant is devoted entirely to a restaurant and recreation hall for the employes. In the rear of the factory there is a

success of N. & K. loud speaker products in this country may be attributed in a considerable measure to Mr. Price's merchandising ability and knowledge of the industry as a whole.

## Radio Hearings Postponed

The hearings before William L. Reeve, examiner for the Federal Trade Commission, to investigate charges of a radio monopoly, have been postponed to an indefinite date, according to information given out at the office of the Commission at 45 Broadway, where the hearing was to have been resumed December 1. It is understood the matter will be taken up about the first of the year. James T. Clark, of Washington, has been appointed special counsel for the Commission, succeeding Edward L. Smith, whose illness forced the postponement.

The Turner Music Co., Tampa, Fla., recently built a warehouse at Thirteenth street and Fourth avenue. A large retail showroom has been provided for.

## AKRADYNE'S RECEPTION

It is only fitting and proper that Akradyne Radio Receivers should meet with the enthusiastic reception that they have enjoyed at the hands of the dealers and the public.

Akradyne's quality reproduction, absolute dependability and beautiful appearance bring it into high favor with the purchaser and, as its fame increases, so do its sales.

The complete Akradyne line—cabinet and console models, \$75 to \$215; art models of beautiful design, \$475 to \$1,475; and the Akkratone cabinet speaker, \$31.50.

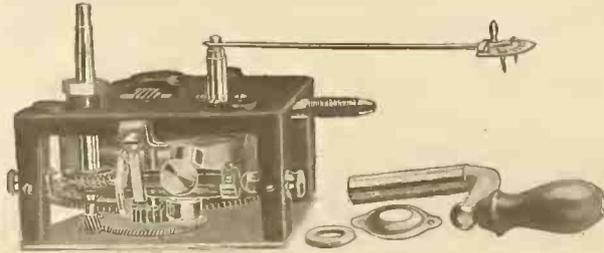
**SUNBEAM RADIO CORP.**  
350 West 31<sup>st</sup> St., New York

Also manufacturing Pink-A-Tone Radio Receivers in 2, 3 and 5-tube models at \$18.50, \$28.50 and \$34.50



**Akradyne**  
PINK-A-TONE  
SUNBEAM  
RADIO CORP.

Model 110  
Retail \$110  
Price \$110



# SILENT S. S. MOTOR

*peerless motor equipment used in*

## The **CARRYOLA MASTER**

**N**O better evidence of satisfaction could be given than that Silent S. S. Motors are used in the well-known Carryola Masters. Where dependable, lasting service must be assured, Silent Motors are very apt to be found. They are Standard for High Quality Portables.

### The Silent Motor Features

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

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

The Carryola Master



**THE SILENT MOTOR CORPORATION**  
 321-323-325 DEAN STREET  
 BROOKLYN, N. Y.

## Demonstrations of New Instruments Are Feature of the Month in Kansas City

Shortage Hampers Trade as Holidays Approach—Gift Buying Now Well Under Way and Trade Expects Big Sales Volume—Guild Music Co. to Move Into New Home in January

KANSAS CITY, Mo., December 7.—W. E. Lyman, Victor wholesaler in this city, sums up the situation in the talking machine business in the following words:

"Last year at this time we were begging the dealers to let us sell them machines. Now, they are begging us to let them have instruments to sell." Mr. Lyman is, of course, delighted with the change in conditions, and only regrets that circumstances prevent the Victor jobbers from furnishing all the instruments the dealers want. But that is impossible, so they are doing the best they can to divide up the stock which they receive. Mr. Lyman sees in the shortage which exists an indication of the fact that the demand for the new Victors has exceeded by a large per cent the estimates which were made by the factory. He is sure that the orders received here are very much in excess of what had been looked for in his department. This large sale is confirmed by the local dealers, all of whom are reporting splendid sales of the new Victors, and that all estimates have been exceeded. This is true in spite of the fact that only three of the models have been received here—the Crezena, the Consolette and the Granada. Still larger sales are predicted when other models are in stock.

Considerable interest is being manifested by dealers in the Electrola. The general impression is that this will strengthen the Victor line, and materially increase sales during the year to come.

Reports are to the effect that there is practically no stock of the old model Victors on hand, either in the hands of the jobbers or of the dealers.

### Brunswick Holiday Buying Starts

The demonstration of the new Brunswick Panatrope was a complete success, judged both by the number of dealers and other interested persons who heard the instrument and from the enthusiasm aroused. The interest has been materially increased by the assurance that the line of Panatrope would include instruments which would compete in price with those of any other

lines, as well as the model which has been demonstrated, and which is specially designed to be used in large halls. Complete details of the demonstration appear on another page of this issue.

Christmas sales of the Brunswick have started off well, and the new electrically recorded records have added much to the interest in the Brunswick. Records of all sorts are selling well, and many persons who have been "sold" on the Brunswick machine are buying now, and not waiting for the new machines to come in. This is especially true of those who are buying phonographs for delivery as Christmas presents.

Merle K. Bennett, manager of the J. O. Adams Music Co., of Wichita, Kans., was in the city a few days ago, and stated that business was very good in that section of the State, and the sale of Brunswicks was fine. He looks for a good Christmas trade, and is much interested in the new Brunswick instruments.

Ray Hitchcock, of Wellington, Kans., did not get to hear the new instrument when the demonstration trip was made, so he came up to Kansas City for the special purpose of hearing it. He is enthusiastic about it.

### A. A. Trostler on Trade Trip

A. A. Trostler, formerly manager of the Victor wholesale department of the Schmelzer Co., now representing the Music Master Corp., has been in the city for several days, and left for St. Louis Sunday night. He will be gone two weeks, visiting jobbers. While he has an office in Chicago, he makes his home here, and has a host of friends who are rejoicing with him in the fact that his office is building in this territory.

### Good Year for Columbia

During the month the Columbia sub-branch in Kansas City invoiced the stock on hand, and the advance figures on the result indicate that it has had a very good year. Some time ago, the company moved its branch from Kansas City to St. Louis, where in the past the business of the company was handled by a jobber. The sub-branch here is in the hands of W. E. Oekenden, who is developing the business in a very

satisfactory manner. The increase in the sale of Columbia records has been most gratifying. One of the reasons assigned for the growth in the popularity of the Columbia records is the fact that the company and its dealers are pushing the sales, not only by demonstrations, but by advertising them in the local papers. The plan to bear half the expense of any exclusive Columbia advertisement with the local dealer is meeting with much favor, and there is a large demand for cuts to be used in these advertisements. The reports show that the new records of the numbers by the Associated Glee Clubs of America, specially used for demonstrations, are proving most effective, and bringing many sales.

### Demonstrations in Clubs

The various clubs in Kansas City are enjoying the free demonstrations of the new Victor and Brunswick instruments these days, as it is now the order of the day to "show 'em" in this Missouri city. Both of the companies had their dealer demonstrations, and now the clubs and civic organizations are coming in for their time. This is keeping the demonstrators busy, and giving a lot of advertising for the new instruments. There is much interest being aroused, and many advance orders are being placed.

### J. W. Jenkins Co. Busy

The J. W. Jenkins Sons' Music Co., distributor of Music Master and Zenith radio, reports that the business this year is better than anticipated. This is in harmony with the report of dealers in these and other radio goods. The selling for the season is now well under way, and all indications point to an exceptionally large volume.

### Will Move Into New Home Soon

About the first of January, the Guild Music Co. will move into its new two-story building, which it has leased for the next ten years, at 1327 Grand avenue. This building will give the company much better opportunities to display its talking machines and records, as well as other musical instruments. One of the features of the new building will be the show window in the second story, which will be used in featuring new goods of all kinds. The introduction of the double-deck buses into the transportation system makes this a worth-while consideration, in the opinion of Mr. Guild.

### Breaks Into Movies

Burton J. Pierce, manager of the Victor department of the J. W. Jenkins Sons' Music Co.'s retail store in Kansas City, has "broke into the movies." That is to say, he has been filmed, and shown in the news reel at the Newman Theatre, and over the country, in connection with "breaking dirt" for the new Shrine temple, which is to be built here.

## Stern Bros. Victor Dept. Enjoys Good Business

The Victrola department of Stern Bros., large New York department store, has enjoyed an exceptionally fine instrument and record business since its inception on Victor Day, November 2. Miss B. B. Steele, manager of the department, reports an overwhelming demand for the Orthophonic and also brick record sales. The talking machine section is admirably located as it is adjacent to the restaurant conducted by Maillard and it is necessary during the noon hour to but play a few records and the crowds leaving the restaurant are attracted, with resultant sales.

## C. C. Henry a Benedict

C. C. Henry, chief radio engineer of the Sonora Phonograph Co., New York, entered the ranks of the benedicts on Thanksgiving Day when he was joined in wedlock to Miss Lillian Fotheringham, the ceremony taking place at the Church of the Blessed Sacrament, New York. Mr. and Mrs. Henry spent a two-week honeymoon motoring over the Dixie Highway.

*No Batteries—No Attachments—All Still Contained*

**The Acclaimed Sensation of the 1925 Radio Shows!**

**ARGUS POWER ELECTRIC RADIO**

The only electric radio that works on AC or DC using no outside attachments. Just Plug in the Light Socket—all that is necessary to operate  
**ENTIRELY SELF CONTAINED**

NO MORE BATTERIES



To the Progress of Radio Attachments  
**"POWER"** means—

**MORE SALES**

**LESS RESISTANCE**

**GREATER PROFIT**

Every Set is UNCONDITIONALLY GUARANTEED  
*Dealer and Jobber Franking*

WORKS FROM THE ELECTRIC SOCKET

**NO BATTERIES!**

No More Buying A, B, or C Batteries. Economical to operate. Power Electric Radio Receivers—made in 4 different models. Two Console Types, Standard Model and Phonograph Panel.

Send for Literature, Distributor and Dealer Proposition  
Manufactured by

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

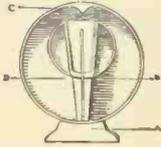
*Just Plug In—Works on AC or DC Current*

# TELETONE CABINET SPEAKER

Speaks for Itself—Sells Itself  
Helps YOU Sell More Radio

“Makes Any Receiver  
Sound Better”

**T**HE new Teletone principle of Sound-Wave Amplification—Based on the Structure of the Throat and Mouth.



**R**EFER to the above sectional view of Teletone. Note that a sound-wave coming from the sound producing unit “A” (the human vocal cords) is amplified through the orifice “B” (the human larynx) until it reaches the conducting area “C” (the back of the throat) whence it is again conducted to the point of greatest amplification “D” (the correctly formed and open mouth of the singer).



*Beautifully finished in Walnut, it stands 15 inches high and is only 3 1/2 inches deep.*

**\$32.50**

*Ready to Listen*

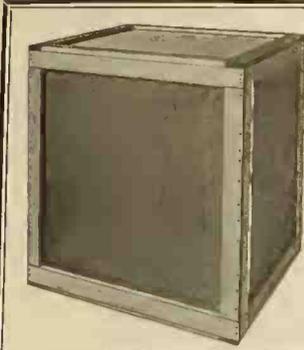
## A Two-Way Profit Producer

**T**ELETONE not only sells rapidly, at a good profit—it also helps you sell more radio, because it makes any receiver sound better. Beautifully constructed—inside in Spruce—outside in Walnut—TELETONE is a handsome piece of fur-

niture, which adds to the charm of any radio set. Reproduces every note, either vocal or instrumental, with amazing clarity and satisfying volume. Easy to handle. Convenient for your customer to carry home.

**JOBBERS:** Some territory still open. Write today. Attractive discounts. Protection. Free newspaper advertising. Write for sample and jobber's discount. Packed in individual Corrugated Containers. Net weight—5 lbs. Shipping weight 6 lbs.

TELETONE CORPORATION, 449 WEST 42ND STREET, N. Y. C.



## Radio Shipping Problems

It is our province to help solve packing and shipping problems.

If your shipping costs are high or your damage claims excessive, we shall be pleased to consult with you in order to see whether this phase of your business can be put upon a more economical basis.

We have pointed the way to better packing for many of the largest radio and phonograph manufacturers.

Atlas Plywood Packing Cases cost less, save freight, make a better appearance and give greater protection. In many instances they more than pay for themselves in saving freight charges and eliminating claims for damage.

**TELL US YOUR TROUBLES**

*Let Us Solve Your Packing and Shipping Problems*

## Atlas Plywood Corp.

PARK SQ. BUILDING

BOSTON, MASS.

*Largest Manufacturers of Box Shook in New England*

### Plaza Features Eddie Peabody in Ad Campaign

Popular Artist's Banner and Domino Records Meet With Big Demand—National Publicity Campaign on Numbers Has Been Started

Eddie Peabody several months ago made his first bow on talking machine records, singing and playing exclusively for the Banner and Domino records. Eddie Peabody's first records were banjo solos with voice and they made an



Eddie Peabody and His Band, Domino Record Artists

immediate impression and proved among the biggest sellers in the above record catalogs. The success of these banjo solos with voice was further marked by the fact that hundreds of dealers were added to the accounts of the Plaza Music Co., which sponsored the records.

More recently, Eddie Peabody has made records with his band and these, although only on the market a short time, are creating just as much of an impression as did his original solo records.

The Plaza Music Co. has inaugurated a national advertising and publicity campaign on the Eddie Peabody records in solo form and those of Eddie Peabody and His Band. Both the sales and advertising departments of the company are enthusiastic over the favor the Peabody Domino and Banner records have been shown and are endeavoring to keep up the interest aroused not only with publicity but by frequent issues of varied types of the Peabody renditions.

Among the songs that Eddie Peabody has helped make popular, are "Swiss Miss," "Collegiate," "Ukulele Lady," "Oh Say Can I See You To-night," "Yes, Sir, That's My Baby," "St. Louis Blues," "Beale Street Blues," and others of like calibre.

### Demonstrate Orthophonic at Association Gatherings

Victor Dealer Can Bring Instrument to the Attention of Likely Prospects by Co-operation With Local Society and Club Activities

Everyone knows the decision of Mahomet when he found that the mountain would not come to him. It is an example which might well be followed by Victor dealers in demonstrating the Orthophonic Victrolas, according

### Pearsall Co. Reports Big Demand for All Its Lines

Prominent New York Wholesaler Featuring Zenith, Sleeper and Adler-Royal Lines—Perryman Tubes Added to Distribution

The Silas E. Pearsall Co., New York, talking machine and radio distributor, reports a most satisfactory demand for the products carried, with Zenith and Sleeper radio sets leading in popularity. The Adler-Royal combination is also in high popular favor judging by the orders received. This company recently added the Perryman tubes to the products distributed by it.

Frank Corley, of the H. G. Corley Co., Richmond, Va., and Mr. and Mrs. E. C. Rauth, of the Koerber-Brenner Co., St. Louis, Mo., both Victor distributors, were recent visitors to the Pearsall offices.

### F. A. D. Andrea Re-elected President of the I. R. M., Inc.

F. A. D. Andrea, president of F. A. D. Andrea, Inc., manufacturer of Fada radio, has been re-elected president of the Independent Radio Manufacturers, Inc., the organization controlling the granting of licenses under the Hazeltine Patents. The I. R. M., which is composed of the fourteen manufacturers of Neutrodyne radio receivers, is planning to undertake a co-operative campaign of advertising to appear in Canadian publications, telling of the advantages of the Neutrodyne. This campaign will be similar to that conducted in the United States last year.

### Aitken Radio Co. Now Eagle Radio Distributor

TOLSON, O., December 7.—The Aitken Radio Co., of this city, recently became a distributor for the Eagle five-tube neutrodyne receiver, manufactured by the Eagle Radio Co., Newark, N. J. The Aitken Co. in three years has grown from a small, one-room establishment to an organization occupying an entire building at the corner of Jackson and Superior streets. The company was formed by James E. Aitken, who has built the business on a policy of giving maximum service.

### E. G. Herrmann in New Post

Eggar G. Herrmann, recently assistant manager of the advertising department of the Victor Talking Machine Co., Camden, N. J., has been appointed advertising manager of the Victor Talking Machine Co., of Canada, Ltd., Montreal.

And there are dozens of such opportunities for securing new prospects for the instrument—church association meetings, schools, social clubs, fraternal organizations, neighborhood restaurants—all offer to the live dealer a channel which if properly exploited will bring in many prospects. Small dances are also a source of likely prospects. The point is that the dealer who takes advantage of these opportunities insures himself against sales-losing competition.

## Toledo Dealers Complain of Scarcity of Instruments With Demand in All Lines

Brunswick Panatrope Introduced—Orthophonic Victrola Demonstrated in Theatre Lobby—New Thompson Radio Dealers Appointed—Record Sales Continue Brisk

TOLEDO, O., December 8.—The words "very active" portray the state of business in each of the several talking machine and radio stores in this market. Trade is speeding up to the extent that the leading makes of machines and receiving sets are sent out to customers almost as soon as delivered to the stores. Dealers have booked many orders and will, to be sure, continue to receive orders, the filling of which hinges upon getting the goods from the manufacturers.

Therefore, while music merchants are busy the volume of business they are able to do will depend entirely upon the amount of merchandise they are able to secure. The situation is exactly the reverse of what it was a few months ago. Retailers are searching the markets of Chicago, Detroit, Cleveland, Cincinnati, and other centers in an effort to obtain Orthophonic, Panatrope and Radiolas.

### Brunswick Panatrope Introduced

The Brunswick Panatrope was formally introduced to dealers of the Toledo territory recently by A. G. Burr, representing the Brunswick Co. The demonstrations were conducted at the Hotel Secor on Tuesday and Wednesday. Reports of merchants after the meetings were very colorful, many of them placing orders for machines. Deliveries are promised in a week.

### Holiday Drive on Lion Store

The Lion Store Music Rooms are doing a splendid Victor and Brunswick business, according to Lawson S. Talbert. The department is finding outlets for all of the Victrolas available. Along the path of approach to the department several cards making use of the suggestion method of selling are used as—Something different, "Normandy" Records for Christmas gifts, a list of same; Discs by Jack Smith, the whistling baritone, etc.

Nick Lucas, Brunswick artist, appeared in the department before a large number of customers recently and the performance increased the demand for his records. The store will concentrate on new records and old style Victrolas until the new types become plentiful. Helen Croker, Bessy Whipple and Katherine Rupic are now members of the record staff. Lawson S. Talbert recently made a business trip to Chicago.

In the radio division, Doyle Wyre, manager, stated the call for Radiolas, Thompson, Zenith and Atwater Kent sets is rolling up a total which is way ahead of the quota set at the opening of the season. Newspaper advertising and service to the customer are turning the trick, it is said.

### Orthophonic in Theatre Lobby

The United Music Store, by reason of its location in the theatrical district, is getting an unusual amount of attention for the Orthophonic Victrola. The instrument was demonstrated for a week in the lobby of the Rivoli Theatre by Lucille Myers from the store. She was asked hundreds of questions by theatregoers, a considerable number of whom desired to know when the machine will be available for delivery. Then, at Loew's Valentine Theatre, Wilahemine Shannon, of the store record staff, is demonstrating the Orthophonic afternoon and evening to the delight of many. Large, neatly lettered signs state "Through the Courtesy of the United Music Store." A large stuffed turkey, placed in the window along with suggestions for Thanksgiving music, sold records. Christmas windows, which starting now are changed often, are used to remind customers of selections and machines for the holidays. The Bacon line of banjos is new merchandise added.

### Tie-up With Films

Grinnell Bros. are coupling efforts to promote records of the current music and film shows. The "Merry Widow" discs were displayed on individual placards calling attention to the movie

and the records. Likewise, hits from "No, No, Nanette" were shown. "Remember" is being plugged in conjunction with the sheet music of like title. H. J. Taft is now a member of the sales staff. L. P. Morse has come from the Flit, Mich., Grinnell branch to take charge of the small goods department of the store.

The Gossman Piano Co., Columbia and Starr dealer, is doing a splendid business with the new Harmony records. The store is putting its phonograph stock into condition to give the new Columbia machine line full co-operation when received.

### Celebrating Christmas

The J. W. Greene Co. is conducting a Christmas tree event in which all of the workers have an opportunity to get rewards running from a bottle of perfume to an Orthophonic Victrola. The particulars were made known to the force at a dinner in the Greene Auditorium. The girls of the store prepared the meal and an orchestra from the small goods department provided music for dancing. President W. W. Smith, Sales Manager Preston P. Brown, Radio and Talking Machine Manager E. A. Kopf, and Small Goods Manager Kenneth Kneisel addressed the workers.

In the radio department trade is more than 100 per cent better than last year, E. A. Kopf reported. The division has started a course to instruct the entire sales force of the store, including the piano staff, in installing and servicing radio sets. This is an economy move on the part of the store, for not infrequently, while making the rounds of customers for prospects, a salesman finds an opportunity to be of service to a radio customer. Thompson and Zenith sets are selling briskly. Bert V. Schneider is a new member of the sales staff.

### New Thompson Dealers

The Toledo Radio Co., since the reduction in Thompson radio prices, has added materially to its volume. Warren L. Kellogg, vice-president, states. Already several new accounts have signed contracts, among them J. S. H. Co., Fostoria, O.; R. T. Kennedy Co., Bucyrus, O.; Findlay Auto Supply Co., Findlay, O.; Bryan Buick Co., Bryan, O.; Kroegel & Parsell, Crest-

line, O., and John Renner Piano Co., Sandusky, O. Chas. E. Womeldorf, president, attended the Chicago Radio Show.

### In New Home

J. Hoernle, Columbus, O., Columbia dealer, has moved into a new store at 109 Parsons avenue, where he is building an excellent foreign record trade. One at a time the entire Columbia foreign catalog in its various divisions is being featured by this store.

### Enlarges Sales Force

At the Cable Piano Co. the sales force has been enlarged through the addition of C. E. Everingham. With the Orthophonic, Panatrope and the Radiola and Zenith to work upon, Manager Leon Steele is convinced that holiday trade will exceed last year.

### Stages Billboard Drive

A. B. Sauer, Lorain, O., is conducting a billboard drive to acquaint people with the new Columbia records and to induce early Christmas shopping. The store is one of the most aggressive in northern Ohio and has come back wonderfully since the tornado which wrecked a large portion of the city.

### Awail New Columbia Machines

Don Flightner, Columbia representative for the Toledo territory, stated that right after the first of the year the new Columbia line of machines will be offered to dealers, most of whom are now clearing the floors of the old styles.

### A Trade Visitor

Stanley Townsly, of the Pennsylvania Phonograph Distributing Co., Sonora machine and radio jobber, visited the local trade this week. As did E. K. Rogers, of the Ohio Musical Sales Co., Music Master wholesaler. Both of the concerns have headquarters in Cleveland.

## Morning World Gives Radio Sets to Invalids

To bring Christmas joy to the shut-ins of New York and its suburbs—blind, bedridden and crippled men, women and children—the New York Morning World is giving 1,000 Radiola III receiving sets, completely equipped, to the unfortunate individuals. The receiving sets are equipped with RCA tubes, Brandes Superior headphones and Eveready batteries. The Briscoe Radio Service Corp. is supplying the smaller accessories and a corps of experts employed by this company will make the installations of the sets.

**MEMORANDUM**  
*These needles have been tested on the new Orthophonic Victrola and are Okeh and True-in-tone*

**Okeh and Truetone, Needles**  
 Products of the  
**GENERAL PHONOGRAPH CORPORATION**  
 25 West 45th Street OTTO HEINEMAN, President New York City

## Dealers in the St. Louis Territory Look Forward to Prosperous Holiday Season

General Increase in Sales Early in Month Seen as Forerunner of Busy Pre-Holiday Season—New Instruments Create Widespread Interest—Holiday Drives Launched by Live Dealers

St. Louis, Mo., December 7.—Early December gives promise of better Christmas business in talking machines than was expected a month ago. Not only is there strong interest in the new Victor and Brunswick models, sales of which, for Christmas delivery, will be limited only by the supply, but there is improvement in the demand for old models of all the companies. This is particularly true of the country trade. There have been an unusual number of country dealers in town lately to get goods. Harry Levy, wholesale vocalion manager of the Aeolian Co., had seven country dealers in on one day recently.

### Panatrope Enthusiastically Received

The Brunswick Panatrope was presented for the first time in St. Louis on Monday, November 16. C. T. McKelvey, from the Brunswick executive office, Chicago, demonstrated the instrument and explained its operation in a most thorough manner.

A demonstration was first held privately for the press and music critics of St. Louis at the Statler Hotel. Monday evening at the Statler Hotel there gathered some 175 dealers and their employes, who listened most attentively to the demonstration of the Panatrope. J. H. Bennett, manager of the Brunswick Co. in St. Louis, introduced Mr. McKelvey and made a few brief remarks concerning the policies of the Brunswick Co.

After Mr. McKelvey had detailed those things which led the Brunswick Co. to electrical recording and then synchronizing for the first time, the electrical recording with the electrical reproduction, through the medium of the Panatrope, the well known record, "Collegiate," was placed upon the old phonograph, and while playing, the Panatrope was placed in operation and gradually through the volume control stepped up from the first stage of amplification to second, third, fourth and fifth stages and before the latter stage of volume control was reached, the old phonograph had been completely drowned out by the faithful reproduction as was reproduced by the Panatrope. Enthusiastic applause evidenced the interest and attitude of all those in attendance. A varied selection of rec-

ords was played, from the popular jazz record to those of operatic numbers.

The St. Louis organization of the Brunswick Co., immediately after the demonstrations in St. Louis of the Panatrope, proceeded to New Orleans, La., and at that point held two demonstrations, introducing the Brunswick Panatrope to the New Orleans trade and public at the Roosevelt Hotel.

On Tuesday afternoon, November 24, a private demonstration was given to about sixty people, who comprised mainly the newspaper representatives, music critics and a few otherwise prominent people of the city of New Orleans.

This demonstration was followed by one given in the convention hall of the Roosevelt Hotel on the twelfth floor, Wednesday evening, November 25. About three hundred people attended, including dealers and the public.

J. H. Bennett, manager of the Brunswick Co. at St. Louis, gave these demonstrations and at the conclusion the compliments paid to the Panatrope were many in number.

The St. Louis organization of the Brunswick Co. is now busily engaged formulating plans to schedule throughout the territory demonstrations for dealers and the public. Over night a tremendous demand has developed for the Panatrope on the part of clubs and various civic organizations, all requesting demonstrations to be given at some one of their meetings in the near future.

### Columbia Dealers Launch Holiday Drives

Conditions at the Columbia branch during the past month reflect real holiday business. P. S. Kantner, manager of the St. Louis and Kansas City branches, reports that business in all departments is very brisk and that all Columbia dealers are preparing for real holiday business.

In fact, the holiday business has started already, and both records and phonographs are showing a very quick turnover. Considering that Columbia has made no announcement regarding any cuts in the retail price on their phonograph line, the dealers feel very much pleased inasmuch as they are permitted to make

a very nice margin on their sales, considering the extra concession the Columbia Co. is offering the dealers at the present time.

One of the outstanding features of the record business in the St. Louis and Kansas City territory in the past month has been the tremendous strides that the Harmony record has made. Dealers are agreeably surprised at the splendid quality of these records and the quick turnover they are getting on them. Probably one of the outstanding features of the Harmony situation is the opening of the Piggy Wiggle chain of department stores in the St. Louis territory. This good work was accomplished by Louis Marks, who is now located in Memphis.

Mr. Marks was successful in lining up the Piggy Wiggle people for the sale of Harmony records in the following stores: Memphis, Tenn.; Little Rock, Ark.; Dallas, Tex.; San Antonio, Tex.; Chattanooga, Tenn.; Nashville, Tenn.; Terre Haute, Ind.; Chicago, Ill.

The sale of the new electric Columbia records is progressing in leaps and bounds. The outstanding question over the entire territory is relative to the wonderful quality that the Columbia people have put into the new record. Dealers who have heretofore not paid very much attention to Columbia records are now becoming very active in this respect.

William Ockendon, manager of the Kansas City sub-branch, spent a few days in St. Louis last week, arranging for a plan to produce a big December business. Louis Marks, of Memphis, Tenn., also spent several days at the St. Louis office last week.

Mr. Marks has arranged to move his family to Memphis, Tenn., where he will look after the interests of Columbia. The Southern territory is one that is receiving particular attention, considering the big volume of business Columbia is getting out of this territory at the present time.

The advertising campaign that is being run by the Columbia Co. in the Kansas City and St. Louis newspapers is creating a great amount of talk in the territory and dealers have told us that thousands of people have come into the stores anxious to hear the new reproduction that is made possible through the New Process Columbia record.

The several records that have been issued by the Associated Glee Clubs of America have attracted attention all over the territory and practically all dealers, regardless of the make of phonograph they are selling, are using these records to demonstrate.

### Important Store Change

The sheet music, band and orchestra instrument department heretofore conducted by Murray & Volmer in connection with the Thiebes Piano Co., 1104 Olive street, has been removed to the Baldwin Piano Co., 1111 Olive street, where it occupies space on the first floor. The first floor space of the Thiebes Piano Co. building is now occupied by a department for talking machines, records and small merchandise conducted for the Thiebes Co. by Harry Boxley, who has been a member of the Thiebes organization. The talking machines handled are the Sonora, Royal and Artophone.

### Brief but Interesting

Roy Dunn, of the Zenith Radio Corp., Chicago, was here in the early part of December.

J. A. Kieselhorst, of Alton, Ill., was a recent visitor here. He reported talking machines as the most thriving department of his business.

J. E. Maunder, St. Louis, distributor for the Sonora line of talking machines, has returned from a trip through Missouri and Oklahoma.

Records of the St. Louis Symphony Orchestra were made recently by a group of technicians from the New York laboratories of the Victor Talking Machine Co., headed by E. T. King. The records are to be used on the new Victor machines.

Otto Heinemann, president of the General Phonograph Corp., was here the first week in December.

## Like changing the needle

when you adjust radios with DURHAM



Variable  
Grid Leaks

New Panel Type \$1.00  
or  
replace present fixed leak  
with Standard Type 75c.

Three sizes cover all needs  
No. 100—1,000 ohms to 100,  
000 ohms for all by-pass  
uses.

No. 101—.01 to 5 megohms  
for soft tubes.

No. 201A—2 to 10 megohms  
for hard tubes.

SOME records need loud needles; others, fibres. Weak stations come in better on a high value grid leak; strong ones, with low value. DURHAM VARIABLE Leaks permit you to "change the needle" for both detector and audio tubes. Try DURHAMS in your favorite demonstrating set. The improved quality helps sales.

Buy through your jobber specifying  
both type and size

DURHAM & CO., Inc.

1930 Market St., Philadelphia

# Have You Faced This Perplexing Problem?



Selectron is placed in position in a couple of minutes. No "installation."

**Y**OU'VE probably had this experience already. Many of the people who want to buy combination radio-phonograph instruments won't buy them. They insist on trading in their old phonographs, and you can't afford to accept out-of-date machines.

So you *can't* sell these people—and yet they're enthusiastic about combinations. You could trade on this enthusiasm, couldn't you, if you had a real connecting link—to transform their present phonographs and radio sets into true combinations?

## *Don't Lose Record-Playing by "Speaker Units"*

Not just a "speaker unit." That causes too much fussy trouble in order to play records. But some instrument that would give radio or record *instantly*—at the turn of a dial. You know the importance to you of making record-playing easy instead of hard.

## It Has A Profitable-After-Christmas Solution

Well, Selectron is this perfect missing link. Selectron fits back of the turntable, leaving the tone-arm undisturbed. It gives a new range and quality of radio tone that you simply must hear. It completely satisfies, in every respect, the requirements of the customer who wants a new combination.

### *This Profitable Item Solves the Problem*

It eliminates your trade-in problem. Its retail price of \$19.50 allows you a liberal profit. It sells the people you *couldn't* sell any other way. Merely to *hear* it is enough to clinch the sale.

Order only a single Selectron from your jobber. Hear radio through its unique speaking elements. Let a few of the "impossible" prospects for combinations hear it and see it work. We won't need to urge a re-order.



Retail Price

**\$19.50**

Liberal Profit  
to Dealer

# Selectron

REG. U.S. PAT. OFF.

SELECTRON CORPORATION

565 Fifth Avenue, New York, N. Y.

## Brunswick Panatrope Gets Enthusiastic Reception in Series of Demonstrations

Capacity Audiences Hear the Latest Product of the Brunswick-Balke-Collender Co. in a Number of Eastern Demonstrations Under the Supervision of H. Emerson Yorke

Since its first introduction to New York music lovers on November 11, the Brunswick Panatrope, the newest product of the Brunswick-Balke-Collender Co., has been demonstrated to capacity audiences throughout Eastern territory. These demonstrations have been given under the supervision of H. Emerson Yorke, assistant to Harry A. Beach, Eastern sales manager, phonograph division, who is one

New York Brunswick dealer, sponsored a Panatrope demonstration at Hunt's Point Palace in the Bronx, which attracted music lovers from many nearby points. A special demonstration of the Panatrope was also given that same day on the sales floor of the Aeolian Co. in Aeolian Hall, New York, under the direction of R. M. Kempton, manager of the Aeolian Co.'s wholesale division. At this demonstration the presentation speech was made by the Panatrope itself, being broadcast through Station WJZ by a special wire to the Panatrope.

On November 13 the Panatrope was demonstrated to a large audience at the annual church bazaar of the Paulist Fathers' Church in New York, and on the same day a novelty demonstration was given in one of the salons of the John Wanamaker store, where the demonstration was coupled with a comparison test. More than 350 were present at this demonstration, which embodied several musical features. On November 15 the Panatrope furnished sacred and classical selections before and after the lectures given by Dr. Brinell's Literary Vespers at Aeolian Hall, New York.

On November 16 more than 100 Brunswick dealers in Philadelphia territory were the guests of the Brunswick Co. at the Sylvania Hotel in that city, where Mr. Yorke demonstrated the Panatrope several times during the course of the day. An interesting program was presented in connection with the demonstration, including addresses by E. B. Sliddell, Brunswick branch manager at Philadelphia, and George W. Lyons, one of Mr. Beach's assistants. The newspaper comments in connection with this demonstration were particularly interesting, including an exceptionally laudatory report in the Public Ledger, Philadelphia's leading newspaper.

On November 17 the Fort Hamilton Music House, Brooklyn, N. Y. Brunswick dealer, sponsored a Panatrope demonstration which was attended by 250 people. The adaptation of radio to Panatrope reproduction was enthusiastically received by this audience. On this same day Abraham & Straus, prominent Brooklyn department store, held a series of demonstrations in the afternoon which was attended by more than 500 interested music lovers.

At Baltimore, Md., on November 17, a very successful dealers' meeting was held under the direction of Charles F. Shaw, Brunswick branch manager in that city. Mr. Yorke's discussion of the Panatrope's many interesting features was received enthusiastically by the dealers, who had journeyed from all parts of the Baltimore territory to be present at the meeting. This gathering included Brunswick dealers from Maryland, Virginia, West Virginia, North Carolina, District of Columbia and Pennsylvania, and the Baltimore and Washington newspapers

featured lengthy accounts of the demonstration. In connection with this event there appeared in the Washington Times over the signature of Miss Jessie McBride one of the finest tributes that has ever been paid by a newspaper critic to any musical performance.

On November 18 an invitation demonstration was held at Montclair, N. J., under the auspices of Robert C. Buchanan, Inc., Brunswick dealer in that city, and was attended by a most appreciative audience. At the Brunswick Salon in New York on November 20 and 21, two important demonstrations were given; one being an invitation presentation and the other being featured in the New York newspapers the day previously. The public responded enthusiastically to the newspaper announcement, and on Saturday afternoon the Brunswick Salon was filled to capacity, with standing room at a premium.

On November 20 Mr. Yorke visited Boston, Mass., where a series of Panatrope demonstrations was given under the direction of Harry L. Spencer, manager of the Brunswick branch in that city. On the afternoon prior to the official demonstration, twenty-seven special newspaper representatives and critics from New England newspapers were invited to visit the Brunswick branch and hear a private demonstration of the Panatrope. They all accepted the invitation and as a result of their appreciation of the instrument the leading New England newspapers carried important reports of the musical qualities of the Panatrope. That same evening seventy dealers from New England territory attended the Panatrope demonstration at the Brunswick warehouses, and during the week of November 23 demonstrations were given to out of town dealers daily, with Mr. Yorke directing the activities of the Boston sales staff.

On November 24 the Panatrope furnished the music for a dance given by the accounting department of the Pennsylvania Hotel, and performed splendidly in this important role. Mr. Yorke's program also included a Panatrope demonstration given at the McAlpin Hotel, December 12, before the Munsey Club; the New



The Brunswick Panatrope

of the six Brunswick sales executives who attended the Panatrope demonstrations school at Chicago recently, thus becoming qualified to present adequately and interestingly the many distinctive qualities of this new product. Mr. Yorke is in charge of all Panatrope demonstrations in the Eastern territory, and the results of his work to date have been exceptionally successful.

Subsequent to the first Panatrope demonstration at Aeolian Hall on November 11, which was one of the outstanding musical events of the year, a series of demonstrations was arranged for the purpose of introducing the Panatrope to music lovers throughout the East. On November 12 a capacity audience attended Wanamaker's Auditorium where the Panatrope demonstration was given with the co-operation of Hugh Ernst, manager of the Wanamaker phonograph and radio departments. On the same evening Duff's Music House, well known



Panatrope Presentation in Boston

At Left Is Brunswick Tador Phonograph—At Right Is the Brunswick Panatrope

York Sun requesting the Brunswick Co. to favor them with this demonstration. To-day (December 15) Mr. Yorke is scheduled to dem-

(Continued on page 88)

### BEL-CANTO PRODUCTS

Superior in Material, Workmanship and Performance. Bel-Canto Adjustable Loud Speakers, with massive, mahogany-finish cabinet, at \$17.50. Goose-Neck Fire Horns, at \$10.00 and \$15.00. Loud Speaker Units, patented Flexible Reed Tone Chamber. The Bel-Canto Recording Dial, \$2.00. With magnifying glass \$2.50.

**BEL-CANTO RADIO & TEL. EQUIPMENT CO., INC.**  
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Home Office: 715 Call Bldg., San Francisco, Cal.  
Branches in Los Angeles, Cal.; Portland, Ore.;  
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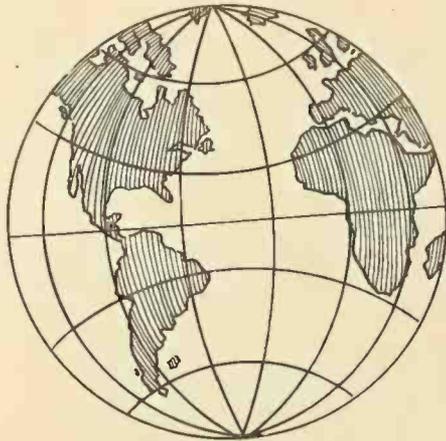
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# WALL - KANE Phonograph Needles

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A Merry Christmas  
and  
A Happy New Year  
To All Our Friends the World Over

Wall-Kane Needle Manufacturing Co., Inc.

*Wall-Kane, Jazz, Concert and Petmecky Needles*

3922-14th Avenue

Brooklyn, New York

## Brunswick Panatrope Gets Enthusiastic Reception

(Continued from page 86)

oustrate the Panatrope before the Boston Advertising Club at Boston, Mass., and on January 6 he will also present the instrument at the meeting of the Talking Machine and Radio Men, Inc., at the Cafe Boulevard, New York.

The splendid results incidental to Mr. Yorke's activities and the success attendant on his work with the sales organizations at the various Brunswick branches in the East, are emphasized in the reports received recently from the different Brunswick branch managers. From Philadelphia Mr. Shiddell states that more than 1,000 people attended a Panatrope demonstration given at the High School Auditorium under the auspices of the Walk-On Rug Co., Scranton, Pa. More than 3,000 people attended demonstrations in Harrisburg, Pa., given under the direction of three Brunswick dealers in that city—the J. H. Troup Music House, the Regal Co. and Pomeroy's Inc. The MacWilliams Department Store at Wilkes-Barre, Pa., gave a demonstration in an auditorium, which was attended by more than 1,000 people, and at Reading, Pa., two successful Panatrope demonstrations were given by the Hangen Music Store and Reifensnyder, Inc. In Philadelphia, several prominent department stores have given important Panatrope demonstrations, including N. Snellenburg & Co., John Wannamaker and Strawbridge & Clothier. Mr. Shiddell's program provides for further Panatrope demonstrations in Trenton, N. J.; Lancaster, Pa.; Allentown, Pa.; Shenandoah, Pa.; Wilmington, Del.; Williamsport, Pa., and Bethlehem, Pa.

From Boston, Mass., Harry Spencer, branch manager, reported that the Panatrope had been successfully demonstrated at the Capitol Theatre, Springfield, Mass., and would be demonstrated throughout an entire week. The Forbes & Wallace music department in that city arranged for a series of demonstrations the week of December 7, and on December 5 the Panatrope was presented at a mammoth carnival, given by the American Legion, in Malden, Mass. Further demonstrations are scheduled for the next few weeks in this territory.

At Washington, D. C., Harry C. Grove, prominent Brunswick dealer, is arranging for an important Panatrope presentation which will also include the coordination of activities by the Washington Board of Trade, of which organization Mr. Grove is an active member.

In New York territory various Brunswick dealers have sponsored Panatrope demonstrations the past few weeks, including Thomas Chasino of Astoria, L. I.; L. Bamberger & Co., Newark, N. J., and the Brunswick Shop, New Rochelle, N. Y. At the present time Panatrope demonstrations in this territory are scheduled for various Connecticut cities, among which are Bridgeport, New Haven, Hartford, New Britain and Deep River.

## Many Favorable Factors Place the Trade in San Francisco in Enviably Position

Introduction of New Talking Machines and Other Sound Producing Instruments Results in General Public—Trade News and Activities of Month

SAN FRANCISCO, CAL., December 4.—With the interest in the Orthophonic Victrola running as high as it was on the day of its introduction, with the demonstration of the Brunswick Panatrope enthralling both dealers and the public, with the introduction of the new RCA loud speaker and with a brisk activity in the sale of records, the talking machine and radio trade in this territory is truly in an enviable position. In conjunction with these facts, the people in both the large cities and in the smaller trade centers have plenty of money from the fine fruit season just past and all indications point to a continuance of prosperous times, so that to the music merchant, as well as to all trades, this month gives all the appearances of being a real holiday season with plenty of free spending.

### Orthophonic Helps Record Sales

The Orthophonic Victrola has been a real revelation to the public and the beauty of the instrument is that it not only appeals in itself, but it has the result of stimulating interest in records with the result that the month just past has been one of the best record selling periods enjoyed by dealers for a long time. The drawback, of course, is the difficulty in getting instruments to sell, but dealers are certain that the customers are so "sold" on the Orthophonic that they are all willing to wait until delivery is possible.

### Brunswick Panatrope Demonstrated

The first demonstration of the Brunswick Panatrope was given last month at the Hotel Stewart and was attended by some 175 local dealers and salesmen from the trans-Bay section. B. McLennon, of the Chicago office of the Brunswick Co., gave the demonstration and enthusiasm ran high. Expressions of satisfaction were heard on every hand as the merits of the new instrument were made evident. The full, rich volume of tone, the clearness of each note and the absolute control, ranging from "fortissimo" to "pianissimo" were especially admired. Among the leading local Brunswick dealers are the Wiley B. Allen Co., Kohler & Chase, the Hanson Music House, the White House, the California Phonograph Co., and the Radio Art Studio.

### Recording Artists in Local Appearances

The appearance of Herb Wiedoft and His Orchestra, Brunswick recording artists, at the Orpheum Theatre, and Efrim Zimbalist, Victor artist, at the Civic Auditorium, had the effect of causing demand for the recordings of both. Dealers tied up with these appearances through window posters and displays.

### New Sherman, Clay Branch

Sherman, Clay & Co. have leased the entire Raybould Building in San Marco, Cal., for their branch store, which is under the management

of Frank B. Long. It is thought that this temporary lease is simply preliminary to the creation of the company's own building.

### Suggest Uniform Service Charges

The board of directors of the Music Trades Association of Northern California has issued the report of a committee on charges for services rendered by music dealers. The report, which is detailed and complete, states that "in fairness to the public, charges for certain services rendered by dealers should be more uniform." This table of "Service Charges" is recommended to music dealers within the State of California only, for their "guidance." Among the subjects which the committee considered are "Talking Machine, Phonograph and Radio Moving," "Repairing Talking Machine and Phonograph Motors," "Erecting Radio Antennas," "Radio Inspection and Repairs," "Boxing and Shipping Musical Instruments," "Boxing and Shipping Talking Machines, Phonographs and Cabinets," "Boxing and Shipping Radio" and "Unboxing Talking Machines, Phonographs, Radio Sets and Cabinets."

### Lachman Furniture Co. Re-Opens Dept.

The Lachman Furniture Co. re-opened its talking machine department after it had been done away with for six months, reports a big demand for the Victor Orthophonic and many orders are being received subject to delivery. The department is under the management of Miss Geneva Newell, who is well known in the trade, having formerly been connected with Sherman, Clay & Co. This establishment also carries the RCA line of radio equipment.

### Overwhelmed With Orthophonic Orders

Dealers are simply overwhelmed with orders for the Orthophonic Victrola, according to Robert Bird, of the Victor Co. The shortage this Christmas is going to be acute all over the country, Mr. Bird said, and every dealer is bringing his efforts to holding the customers' interest till the early part of the year. The Japanese Prince Asaka, who sailed for Japan yesterday, bought one of these instruments for himself and one for his secretary. They took them with them. Luther Burbank is one of those who have orders in, as soon as the dealers have stock.

### Credenza Parties Are in Vogue

G. Mayer, of the Victor Co., is back in San Francisco, after visiting the South in the interests of the new Orthophonic Victrola. He found swift response from the "movie" colony in Hollywood, especially to the Credenza type. It became the fad, while he was there, to have Credenza parties with twenty to forty people present. These parties took place at the homes of various screen stars, many of whom have put in orders for Credenzas.

## A Merry Christmas

and

## A Happy and Prosperous New Year

We extend these, our heartiest wishes, to the trade at the beginning of what promises to be an exceptionally happy and prosperous New Year for the talking machine dealer.

The remarkable achievements of the talking machine industry during this year would indicate that 1926 will prove a prosperous year for all branches of the trade.

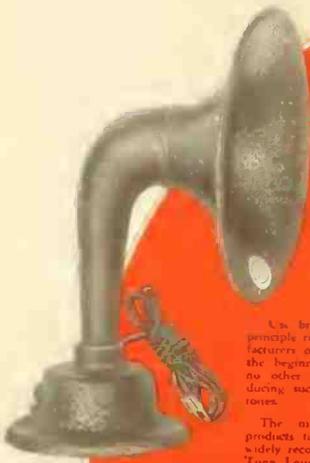
**VAN VEEN & COMPANY, Inc.**

313-315 East 31st Street, New York City

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# BRASS AMPLIFYING Speakers



Copper brass *drawn* seamless principle religiously followed by manufacturers of musical instruments since the beginning of that industry. For no other metal is capable of producing such rich, clear and beautiful tones.

The manufacture of Quali-Tone products takes full advantage of this widely recognized principle. In Quali-Tone Loud Speakers the amplifying tube is drawn from circular sheets of musical brass. These circles are worked through a series of more than twenty operations with the most careful annealing between operations in order to prevent fractures that would detract the tube's perfect tone quality.

Neat workmanship of thick walled work in both the suspension or raw materials and their fabrication insure in the complete Quali-Tone speaker a quality of reproduction that surpasses in resonance and volume the majority of speakers on the market, and is unequalled in accuracy, clarity and sensitiveness.

Each Quali-Tone Speaker contains a Quali-Tone Radio Unit (described below) and operates direct from the radio set, requiring no additional batteries. Quali-Tone Speakers are available in five styles, three of which are shown here. Full details on the Quali-Tone line of Speakers, Radio Units and Tone-Arms furnished on request. Write today.

*A New Adaptation of an old principle*

**TYPE "E"**  
 Height—11½ in.  
 Bell or Flare Diameter—7½ in.  
 Finished in smart looking black crystal.  
 Price .....\$6.50

**TYPE "ES"**  
 Same as type "E"—but finished in beautiful bright crystal gold.  
 Price .....\$7.50

**TYPE "N"**  
 Height—12½ inches.  
 Bell or Flare Diameter—9½ inches.  
 Finished in rich brown leatherette.  
 Price .....\$10.00

**TYPE "NS"**  
 Same as type "N"—but finished in sparkling crystal gold.  
 Price .....\$11.00



**TYPE "O" CONSOLE**

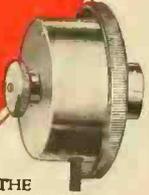
An instrument of rare beauty and value is the Quali-Tone Console reproducing. Has the same special drawn-brass amplifying tube and radio unit as other Quali-Tone Speakers. The case—the work of master cabinet makers—is of solid walnut and has a rough wood finish of the finest pine or phonograph.

Price .....\$20.00



**COMBINATION TONE-ARM**

This Quali-Tone tone-arm has an interior valve (see arrow-marked disc in photo above) which throws tone from phonograph diaphragm into tone-arm, or shunts off diaphragm entirely and draws tone from radio unit into tone-arm and thence to phonograph tone arm. Tone-arm is Quali-Tone drawn seamless brass.



**THE QUALI-TONE RADIO UNIT**

Adjustable nature permits unusual clarification of tone. Core of laminated type—best silicon steel. Diaphragm of silicon steel. Magnet of large horse-shoe solid type, of tungsten steel. Cord of finest construction—white cotton covering protects it from action of dyes, the chief cause of noise. List price \$6.00.

**DURO METAL PRODUCTS CO.,**  
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## Survey of Conditions in the Pittsburgh District Gives Cause for Trade Optimism

Prosperity of Entire Territory Puts Trade in a Happy Frame of Mind as the Holiday Buying Season Gets Under Way—Ad Men Hear Orthophonic—Panatrope Scores—Other News

PITTSBURGH, PA., December 7.—Talking machine dealers of the Pittsburgh district are much pleased by the outlook for business. This is based on a survey of business conditions in the Pittsburgh district just completed by the Pittsburgh Association of Credit Men, showing the best outlook in more than a year, according to Secretary L. J. MacQueen. The statements received by the Association came from more than 100 towns in this district and nearly all of them report increased employment, both in the manufacturing and mining sections. This, it is declared, is the most encouraging sign that has happened in a long time and proves conclusively that the buying power of the workers will be increased because of increased employment and that this is already being reflected in retail circles, as well as wholesale, in increased demands for merchandise and particularly seasonal and necessary things. The summary of the situation as it exists is being sent out to the members of the Association, which issues a monthly report regarding the situation as obtained within a radius of from 50 to 100 miles of Pittsburgh, which is the purchasing center for millions in that territory.

### Advertising Men Hear Orthophonic

Over 150 members and guests of the Pittsburgh Advertising Club at their weekly luncheon at the William Penn Hotel were entertained by Chauncey R. Parsons, manager of the Victrola department of the Rosenbaum Co., who demonstrated and spoke on "The New Orthophonic Victrola." L. W. Morgan, Victor representative, assisted in the demonstration. Mr. Parsons was introduced by Edward M. Power, president of the club. He gave a very comprehensive and interesting story of the new Victrola and told of the methods that were being utilized to merchandise it. The attendance at this meeting was the largest in months and a large number of persons remained after the demonstration to inspect the Orthophonic Victrola and to ask questions of Mr. Parsons and Mr. Morgan.

### Retailer Stages Radio Show

F. C. Wampler & Son, Inc., talking machine and radio dealers at 519 Walnut street, McKeesport, held a radio show that lasted one week

in their show and sales rooms. Among the sets on display were those of the Radio Corp. of America, Fada, Freed-Eisenmann and Crosley. To accommodate persons who were busy during the day, the show was kept open evenings and it was well attended. Wampler's is one of the pioneer radio firms of the western Pennsylvania district.

### Formal Opening at Boggs & Buhl

The formal opening of the new Music Galleries of Boggs & Buhl, the well-known department store of the Steel City, took place the week of November 16 and was visited by a large number of music lovers. A special section in the galleries has been set aside for the Victrola salon where the new Orthophonic Victrola is on display. A series of public demonstrations was held during the week, which were much enjoyed. The music department is under the supervision of W. H. McCounell.

### Orthophonic Entertains Rotary Club

The Rotary Club of Pittsburgh was given a most delightful entertainment through the courtesy of J. C. Ronsli, a member of the club and president of the Standard Talking Machine Co., Victor distributor. For the benefit of the members of the club Mr. Roush arranged for a demonstration of the new Orthophonic Victrola. Miss Marguerite Streeter, of the Victor Talking Machine Co.'s staff, was present and demonstrated the new machine to the great delight of the guests at the luncheon.

### Enthusiastic Reception of Panatrope

Daily demonstrations are being given at the Pittsburgh office of the Brunswick Co., of the new Brunswick instrument, the Panatrope. The reception given the Panatrope by the dealers was most enthusiastic. Everyone who heard the new instrument marveled at the volume which the instrument was capable of producing, and discussed the possibilities of the use of the new invention in substituting for orchestras. According to estimates made, there is a lot of good business in that line now, and for the future. The feature which was discussed next extensively was the wonderful control which was demonstrated. The clearness with which certain sounds were reproduced, which in

## Hommel's Service Manual to Aid Radio Dealers

Ludwig Hommel & Co., Radio Distributors, Have Just Issued a Booklet on Servicing Radio Which Should Prove of Value to Dealers

PITTSBURGH, PA., December 5.—Ludwig Hommel & Co., of this city, distributors of the Radio Corp. of America and other well-known manufacturers of radio sets and accessories, have just published an attractive booklet as an aid to dealers which is entitled "Hommel's Service Manual." Ludwig Hommel & Co. are also publishers of the "Hommel Encyclopedia of Radio," which is in the nature of a radio catalog.

In the RCA line each model is treated separately, listing the possible troubles that might arise and the methods of correcting faults. There is also included a chart. There are also suggestions for servicing Fada and Crosley receivers and Crosley Musiconic loud speakers for radio sets.

In the foreword it is stated that this service manual is presented to the dealer "to help you to better service your customers." Also the dealer and his service men are cordially invited to visit Ludwig Hommel & Co. to see their service men do the work. Such work which is beyond the scope of the retailer's own service men Ludwig Hommel & Co. suggest should be brought to their service department.

the past have been beyond the recorders' art, was noted, and the range from the lowest to the highest notes was approved.

### Featuring De Forest Radio

The Pittsburgh Radio & Appliance Co., 112 Diamond street, distributor of the De Forest products, reports the outlook for the holiday trade as exceptionally brisk. The company has a fine showroom where demonstrations are given daily and displays of the De Forest products are shown. Much interest is manifested here in the De Forest F-5-M set, which is regarded as a notable distance getter. M. W. Kunkel, secretary of the company, and manager of the sales department, is much pleased over the interest that is shown in the De Forest line by the local dealers.

### To Fight Holiday Frauds

Plans have been perfected between the Retail Credit Men's Association and the member stores for reducing frauds to the minimum during the holiday rush, Secretary F. A. Caten announced. This action is the result not only of a discussion of the matter by members of the organization, but through co-operation of the detectives of stores and other agencies in helping to rid business establishments of those persons who endeavor to take advantage during the holiday period.

### Tie-up With Victor Artist

John McCormack, the well-known Irish tenor and Victor artist, sang in Syria Mosque, Pittsburgh, on the night of November 30, before a large and enthusiastic audience. An audience of over 4,000 persons was present. Lauri Kennedy, cellist, and Edwin Schneider, pianist, accompanied Mr. McCormack. Paul Whiteman and His Orchestra made their debut to a Uniontown audience, which could have been larger but hardly less appreciative, at the State Theatre on the night of November 28. Offered under the auspices of the W. F. Frederick Piano Co., Dewitt H. Conway in charge, the presentation marked another high light in the local effort to give the finer things of the musical art to the public through the medium of the spacious State playhouse.

### Enjoys Big Business Volume

Ludwig Hommel & Co., radio jobbers at 929 Penn avenue, report a very satisfactory volume of business in radio sales. The firm maintains an inspection and repair department, so that testing can be checked before shipment and repairs made without sending the equipment to the factory. Mr. Hommel is of the opinion

**A Hookup  
for Dealers  
that  
Eliminates  
Interference**



When a Radio Dealer "hooks up" with the House of Hommel—he is assured of the closest co-operation and of a dealer service unexcelled, if even equaled, by any other radio jobber—all of which means greater profits for Hommel Dealers.

The numerous user inquiries referred to their dealers—their policy of wholesaling only—the large stocks of reputable radio

equipment carried at all times for immediate shipment to dealers—their inspection and repair department—their modern display room—are but a few of the many features of Hommel Service that are responsible for the reputation and success of the Hommel organization to-day.

Hommel's Encyclopedia No. 46-W tells the story in detail. Write for your copy to-day.

WHOLESALE

EXCLUSIVELY

**LUDWIG HOMMEL & CO**

929 PENN AVENUE

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PITTSBURGH, PA.

that the 1925 holiday season will be one of the best in the history of the company.

**Good Edison Demand Continues**

The Buell Phonograph Co., distributor of the New Edison, Edison records, the Edison Diamond Amberola and Blue Amberol records, reports the outlook for the holiday season as very bright. The demand for the new Edison phonograph is keeping up well, according to reports from the various retail dealers.

**Holiday Sales of Columbia**

Columbia phonograph dealers are highly pleased with the business that is beginning to start as a pre-holiday feature. The console models appear to be the best sellers, while the demand for the latest popular records of Columbia make it quite pronounced.

**Satisfactory Sonora Speakers**

Sales of the Sonora radios, speakers and phonographs, which are handled by the Pennsylvania Phonograph Distributing Co., with offices in the Wabash Building, Pittsburgh, are showing up well, according to reports from the retail trade. The Sonoradio is a very popular seller and repeat orders from retail dealers are the rule.

**Victor Dealers Provided With Christmas Sales Aids**

**Every Possible Avenue of Overcoming Sales Resistance and Attracting Customers to Store Covered in Wealth of Material**

The Christmas sales helps for Victor dealers, prepared by the Victor Co., are many and varied and if put to proper use by the dealers should result in stimulating sales to a great degree. The window posters and consumer literature deal naturally with the Orthophonic models, and the four models are attractively illustrated and fully described. Of particular interest is a clever calendar idea, the only dates appearing being those of Fridays with the message that new Victor records are available every Friday. The other spaces are occupied by pictures of Victor artists.

The December record bulletin has a center spread devoted entirely to Victor Christmas recordings, seasonal, sacred and children's records being listed. Posters of Christmas records for display in windows and booths are also included in the wealth of material provided dealers. The gift certificates for records or albums of the Music Arts Library have also been distributed.

**Multi-Color Window Cards Feature Plaza Kompact**

The Plaza Music Co., 10 West Twentieth street, New York City, is sending to the trade multi-color window display cards to be used in exhibiting the new camera-size Kompact phonograph. This miniature talking machine, the latest addition to the Plaza Co.'s line, has in a few weeks' time proved one of the most popular products this company has ever manufactured. The Plaza Co. has arranged to care for a very heavy sale of these instruments during the holiday period and this is warranted by the initial orders received from the trade on this unique portable.

**Now Making Talking Machines in Mexico**

A recent consular report from Gnadalajara, Mexico, states that a company has been organized there for the manufacture of phonographs. The present output is eight machines a week of varying sizes which retail at prices from 65 pesos to 365 pesos.

Extensive alterations on both the interior and exterior of the August Korn Music House, Michigan City, Ind., were recently completed.

**Radio Merchandising Improvements Feature Trade**

**Dealers Have Profited by Early Mistakes—Window Displays Are Important Sales Aids**

Retail radio merchandising has undergone marked development in recent months as far as ideas and policies go. No longer are the lead-

Concentration on a single line, and in some cases on a few lines, and dignified and novel displays are raising the standards and sales of the retail radio industry. More than ever before, dealers have become acquainted with the advantage of concentration on a single line of nationally advertised and popular sets, with perhaps two or three other lines to meet demands for smaller priced receivers or for special cabinets.



**A Window of the Type That Sells Merchandise**

ing establishments filled with all kinds of apparatus, in the first place; and in the second, the windows are given over to the most attractive of displays, arranged by experts.

In the photograph are shown the striking effects of such concentration, backed up by an attractive display. The picture is of a leading store in New York City.

**Exclusively Wholesale Service in the PITTSBURGH DISTRICT**

- Atwater Kent Equipment
- Pooley Radio Cabinets
- French Ray-O-Vac Batteries
- Exide Storage Batteries
- Balkite Products
- Weston Radio Plugs
- Brach Antenna Sets
- Westinghouse Storage Batteries

**ESENBE COMPANY**



909 Penn Avenue

Telephone: Atlantic 0539  
Catering especially to music dealers

Pittsburgh, Pa.

## Both Talking Machine and Radio Sales Brisk, Is Report of Twin Cities Trade

Series of Brunswick Panatopre Demonstrations Attended by Dealers—Atwater Kent Dealers Stage Co-operative Ad Campaign—Radio Demand Continues Heavy

MINNEAPOLIS and ST. PAUL, MINN., December 7.—Those dealers who have new models and none for delivery are nevertheless jubilant over their orders, while the dealers who are relying on their old lines are also celebrating because they have the machines to fill the orders.

### Many at Panatopre Demonstration

The Brunswick Co. has given five highly successful demonstrations of the new Panatopre in the East Ballroom of the Curtis Hotel on Monday and Tuesday, November 23 and 24. About one hundred and fifty dealers from all of the Northwest States attended. Those who had the privilege of hearing this new creation were greatly impressed and the enthusiasm of the Brunswick people was shared by the musical representatives of the press. Brunswick Radiolas are going over big, says "Doc" O'Neill, local manager, and the special Radiola No. 6 has been particularly popular.

### Great Activity at Beckwith Co.

There is feverish activity at the George C. Beckwith Co. Victor headquarters these days, with many out-of-town dealers coming in to talk over the Orthophonic reception. C. K. Bennett, manager for this company, is on a trip through the Southern territory and reports enthusiastically of conditions so far encountered in Nebraska and Iowa. Mr. Coleman, manager of the recently reorganized radio department, says that the company has established about three hundred new Music Master dealers within the last two months. Their orders have kept headquarters on the jump, but the supply is coming in more adequately now. The Sunday evening remote control concerts from New York over WCCO are stimulating the demand for records by the artists who are featured, Mr. Coleman says.

### Radio Demand at Hanley Co.

The Hanley Piano Co., carrying in addition to its several piano lines, the Brunswick, is doing a nice business in this field and is almost swamped with radio orders.

### Big De Forest Demand

A. L. Toepel, secretary of the Lawrence Lucker Co., Edison distributor, says that Edi-

son phonograph business has been good and the record sales much stimulated. The De Forest radio, with new balanced circuit F-5, is proving unusually successful with this house.

### Inaugurates Holiday Drive

William A. Linquist, president of the Musical Instrument Supply Co., has inaugurated a very interesting campaign to increase holiday sales. It has put out forty-two large billboards advertising free music lessons with holiday goods.

### Moving Columbia Phonographs

Mrs. Helen D. Beggs, manager of the Columbia branch here, has had a busy and successful month in closing out the old line. The new models are expected in January. Critics who have heard the Mischa Levitsky record "La Campanella" declare it to be an outstanding achievement. This will be featured in advertising next month.

### Alder-Royal Line Going Well

Alder-Royal lines are going well and both Mr. Sprague and Mr. Warren, Northwest distributor, have been on successful trips through their territory. W. F. Warren reports both their phonograph and radio sales most excellent, especially in the Forks River Valley district of Wisconsin. Visitors at Alder-Royal headquarters include Mr. Cliff, of the Broadway Music Co., Fargo, and Mr. Pierce, of the Pierce Book Store, Faribault, Minn.

### Effective Co-operative Advertising

A group of local Atwater Kent dealers, including the Metropolitan Music Co., B. L. Ecker Co., Inc., and Powers, co-operated with the Reinhard Bros. Co., Northwestern distributor of Atwater Kent products, in inserting advertisements in local newspapers. The adver-

## New Columbia Orchestras

The Columbia Phonograph Co., New York, announces two new orchestras whose first Columbia records will be released shortly. They are the Ipana Troubadours, playing, "Say, Who Is That Baby Doll?" and "Paddlin' Madelin' Home," and the Clyde Doers Saxophone Orchestra playing two popular numbers.

tisement of the distributor was most effective, showing the Atwater Kent in the homes of famous personages in the artistic and literary world such as Harrison Fisher, Coles Phillips, George Ade, Charles and Kathleen Norris, James Montgomery Flagg and Irvin Cobb. The artists to appear in the forthcoming Atwater Kent broadcasting concerts are also mentioned.

### Thermodyne Installed in Hotel

The installation of radio receiving sets in hotels for the benefit of guests is rapidly being adopted by the managers of the best hosteleries in many parts of the country. It is a practice which is an undoubted source of entertainment



Fine Hotel Setting for a Radio Set

to the visiting guests and it has its value of having the radio set brought prominently to the attention of the public with benefit to the manufacturer and dealers of the receiver in question. The Commodore Hotel, of this city, recently installed the Thermodyne receiver, made by the Thermodyne Radio Corp., New York, in the lounge of the hotel. The accompanying photograph gives an idea of the luxurious setting in which the instrument is placed

## Popularity of Trinity Six Radio Reaches Canada

The fame of the Trinity Six, manufactured by the Beacon Radio Mfg. Co., of Brooklyn, N. Y., has spread to Canada, according to E. J. Totten, general sales manager of the company, who has just returned from a Canadian trip. Mr. Totten reports that he secured very good representation for the Trinity Six in Toronto and other Canadian cities.

The daily "Trinity Six Hour" being broadcast at noon over Station WRNY is meeting with considerable popularity among radio fans. I. Goldberg, president of the company, states that he has received reports of reception of many distant points over the Trinity Six.

## Ed. Smalley With Columbia

Ed Smalley, formerly a Columbia recording artist, has returned to the Columbia fold, and his first recording in two years is to be released shortly. It is a coupling of two popular numbers, "Roll 'Em Girls" and "O Lovey, Be Mine."

## Baker Opens Branch

A new music store known as the Baker Music House, Inc., has been opened at Saratoga Springs, N. Y., with Fred J. Mellen as manager. The establishment is one of the most attractive devoted to the sale of musical instruments in this section.

## Occupies New Quarters

The J. H. Johnson & Sons Co., Alliance, O., handling Victor talking machines and records, has moved to new quarters at 216-20 East Main street.

THE TUBE WITH A SENSIBLE GUARANTEE



### Branch Offices:

ATLANTA  
DALLAS  
PHILADELPHIA  
CHICAGO  
PITTSBURGH  
DETROIT  
MINNEAPOLIS  
KANSAS CITY  
DENVER  
BUFFALO  
BOSTON  
OMAHA, NEB.  
LOS ANGELES  
PORTLAND  
TOLEDO  
ST. LOUIS

If someone wants to give you something for nothing . . . hesitate.  
If someone wants to sell you something too cheap . . . hesitate.  
If someone wants to sell you a radio tube with an unlimited guarantee, and without means of identification . . . hesitate.  
SUPERTRON is reasonably guaranteed. Each tube serial numbered—identified by a guarantee certificate, for your protection—for your satisfaction.

Buy Safe—Buy Supertrons.

SUPERTRON MFG. CO., Inc. :: HOBOKEN, N. J.

**SUPERTRON**

A SERIAL NUMBER GUARANTEE

ALL TYPES  
\$2.00

Canada, \$2.75

**\$ 39.50**

Model No. 39

The Radio Receiver that is taking the country by storm. Six tubes—three stages of resistance coupling—two stages of low loss, efficient radio frequency employing Straight Line Tuning. Bakelite walnut panel, beautifully decorated in gold. Genuine walnut finished cabinet. And built in a laboratory by experts.



**Never Done Before!  
No Other Set Like It at the Price**

HERE is your chance to sell a better set for less money and sell more. For the Amplex De Exer is the most phenomenal value ever offered the public—"and we don't mean maybe." Just glance over the specifications and judge for yourself.

SIX tubes—three stages of resistance-coupled amplification, which means music WITHOUT distortion. Two stages of straight line low loss R. F., the kind that makes tuning easy and helps bring in that DX station. And built by a laboratory whose precision instruments have been for years endorsed, recommended and specified by many of the most prominent radio engineers and technical radio publications in the country.

If you are now an authorized Amplex Agent you don't have to be reminded of the unusual quality that has been built into these sets or the attractive and steady profit they produce throughout the entire year.

If you are NOT an authorized Amplex Agent you are needlessly denying yourself the certain profit yield that comes with the support of Amplex 6 Tube Receivers, which deliver better quality for less money and sell twice as fast as the ordinary kind.

Franchised territory through enfranchised distributors. Ask the Amplex distributor in your territory or write us direct for complete information, addressing your communication to Department W.

**AMPLEX INSTRUMENT LABORATORIES**

88 WEST BROADWAY, NEW YORK

**Amplex 6  
DE EXER TUBES**



Model No. 65

The same as Model 39 but with a built-in adjustable speaker. The unit is the famous Spartan adjustable, noted for its clarity and purity of tone. The horn bell is of wood, producing beautiful resonant notes over the entire musical scale. The cabinet is walnut finished—fit to grace any drawing room. And built in a laboratory by experts.

**\$ 65**

## Buffalo Trade Expresses Optimism Over Bright Prospects for Holiday Business

The Introduction of the Orthophonic Victrola and the Brunswick Panatrope Has Had the Effect of Stimulating the Public's Interest in Talking Machine Activities of Trade

BUFFALO, N. Y., December 8.—Talking machine dealers are looking forward to an unusually good business this Christmas. The present volume of sales indicates this month will close one of the best talking machine seasons in several years. Demand for the new Orthophonic has gone beyond expectations, and many dealers have been forced to lose sales on the new instrument because it is impossible to promise delivery before Christmas. The old style Victrola is moving quite satisfactorily and better than early expectations. Announcement of release of the Brunswick Panatrope, after a very successful demonstration in the Hotel Statler, was followed by a brisk trade in these instruments. Odd as it may seem, the old instruments are still in great demand, and the general talking machine trade here is in a very healthy state.

F. D. Clare, of the Iroquois Sales Corp., said: "We are doing an excellent business in the Adler-Royal phonograph. Despite the huge radio business this year, the Royal is selling in very satisfactory volume in all sections of our territory." The Iroquois Sales Corp. is doing a good Okel record business, vastly greater than that of this season last year, according to Mr. Clare.

Following closing out of the William Hengerer's talking machine department last week, Hens & Kelly, one of the largest department stores in the city, entering to a middle class trade, has opened a talking machine department, with the Victrola as its leading line. Opening of this new music department is considered one of the important events of the year in local talking machine circles, while discontinuance of the Hengerer's music and radio department is still another important event.

Miss Marguerite Carroll, formerly in charge of the talking machine department of Schweger Bros., is temporarily in charge of the new Hens & Kelly phonograph and radio department.

At a November meeting of the Victrola Dealers Association there was expressed a general sentiment against taking in old model Victrolas in trade on purchases of the new Orthophonic Victrola. Discussions of the situation by leading Victor dealers brought out the fact that a majority of the dealers in the city were opposed

to the practice of taking in trade old instruments. Others, however, declared there would be a good market for some time for the old Victrolas and that a reasonable allowance should be made on old models. No official action was taken by the Association.

Homer Longshore has been made manager of the Kurtzmann store in Olean. He succeeds John Raitzer, who has moved, with his family, to Florida.

Crawford C. Pursley, music dealer of East Rochester, died recently, following a short illness.

John B. Merrill & Son, dealers of Holley,

### Allan's, Ltd., of Adelaide, Has Modern Establishment

South Australian Music House Occupying Elaborately Equipped Building—Handles Several American Lines, Including Sonora

Allan's, Ltd., the prominent piano and music house of Adelaide, South Australia, has sent to its friends in the United States handsome leather-bound portfolios containing a dozen or more views of the company's commodious and elaborately equipped building at 51 Rundle street, Adelaide.

The arrangement and equipment of the warerooms is most modern in every particular, with separate glass-enclosed rooms for different types of instruments, a commodious and well-furnished talking machine department, a stock of music rolls that would put to shame many concerns in the States, a fully stocked musical merchandise and band instrument department and other distinctive features.

The names of the lines handled by Allan's, Ltd., are prominently displayed throughout the store, and include such products as Steinway pianos, Estey pianos and players and Sonora phonographs. The business was established in Melbourne in 1851, and the Adelaide branch was opened in September, 1910. In addition to the space devoted to the business itself, the new building has twenty-one soundproof teaching studios on the fourth floor.

N. Y., have purchased the business of Reynolds & Flinham in Albion. They will operate both stores.

Jones & Elwell, furniture and music store in Warsaw, N. Y., opened December 1.

Besh-Ge-Toors, music dealers of 217 Spring street, this city, are closing out.

Isaac Moss Furniture Co., of Niagara Falls, sustained a loss estimated at \$50,000 by fire, November 20. The loss is partially covered by insurance.

Benmy Boughough, popular member of the Yankee baseball team, has become a member of the P. J. Murphy Battery Corp.'s sales force in Niagara Falls. He has closed some very good Atwater Kent sales in the short time he has been with the company, according to the store management.

The Bradford Radio Club is a new organization in Bradford, Pa., composed of about fifty radio fans of that city.

### R. E. Thompson Mfg. Co. Announces Price Reductions

Substantial Reductions Made in Prices of Popular-Priced Thompson Radio Sets—Distributors and Dealers Protected

On its popular-priced models, the R. E. Thompson Mfg. Co. has made some substantial reductions. In every instance, however, both



R. W. Porter

the Thompson distributor and dealer have received a rebate covering the change in prices. The larger and more elaborate Thompson receivers will continue to be featured at former prices.

R. W. Porter, vice-president and general sales manager of the R. E. Thompson Mfg. Co., stated that, while, fortunately, no distributor or dealer had a large amount of the Thompson products on hand, the rebate involved over a quarter of a million dollars. This, of course, was due to the fact that the Thompson neuro-dync is well represented in all parts of the country and in the aggregate there was considerable merchandise.

Mr. Porter further stated that the greatly increased manufacturing space taken over by the Thompson organization some time ago and the installation of efficient machinery making for economy had both made possible these reductions.

In trade circles the move by the Thompson organization in which no loss was sustained by any Thompson distributor or retailer was looked upon as particularly healthy. Coming at this time, at the height of the holiday season, it should add considerably to the sale of Thompson merchandise which has been gaining steadily in popularity.

## EXCLUSIVE DISTRIBUTOR

IN

Metropolitan New York, Northern New Jersey  
Brooklyn and Long Island

FOR

# The New Federal ortho-sonic Line

Musical Products Distributing Co., Inc.

22 West 19th Street

Also

New York City

POOLEY-ATWATER KENT  
CUNNINGHAM TUBES, RADIO-ART, RED SEAL, WESTERN ELECTRIC  
BALKITE, FROST MUSETTE, PHILCO



# Hewing to the Line!

*Federal's Merchandising Policy has not been altered or modified in any way*

The Federal Merchandising Policy, announced to the trade last August, has proved very successful. So liberal are its provisions, so complete its protection, that Wholesalers and Retailers alike have heartily endorsed it. *It has not been altered or modified in any way.*

In the matter of territories, for instance, everyone is given an opportunity to profit to the fullest extent. Only one Wholesaler in each general marketing district is permitted to distribute Federal Ortho-sonic Receivers. This territorial arrangement allows each Wholesaler to realize to the full on the constructive effort he puts forth.

So, too, are Federal Retailers protected against excessive competition. The merchants sold in any one community are limited to a number commensurate with the characteristics of

that locality, and the character of the stores. This policy gives Federal Retailers the greatest opportunity for profit and expansion.

And just as Federal Wholesalers and Retailers are given complete protection, other provisions of our policy work for their welfare. They are allowed liberal discounts. They are backed up with an aggressive, powerful advertising campaign, and with selling helps that will bring business to them.

The new Ortho-sonic Radio Receivers meet every public demand. In addition to distance-getting ability and precise selectivity the Ortho-sonic receivers produce that lifelike tone that every radio prospect seeks.

If you haven't read the details of this unusual proposition, so ideal from your standpoint, write us for a copy.

FEDERAL RADIO CORPORATION, Buffalo, N. Y.

(Division of Federal Telephone and Telegraph Company)  
Operating Broadcast Station WGR at Buffalo

# Federal

ortho-sonic

# Radio

"Rivalled only by Reality"

## How the Radio Manufacturer Gets the Broadcast Receiver Into Production

J. M. Sawyer, of the Radio Corp. of America, Outlines in an Interesting Manner the Many Important Problems That Must Be Solved Before Production on Economical Basis Is Possible

It is one thing to produce an ideal radio receiver, regardless of cost, and quite another thing to reduce that radio receiver to production requirements and to meet definite costs. Thus, the bench model of a set, which has been passed upon by the research and testing laboratories, by the engineering staff, by the commercial engineers and by others, must undergo a

tirely changed so as to lend themselves to casting or to some other practical and equally effective labor-saving process.

### Specifications Must Really Specify

These innumerable studies and developments take concrete shape in the form of engineering drawings and typewritten specifications, which are made into blue-prints for distribution to the

various departments concerned. Pick up a book of specifications applying to a cabinet, for instance, and you find what amounts to an exhaustive study in lumber selection and treatment, gluing, woodworking and fine cabinet work in general. Everything is specified; nothing must be left to

chance. The specifications go into minute details regarding the kinds of wood that must be used, and definite limits on the moisture content of the lumber are mentioned, so that there will be no opportunity for shrinkage, warpage, etc.

### Raw Materials and Tools

Then comes the gigantic task of ordering the raw materials. While brass and copper and bakelite and iron are generally associated with radio receivers, the average person does not realize the many other substances that enter into the manufacture of the set. In fact, the entire world is drawn upon for materials. Far-off Japan supplies the silk for the insulation of fine wires; Russia supplies the platinum for contact points; India supplies the shellac. Closer to home, the pine trees supply the rosin for insulation and sealing purposes; cotton plants supply insulation for windings, and so on.

### Progressive Assembly

All parts of the set are not necessarily manufactured under the same roof or even in the same plant. In the case of the Radiolas now produced, some parts are made in plants other than the one in which the actual assembly takes place. Even in the same plant, the detail pro-

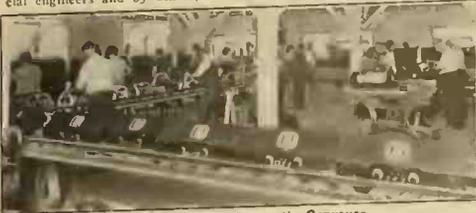
duction is handled in buildings other than the final assembly building.

The production engineers arrange the production facilities to the best advantage. The factory space is laid out according to the different steps in the manufacturing process. Machinery is provided for the different steps, and long tables, chairs and belt conveyors are installed. Then the workers must be secured and trained in their respective tasks. Once everything is ready, there is a period of tuning up, so to speak, during which time the production engineers go about the plant studying each step and re-arranging the work until the production process functions like a smooth-running machine.

### Dies and Moulds—Jigs and Fixtures

Of course, production cannot start until the necessary dies and moulds, jigs and fixtures have been produced. The construction of the various parts calls for dies when they are to be stamped out by punch presses, and moulds when they are to be cast or moulded. Special cutting tools must be provided for automatic lathes, planers and screw machines. These details require careful designing, followed by the workmanship of expert tool makers, to insure the accuracy of each part which is necessary in delicate assembly on a vast scale.

The jigs and fixtures also serve to standardize the manufacturing process, by holding the



Complete Sets on Automatic Conveyor

new order at the hands of the production engineers whose task it is to multiply that particular bench model by thousands.

The bench model may have cost thousands of dollars, because of the long and costly research and development efforts involved. At any rate, while the bench model could not be bought for a king's ransom, the production engineers must meet definite costs so that the replicas of that bench model will be well within the reach of John Jones.

### From the Theoretical to the Practical

The first step in the production of a given type of set is to study and dissect the bench model. The set is studied to its smallest components, even to the screws and nuts and tiny bushings. The assembly of these components receives careful study, for the hand methods employed in making the original bench model are hardly in keeping with quantity production methods. Thus, the set is really re-designed, with production requirements in mind. Intricate parts are reduced to simpler parts; hand-made members are changed in design so as to come within the scope of the actual punching and forming machinery; some components are en-



Soldering Twenty Connections Simultaneously

pieces in the machines in a certain position so as to save time and obtain uniformity in the work, and also to aid in the accurate assembly of components. By means of a fixture, a girl assembler merely drops the required parts into position automatically securing the parts in place. The fixture speeds up the work while at the same time guaranteeing an absolute uniformity of all products. Of course it is all very simple when seen as a finished factory routine; but the jigs and fixtures require no end of study to make them right in the first place.

Tooling up, as this entire process is called, is a costly and time-consuming operation, which accounts for the reluctance of a big manufacturer to change his product.

### Automatic Machinery

Then, too, the scheme of quantity and quality production calls for the designing and building of automatic machinery of all kinds. One problem that had to be solved, for instance, was the application of twelve coats of flexible yet tough enamel insulation to copper wire as fine or even finer than a human hair. An entire battery of enameling machines, to meet the purpose, was designed and constructed. These machines are now at work, enameling the delicate wire which enters into the transformers.

The final test of a set comes with the completion of the assembly, when the working parts of the set are ready to be placed in the cabinet. Again the production engineers must arrange for this test, following which the instrument is placed in its corrugated box, together with the direction sheets and caution sheets and other printed matter, ready for its long journey to the ultimate happy owner. Again the production engineers have had a hand in the packing process, for the corrugated box has had to be designed in advance, with just the right dimensions to insure a good fit, yet with absolute protection in transit.

1925  
Production  
is SOLD

TRINITY  
SIX

\$50

(LESS ACCESSORIES)

Get in communication now for details regarding Franchise. This is your opportunity for 1926.

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



# Pathex Sells on Sight

**Y**OU owe it to your business to know the complete Pathex story. Mail the coupon today—right now—and we will send you all details, including discounts, selling plans and advertising helps, etc. If you act at once you can have your outfits in time for the profitable Christmas trade. Mail the coupon now!

The Pathex Motion Picture Camera and Projector is so simple, easy to operate and completely satisfactory that everyone who sees it wants it—and at the retail price of \$97.50, it is within the reach of everyone.

Every Pathex owner will come back to your store week after week

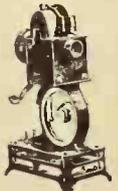
for raw film and library reels. In the first month after Pathex was introduced, every individual owner had purchased an average of nearly \$15 worth of raw film and nearly \$15 worth of library film—nearly \$30 in repeat business from each customer in one month.



THE CAMERA

**\$47<sup>50</sup>**

(Slightly higher in Far West)



THE PROJECTOR

**\$50<sup>00</sup>**

(Slightly higher in Far West)

**Pathex**  
MOTION PICTURE  
Camera and Projector

PATHEX, Inc., 35 West 45th Street, N. Y.  
A subsidiary of PATHE EXCHANGE, Inc.

PATHEX, Inc., 35 West 45th St., N. Y. C.  
Gentlemen: Please send me all details regarding the handling of Pathex Motion Picture Camera Outfits; prices, discounts, selling plans, etc. It is understood that no obligation on my part is involved.

Firm \_\_\_\_\_

Address \_\_\_\_\_

By \_\_\_\_\_

## Baltimore Dealers Report Sales Gains

Demonstration of Brunswick Panatrope Is Attended by Many Dealers—Orthophonic Popular—Columbia Sales Good—The News

BALTIMORE, Md., December 7.—The talking machine business shows a greater number of sales this year than ever before, according to dealers. Over 100 per cent increase in every instance is shown. The record business is also very good while radio still continues to be a big sales factor.

There are so many orders for the new Orthophonic machine, put out by the Victor Co., that the orders received up to date cannot all be filled until June, 1926, a prominent dealer declared.

"The new Victrolas are selling wonderfully," said W. Biel, of Cohen & Hughes. "We are swamped with orders, and 1925 has been so far one of the biggest years we have ever known. The record business has been the greatest in the history of the trade."

"We have sold every machine in the house," stated W. C. Roberts, of E. F. Droop & Sons. "All types have been swept away by the overwhelming progress in business. It has been a sensation never before experienced by talking machine dealers. The record business has also increased, and the outlook for 1926 is prosperous. The new Victrolas satisfy the public."

"There are plenty machines being sold, but we cannot deliver fast enough," declared Edward Keeler, of Kranz-Smith. "The radios are going very good, the Atwater Kent seems to be especially in demand. The record business is very good, and we attribute the great number of sales to our extensive window displays. The Orthophonic Victrolas has opened up a new field and the business is great. Next year looks very good for the talking machine trade, and things will be more standardized and even running."

"Our sales have been very good and have increased 300 per cent since last year," said L. L. Andrews, of Columbia Wholesalers, Inc. "Records are going like wildfire, especially 'The Wreck of the Shtandoah,' 'Death of Floyd Collins' and others of that type. Columbia machines are also going fast, and we have sold five carloads of them in the last couple of weeks. We are also having great success with



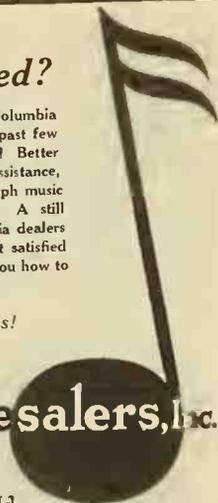
## Are You Satisfied?

There has been a steady increase in Columbia New Process Record sales during the past few months, over a similar period last year! Better artists, better product, more sales assistance, and an increased interest in phonograph music account for much of this increase. A still larger increase is expected! Columbia dealers will reap the profit. If you are not satisfied with your present sales, let us show you how to increase them.

*The Season's Greetings!*

## Columbia Wholesalers, Inc.

L. L. Andrews — Wm. H. Swartz  
Exclusively Wholesale  
205 W Camden St., Baltimore, Md.



our radios. The Crosley sells best in the lower priced sets, the Fada and Magnavox selling best in more expensive sets. The Magnavox, a single dial control set, is creating a great deal of interest. The Fada has the furniture models and is selling fast. The Fada, by the way, is a five-tube set, which the Potomac Light & Power Co. of the District of Columbia has taken as its radio line."

The Columbia Wholesalers, Inc., has hired another truck, six new clerks and another salesman, Martin Alvey, in Richmond and Norfolk territory, to take care of the increase. It is having many calls for franchises, and is granting a few in rural districts, there being no more room in Baltimore. Mr. Andrews said further: "Nineteen twenty-six promises a big increase on 1925, due to an impending tax reduction."

"Synchronization of electrical recording with electrical reproduction has revolutionized the phonograph," declared H. Emerson Yorke, of

the Brunswick-Balke-Collender Co., speaking at a demonstration of the new "Panatrope," held at this city last month.

About 250 dealers and invited guests heard the first concert of the new instrument, which it is claimed records the smallest vibration and reproduces accurately all octaves in music, covering the entire scale. Before the recent discovery, the expert said, the range of recording was gauged between 128 and 2,000 vibrations, while it is now as low as 16 per cent and as high as 10,000, using the light wave method.

The demonstration showed the difference between the old style machines and records and was thoroughly enjoyed by the audience.

In his talks between demonstrations, which were highly instructive as well as entertaining, Mr. Yorke impressed upon his audience the fact that the Brunswick Co. was not introducing a new or improved phonograph, as the Panatrope does not come in that category, and added: "The phonograph is a mechanical instrument and the Panatrope is a new musical reproducing instrument involving new inventions and entirely new principles."

Charles F. Shaw, manager of the local agencies, declared to-day that he has been practically swamped with orders for the Panatrope ever since the demonstration, and that his trouble now is to apportion the very small percentage allotted to the Baltimore territory among the hundreds of dealers who have already placed their orders. "The Panatrope," he said, "has literally swept the trade like wildfire and orders are piling up with every delivery of mail. We are already oversold many times on our allotment for this year and could handle several carloads of the machines, if we could get them."

"This demand has been entirely without solicitation as none of our sales force has canvassed the trade for the Panatrope, owing to inability to fill the orders that we have already booked."

"The season has been very good," declared Andrew J. Oldewurtel, of the Talking Machine Shop. "Business has been making a big headway, but we cannot get the products to deliver. There is a 100 per cent increase over last year, and I think there will be a big improvement in 1926. The new types of machines have opened an entirely new business, and the season is proving better than we thought it would. We are doing better than ever on radio, as we are handling the RCA new set, and we are selling more records than ever."

Pennsylvania Maryland Dist. of Columbia Virginia North Carolina Delaware:

## Service—Knowledge—Dependability

These three qualities are indispensable to the music dealer in the RADIO WHOLESALER he selects.

### COLUMBIA WHOLESALERS, Inc.

have a staff of experts unequalled in any part of the South, who can solve every radio problem for the music dealer. Advice and help cheerfully given without any obligation.

### CROSLEY · FADA · MAGNAVOX

If you want exclusive franchises protecting you from competition, write immediately to reserve your territory if possible.

BALKITE BURGESS CUNNINGHAM  
TOWER PHILCO BRACH and all accessories

## COLUMBIA WHOLESALERS, INC.

205 W. Camden St.

*Exclusively Wholesale*

Baltimore, Md.



## Col. R. Churchill Visits Stromberg-Carlson Factory

President of Electric Appliance Co. Is Interested Visitor at Main Stromberg-Carlson Factory—Dealers Interested in Manufacture

ROCHESTER, N. Y., Dec. 5.—The co-operation which exists between the Stromberg-Carlson Telephone Mfg. Co., and its dealer organization



Col. R. Churchill

is one of the reasons for the success which this company has had with its line of Stromberg-Carlson radio receivers. The dealers have displayed great interest in the sets which they sell and the manner of their manufacture and this interest has brought many dealers to the main factory of the company on University avenue, this city. One of the recent visitors was Colonel Robert Churchill, president and general manager of the Electric Appliance Co., New Orleans, La., who is shown in the accompanying photograph, standing with his back to the time-scarred, ivy-grown wall of one of the Stromberg-Carlson buildings. The Electric Appliance Co. is one of the most successful concerns in the South.

## Big Demand for Records Shows "Talkers" Are Used

Sale by A. J. Beers of 20,000 Records Proves That People Are Enjoying the Pleasure of Talking Machine Music in the Home

The sale of hundreds of thousands of Victor single-faced records throughout the entire country during the past few months was a direct answer to the assertion often made that the public were not using their talking machines and that it was impossible to get people into the stores to hear the newest releases. It is true that the values in these sales were unprecedented yet the fact remains that the public did buy and bought in a fashion that did make efforts which have resulted in his pushing the regular stock with success. Evidence of the desire for these records was shown in the Victor store of A. J. Beers, New York, who because of the large crowds thronging the demonstration booths, put into effect a rule that the reduced price records could not be demonstrated, feeling that the names of the artists and compositions was sufficient guarantee of the value of the offer. That he was right in his surmise was demonstrated by the total sales which have exceeded 20,000.

## Receiver Appointed

Jacob De Haas has been appointed equity receiver for Everybody's Record, Inc., Bridgeport, Conn., against which company a petition in bankruptcy has been filed. The liabilities of the company have been stated to be \$9,000, with assets of about \$12,000.

The Music House, Northampton, Mass., has secured a ten-year lease on half the O'Donnell block on Main street.

## Brunswick Panatrope Is Shown to Select Audience

Dealers, Newspapermen and Music Critics Comprise Audience Which Hears Demonstration of New Instrument in Davenport, Ia.

DAVENPORT, IA., December 7.—A demonstration of the Brunswick Panatrope was given at the Blackhawk Hotel which was attended by the Brunswick dealers of this city and neighboring cities and towns and the leading local music critics and educators. The showing of the new instrument aroused the audience to a high pitch of enthusiasm and dealers expressed themselves as anticipating a large business when the instrument is placed on the market. The Panatrope, following the demonstration, was placed in the lobby of the hotel and attracted much attention and comment.

## The Federal Radio Corp. Fosters Employe Athletics

The Federal Radio Corp., Buffalo, manufacturer of Federal Ortho-sonic radio receivers, has eight champion Volley Ball teams, made up



Federal Volley Ball Enthusiasts

of picked groups of the factory and office personnel. The same striving for the constant improvement of Federal Ortho-sonic radio apparatus is shown in the competitive spirit behind the hard-fought games of the two Federal leagues.

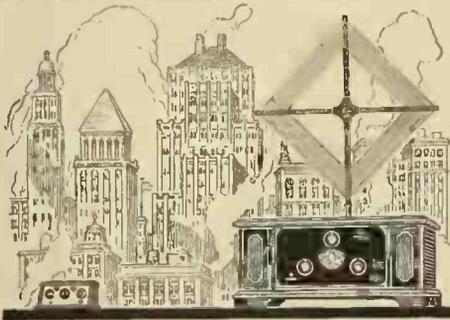
The two leagues consist of four teams each from the factory and the office. The factory league is represented by teams from the drafting department, tool room, factory cost department, and the machine shop. The office league consists of teams from the advertising, sales, laboratory and general offices. These eight teams have, during the last three months, been in constant competition with one another on the Federal Volley Ball courts, and will very shortly have completed the season's schedule of games, at which time the winning teams of the two leagues play the championship series for the Volley Ball supremacy in the league and for the beautiful silver Federal Ortho-sonic trophy presented to the winning team by L. C. F. Horle, chief engineer.

At this writing the Ortho-sonic general office and the Ortho-sonic drafting department are the leaders in their respective leagues, and it is expected that these two teams will compete for the Ortho-sonic trophy and inter-league championship.

## Exide Power Unit Popular

PHILADELPHIA, Pa., December 8.—The Electric Storage Battery Co., of this city, manufacturer of Exide radio storage batteries, has found that its new power unit recently introduced has met with much popularity. The Exide power unit is a combination battery and recharger in four or six volt types which is plugged in on the electric light circuit of the house.

A petition in bankruptcy was recently filed against the Consolidated Universal Corp., Brooklyn, N. Y., manufacturer of radio accessories. Adolph C. Kiendl has been appointed receiver for the company.



## Over 100 times the energy amplification of the average 5 tube set

The quickest, easiest and most satisfactory method to sell the Priesse Straight Eight is a side by side demonstration with any other set. The manner in which the "Straight Eight" with its 8 tubes outperforms all other sets in any test—particularly its ability to reach out and bring in with full loud speaker volume, stations that are far be-

yond even the headphone range of most sets—establishes a new standard for comparison.

Our liberal dealer discount plus full protective measures will interest progressive dealers. Write or wire us to arrange earliest possible demonstration by our distributor in your territory.



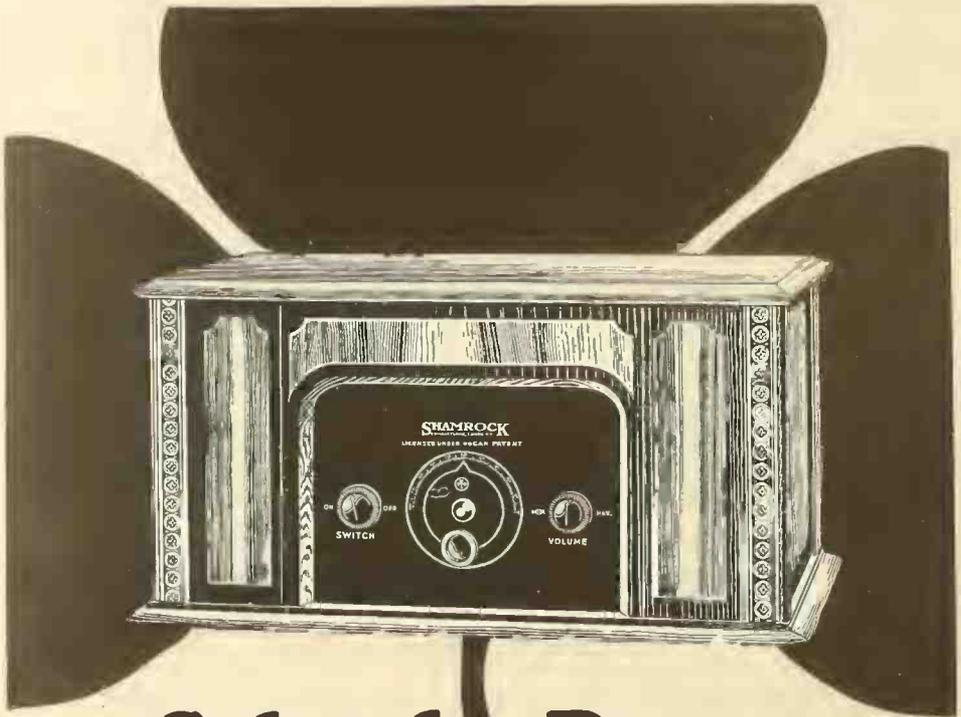
Console model with individual panel operation, loop and built-in loud speaker and factory components

\$285

Priesse

STRAIGHT EIGHT

PRIESSE RADIO CORPORATION  
695 BROADWAY NEW YORK, N. Y.



# School Days

## Are Over in the Radio Industry

*And Radio Jobbers Have Learned Their Lesson!*

**S**HAMROCK'S record for *square dealing* during the past year has brought an overwhelming response—thousands of radio jobbers from all parts of the country are requesting Shamrock territory.

Shamrock stands for *fairness* to the dealer. Shamrock not merely promises but *gives* exclusive territory, with all rights *rigidly enforced*—a comprehensive program of national and local advertising—and dealer helps of the most up-to-date kind.

This is Shamrock year! The new Shamrock models embody mechanical improvements that already place Shamrock in the *forefront* of all competitors. Early Fall sales prove that the buying public are clamoring for Shamrock. Get the Shamrock Protected Selling Franchise for your territory. Send your credentials with your application—to save time in investigating. Enjoy *radio prosperity* for the coming year with Shamrock!

The De Luco Table Model (Illustrated)—one or two dial control. A Super-tuned six-tube set, employing two stages of radio frequency, one detector, three stages of resistance-coupled amplification. Hand-sensio two-tone Walnut Cabinet—compartments for batteries (without accessories) .....\$83  
 The Consoleito (without accessories).....\$130  
 The Console Grand (without accessories) .....\$160

# SHAMROCK

RADIO SETS

Makers of FAMOUS STANDARD SHAMROCK PARTS

196 Waverly Avenue

Newark, N. J.



## Attention of the Salt Lake City Trade Centered on Building Holiday Business

Brunswick Dealers From the Southwest Gather in Salt Lake City to Hear Brunswick Panatrope  
—Industrial Situation Continues Excellent, Brightening Outlook for the Trade

SALT LAKE CITY, UTAH, December 2.—C. D. McKinnon, factory representative of the Brunswick Co. with headquarters in Chicago, was here two days last week for the purpose of demonstrating the new Brunswick Panatrope. Two meetings were held at the Hotel Utah on Friday last, one for musicians and newspapermen in the morning, and the other for dealers in the evening. The attendance at both demonstrations was considered very satisfactory, the evening meeting for the trade being attended by Brunswick dealers in Utah, Idaho, Wyoming, etc. G. C. Spratt, manager of the local branch of the company, assisted by R. F. Perry, traveling representative, was in charge of the meetings, and Mr. McKinnon, who gave the demonstrations, was warmly thanked for the able way in which he handled them. Dealers and musicians alike expressed themselves as delighted with the new machine. Special invitations on engraved cards were sent out to persons whose attendance was desired just before the day of the demonstrations. The daily press gave extended reports of the demonstrations, as they did of the Victor Orthophonic when that was demonstrated a few weeks ago.

The announcements regarding the new Orthophonic Victrola, to which I referred last month, and the new Brunswick Panatrope have aroused a great deal of interest here among the music lovers of the city.

The industrial situation continues excellent and music stores are looking forward to a big Christmas business. Conditions have not been as satisfactory as they are now for many years, if ever before. Every essential industry is in fine shape and money is plentiful.

Fergus Coalter, one of the pioneer music mer-

chants of this city but for several years past a clerk at the Beesley Music Co.'s store, is dead at the age of 71 years. Mr. Coalter helped to organize the Coalter & Careless music store, his partner being no less a person than Professor George Careless, former leader of the great Tabernacle Choir of this city and still living. This firm changed its name a number of times and was finally absorbed by other concerns. Mr. Coalter was possessed of a kindly spirit and will be greatly missed.

The Jones Music Co. is the new name of the Jones Phonograph Co., Ogden. The business

## Cleveland Phonograph Co. Reports Business Brisk

Officers of This Company Tell of Increasing Demand for the Caswell Portable Phonograph, Which Is Being Featured

CLEVELAND, O., December 5.—The Cleveland Phonograph Co. of this city, with headquarters at 5300 Harvard avenue, has been closing an excellent business with a number of popular phonograph lines, among which Caswell portables have attained an outstanding success. This well-known portable is now being merchandised by radio dealers throughout Cleveland territory and the Cleveland Phonograph Co., as a distributor of this instrument, has been working in close co-operation with the dealers.

The officers of the Cleveland Phonograph Co. are: President, R. L. Bacher; vice-president, P. R. Haines; sales manager, Arthur Pressler. Mr. Haines is in active charge of the business and under his direction the company's activities as

will remain practically the same. The firm deals largely in phonographs.

The John Elliot Clark Co., Victor distributor and dealer, is giving up the retail business, its retail stock and store at 121 South Main Street being taken over this month or not later than the first week in January by the Consolidated Music Co., a leading retail music store of the city. The John Elliot Clark Co. has been in the talking machine business here for nearly a decade. Considerable money is to be spent on making the Consolidated store larger, though it is at present among the largest retail music houses in the State. The Consolidated Co. is a Victor dealer.

Daynes-Beebe Music Co. has opened a store in Ogden handling pianos and phonographs.

Salt Lake City has organized its Better Business Bureau, to be operated in connection with the Ad. Club.

a jobber of standard phonograph products have met with gratifying success. He is keenly enthusiastic regarding the musical and sales qualities of Caswell portables, and is receiving maximum service and co-operation from the Caswell Manufacturing Co., at Milwaukee, Wis.

Among the other products distributed by the Cleveland Phonograph Co. are the Good Luck phonograph repair parts made by the Superior Phonograph Parts Co.; Little Tots records and Brilliantone steel needles.

## Amplex DeExer Receivers Make Splendid Impression

Radio Enthusiasts Speak Highly of Individuality of Design and Speaking Qualities—Increasing Interest of Dealers Everywhere

Although less than a year old, the Amplex De Exer six tube receivers, developed by the Amplex Instrument Laboratories of New York, have already made a splendid impression on radio enthusiasts all over the country because of their dignity of design and reproducing qualities. The Amplex De Exer is not an overnight experiment. It is the result of careful investigation among radio experts and fans in order to determine the type of set which would logically be in great demand and the price at which it could be offered to produce a satisfactory volume of sales for the dealer.

Arnold G. Landres, who has been actively identified with radio since its infancy, and who is the directing head of the Amplex Instrument Laboratories, reports a strong and steady demand for the Amplex products from dealers in all sections of the country, due to the excellent quality that is being offered at remarkably attractive prices.

The Amplex De Exer Model 39 is listed at \$39.50 retail, and the Console Model brings \$65. Both of these receivers are strikingly illustrated in an advertisement in color elsewhere in this issue. They are covered by an all-inclusive guarantee insuring full protection to the dealer and satisfaction to the purchaser.

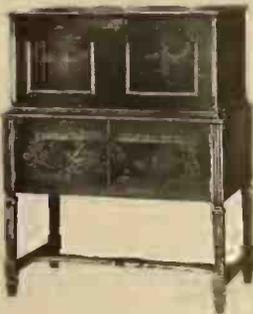
## Show Panatrope to Musicians

TULSA, OKLA., December 7.—A demonstration of the Brunswick Panatrope was given at the Akdar junior ballroom recently under the joint auspices of the Edgar Music Shoppe and A. H. Renner, Oklahoma representative of the Brunswick Co. Music critics and educators and newspaper men were included among the audience and all expressed amazement at the capabilities of the new instrument.

## Suffers Fire Loss

About \$5,000 damage was caused by a fire of unknown origin in the music store of Henry Morans & Son, well-known dealer of New Britain, Conn.

## Big Profits in Udell Radio Cabinets



No. 744 Radio Cabinet

One of our newest numbers—a big winner. Handsome and practical. Built-in horn. Priced right!

HERE is illustrated another example of the rare values to be found in all UDELL Cabinets. You can make friends and money by stocking and selling this line now! Also UDELL Player Roll Cabinets and Console Talking Machines.

Write for Catalog



THE UDELL WORKS, Inc.

28th St. at Barnes Ave.,

Indianapolis, Ind.



RADIO'S LATEST TRIUMPH

## How to put UNIPOWER to work for you

WE have prepared a "Special Dealer Folder" which gives the complete details of the national advertising on Gould Unipower. The folder explains just how you can tie up this advertising, and reap the greatest benefit. It illustrates all the sales-helps which we supply *FREE*—booklets for your customers, counter cards, and complete copy and cuts for your local newspaper advertising.

### What Unipower Is

Unipower is a scientifically designed "A" power unit that

automatically converts house lighting current into radio power of the highest quality. It is a single compact unit, enclosed in a beautifully finished gas-tight case that fits comfortably and safely *inside* most radio cabinets.

### Send for Folder

Place your order with your jobber immediately and then write for your copy of "How to put Unipower to work for you." It will be mailed promptly. THE GOULD STORAGE BATTERY CO., Inc., 250 Park Ave., N.Y., Branches: Chicago, Kansas City, San Francisco.

UNIPOWER is supplied in two models for use with 110-125 volt A. C. only. Standard models are for 60-cycle. (Special models 25-50 cycle are available at slightly higher prices.) All are equipped with special Balkite charger. The 4-volt model is for UV-199 tubes or equivalent and retails for \$35; the 6-volt for UV-201-A tubes or equivalent, retails for \$40. (West of the Rockies, prices are \$37 and \$43.)

# Unipower

TRADE MARK

Off when it's on—On when it's off

## Entire Trade in the Detroit Territory Expects to Roll Up Big Holiday Volume

Industrial Conditions Never Better—Steady Employment a Factor in Holiday Expectations of Dealers—Demonstrations of New Models Create Stir—Edison Shop Changes Name to Alling's

DETROIT, Mich., December 8.—Indications point to a whopper December business for the talking machine dealers of Detroit and the State of Michigan. The most important reason is that in Detroit and the larger cities in the State, such as Pontiac, Jackson, Saginaw, Battle Creek, Flint, Lansing and Grand Rapids, industrial conditions were never better. Employment has been steady all during the Summer and Fall; people have money and are going to spend it for Christmas. But in justice to the radio industry, we can say authoritatively, after talking with a dozen or more retail stores, that the demand for December is in most cases for the combination machine—talking machine and radio. The sales of talking machines, without the radio, will not be as heavy as they have been in other years, unless public sentiment changes during the next few weeks. At this writing we are speaking, of course, as to conditions right now.

The new Victor Orthophonic and the Brunswick Panatone undoubtedly will stimulate business, as announcements of the improvements were backed by a tremendous advertising campaign. Scores and scores of people have been in the stores getting demonstrations of the new machines, so that there is great public interest in them.

The new Brunswick Panatone was demonstrated at the Book Cadillac Hotel during November. Officials were on hand from the factory—a large room was secured for the event—dealers were invited and for several days they poured into the hotel to hear it and place orders.

At the J. L. Hudson music store we learned this week that business is very good and that while sales were brisk on talking machines most of the people seemed to want the combination machine either in the Victor or Brunswick, their two principal lines.

Grinnell Bros. are concentrating on the new Victor models, although they also handle several radio lines, the Zenith principally, and they are prepared for the biggest talking machine and radio business in their entire history. With 40 stores or more, Grinnell Bros.' sales of these products for December alone should run into hundreds of thousands of dollars.

The Edison Shop, at 1540 Woodward avenue, Detroit, has changed its name to Alling's, inasmuch as the proprietor is R. B. Alling, who is also general manager of The Phonograph Co. of

Detroit, Edison distributor. This change was made in view of the fact that the store recently added the Brunswick line of phonographs, and Mr. Alling felt that it would be for the best interests of the store to change the name in order that both the Edison and the Brunswick lines could be properly advertised. It would be rather inconsistent to have it known as the Edison Shop and then to display or advertise another make, whereas this is good business and ethical if conducted under another name. But adding the Brunswick line to the retail store does not change the position of The Phonograph Co. of Detroit, which continues to distribute the Edison line in Michigan. Mr. Alling has made a wise move no doubt, and it is likewise a splendid tie-up for the Brunswick Co., as it gives the Brunswick Woodward avenue representation downtown, something it has never had before.

The Brunswick line is now handled downtown by the J. L. Hudson Music Store, Alling's, Weil & Co., the Artonian Piano Co., and the Brunswick Shop on East Grand River avenue, which continues exclusively with the Brunswick line.

Sam E. Lind, of the S. E. Lind Co., 2765 West Fort street, distributor for the Adler-Royal line of phonograph and radio machines, never had a better list of retailers in Detroit handling the product than right now, and he has every reason to look forward to record sales during December. Among the list we find such concerns as The People's Outfitting Co., the Lieberman Furniture Co., 629 Gratiot avenue; Modern Priscilla Shop, 7227 Harper avenue; Lin-

wood Radio Shop, Linwood at Philadelphia street; the Urban Music Store, 3030 Gratiot avenue; Fillipp Bros., 5616 Buchanan; Gardner-White Furniture Co., in its three stores; City Music Co., 7412 Mack avenue; Naimarks Music House, 4707 Michigan avenue, and its other two retail stores; Home Necessities Corp., 9632 Grand River avenue; The Arcade Hardware Co., 5170 Grand River avenue; Detroit Music Co., 2030 Woodward avenue, and the Yergens Furniture Co., at 6266 Michigan avenue.

The People's Outfitting Co. had a formal opening a few weeks ago of its new store, and noticeable in making an inspection is the enlargement of the music floor, which now has at least one-third more floor space. Manager Reddaway, of this department, is very busy getting the new floor into shape. He has added more stock and more display rooms for the talking machine. He feels mighty proud of this new department and justly so, as it is one of the largest in the country.

Manager Quinn, of the Brunswick Shop, reports that November business showed a healthy increase, but he expects December to be the banner month and to bring the sales for the year to the point where it will show around a 40 per cent gain for 1925 over 1924. It must be remembered that the first six months of 1925 were rather dull for the talking machine stores and it was not until July that the tide turned for the better and from then on each month has shown a steady increase.

In closing we want to wish all our friends in the trade a happy and prosperous New Year and to remind them at this time—that the radio is more and more becoming a part of the talking machine business and that dealers no longer can afford to ignore radio opportunities. Radio belongs to the talking machine dealer and if he is not alive to the situation he is just forcing the business to other channels. Adding a service department is an important point to consider.

## Ten Commandments That Help to Increase Sales

Card Outlining Store Sales Policy Proves Successful in Increasing Efficiency

A prominent retail house in the Middle West gives each new employee a card bearing the message: "Ten Commandments for Employees."

"1. Don't try to break sales records during the first weeks you are with this store. We don't expect you to step right out and do wonderful things. Take plenty of time during the first weeks to become acquainted with your co-workers, to learn the goods you are handling, to become thoroughly familiar with the store and the executive and to gain the firm foundation which is necessary if you are to make fine sales records in the weeks and months to come.

"2. Be on time. We don't ask co-workers to punch a time clock in this store, but we do ask you to get here on time. The reason why we ask our co-workers to be on time is because there is work for everyone all the time the store is open, and this work piles up and makes for confusion when employees are late.

"3. The customer is generally right. We don't say in this store that the 'customer is always right.' We do believe that the customer is generally right and our co-workers will treat customers accordingly.

"4. Never tell a customer that you 'don't know.' If some customer asks you a question which you cannot answer, say, 'I'll find out,' and then go to the person in authority in your department and obtain the answer. The reason why we emphasize this rule is because we can't expect people to buy goods from this store if our co-workers demonstrate that they don't know about the goods they are selling. Thorough knowledge of the goods you are selling is vitally important if you are to be a big success in this store.

"5. Don't gossip. If the customers want to

gossip and talk scandal to you don't give them any encouragement. Never talk to one customer about another customer. It is always a black eye for a store, in our opinion, to have a reputation as being a gossip center.

"6. Treat customers courteously and be friendly with them, but don't be patronizing or fresh.

"7. Read the advertisements this store puts out and look at the window displays each day. You will find copies of each day's ads at the elevator on the bulletin board and also on the department bulletin boards. Each morning before going to your counter read these copies if you haven't already read our ads in the papers you get at home. You must be familiar with the things we are advertising to make a success as a sales person. Also, upon coming to the store in the morning or during the noon hour, make a special point of looking at our window displays carefully. A thorough knowledge of what we are showing in our window displays is important if you want to make a big success as a salesperson.

"8. Don't hesitate to take up with your department head any things which should be remedied in your department or at your counter. We want our salespeople to be happy and comfortable at all times.

"9. Be neat in your personal appearance. We like our salespeople to be well dressed—neat but not gaudy.' The people who patronize this store have a right to expect that the salespeople who wait on them have clean, manicured hands and wear neat, attractive garments.

"10. Do your best at all times. We don't ask for super-salesmanship in this store. We don't ask our salespeople to work under a tension. We simply ask our co-workers to be 'regular' human beings who are normally eager to make sales and who are normally enthusiastic for this store and for the goods they are selling."

These commandments have been found to be very helpful in increasing the efficiency of the sales organization.



Product of Over 30 years' Experience

**The Favorite Voice of Radio in All Tongues**

To hear an Amplion perform in comparison with any of the other loud speakers is to understand why these creations of the originators and oldest makers of loud speakers—Alfred Graham & Co., London, Eng.—are leading favorites throughout the world.

Get one to test from your jobber. Six models, including console units, \$25 to \$42.50. Nationally advertised. Write for proposition.

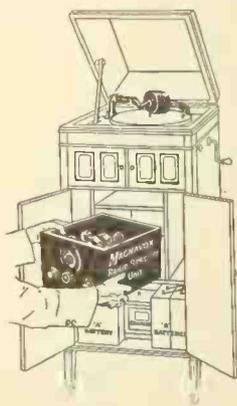
All Amplions are completely equipped with records and record plays.

**THE AMPLION CORPORATION OF AMERICA**  
 Edison Office, Suite E, 239 Madison Ave., New York City  
 Canadian Distributors: Phonograph of Canada, Ltd., Toronto

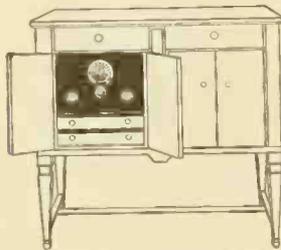
**AMPLION**

# To MAGNAVOX Dealers

## Here's an Exclusive Sales Maker for You!



WITH the new Magnavox Radio Receiver Unit, changing the old phonograph into a radio-phonograph combination is the work of only a moment. No mechanical skill is required. No tools, except perhaps a screw driver, are necessary. The illustrations show how easily and simply both console and upright models can be Magnavox Radio equipped.



Merely take out the record shelves, slide in the self-contained Magnavox Receiver Unit, batteries, charger, etc., attach the Magnavox Radio-Phonograph Reproducer, and the work is done.

**ROUGHLY** estimate the number of phonographs in your territory. Magnavox now offers you a new product which you can sell to every owner.

It's the new Magnavox Single Dial, 5 tube, self-contained Receiver Unit for phonographs which retails for \$75.

Study the illustrations above. These show the ease and simplicity of installation in both console and upright models. Isn't this the most obvious and inexpensive means you have seen for turning your customers' phonographs into combinations?

And in addition you can sell the Magnavox Radio

Phonograph Reproducer at \$10, making two profitable sales in one.

This radio installation will appeal instantly to your customers. It solves the problem of their old phonographs. It makes them up-to-date and modern in every respect; a source of universal home entertainment from both air and record.

Of course we have told enough for you to see the profit-making possibilities. Of course you will want to order a supply and get busy on selling these units at once. Your distributor will work right with you and furnish special literature and other selling helps. Write or wire him today.



Magnavox Perfected Single Dial Unit  
(Shown in window display picture 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100)



MAGNAVOX 15  
Flex tube radio  
(Shown in window display picture 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100)

\$200



MAGNAVOX JUNIOR  
Small portable set  
(Shown in window display picture 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100)

\$85



MAGNAVOX 10  
Table model, allowing  
placement in 5 tube  
cases, operating with  
external loud speaker.  
Artistic cabinet finish.  
Batteries, vacuum tubes,  
charger, record reproducer  
included.

\$110



MAGNAVOX 15  
Table model, 5 tubes  
Built-in Loud Speaker,  
encompassing 11 batteries,  
charger, dial, panel.  
Price, without vacuum  
tubes, \$145



MAGNAVOX M-3  
Loud Speaker  
Magnavox Loud  
Speaker, complete set  
before installation  
price \$25.00. In  
kit, \$25.00. In  
kit, \$25.00

\$25



MAGNAVOX M-20  
Cabinet Model  
Specially designed for  
cabinet use. Price  
\$25.00. In kit, \$25.00.  
In kit, \$25.00. In  
kit, \$25.00. In kit, \$25.00.

\$25

NOTE! If you are not now a Magnavox dealer, but want to get in on this new profit maker, write us at once. If your territory is still open we will make you a mighty interesting proposition by return mail. Don't put this off. Write today!

THE MAGNAVOX COMPANY  
OAKLAND, CALIFORNIA

1315 So. Michigan Ave., Chicago

## The Horseshoe of the Opera

Now circles around  
the family radio

WHEN Mary Lewis, Schumann-Heink and Madame Homer are on the air, the horseshoe of the opera circles around the family radio. Radio has intrigued the interest of the opera and concert lovers throughout the country.

It has gone even further—it is educating everyone in practically every station of life to love real music. Radio audiences are requesting musical programs of a higher type and as they seek music of a higher plane, so, too, do they demand better radio reproduction. A Sonora Speaker improves the tone quality of every radio.

Sonora deLuxe Speaker with balanced armature and mica diaphragm reproducing unit.

**\$30.00**

Sonora Standard Speaker, slightly smaller than deLuxe, equipped with electro-magnetic adjustable unit.

**\$20.00**

Sonora Console Speaker—the Sonora sound chamber is concealed within—so, too, may your batteries, charger and wiring be cleverly hidden.

**\$50.00**



SONORA PHONOGRAPH  
COMPANY, Inc.

279 Broadway - New York City

Makers of Sonora Phonographs,  
Sonora Radio Speakers, Reproducers  
and Receiving Sets

Export and Canadian Distributor:

C. A. RICHARDS, Inc.

279 Broadway - New York City

## Vincennes Phono. Co. Takes Over Radio Industries Corp.

J. S. Watters Becomes President of Merged Organizations Which Are Well Known to the Talking Machine Trade

The Vincennes Phonograph Co., of Vincennes, Ind., has taken over the Radio Industries Corp., 131 Duane street, New York City, one of the pioneer radio manufacturing companies, which has been producing receiving sets, cabinet loud speakers, head phones, kits and other radio essentials.

J. S. Watters, president of the Vincennes Phonograph Co., becomes president of the merged organizations. For the time being the company will market the products of both organizations without a change of design for the balance of the season.

The Vincennes Phonograph Co. has for some time produced "Rivoli" radio products. It has also manufactured radio cabinets for other concerns and has at all times been in close touch with radio progress, trade requirements and distribution problems.

Later, all of the products of the merged organizations will be marketed under the trade name "Rivoli." Particular emphasis for the balance of the season will be placed on its console model, its De Luxe table model with enclosed loud speaker, and its Junior model, as well as its cabinet type speaker. It will also feature a unique table cabinet with enclosed loud speaker which lends itself readily for use with any table model receiving set of whatever size.

The advertising, sales and exploitation of the "Rivoli" products will be under the direction of Keane & Scott, two experienced and enthusiastic sales organizations who have given careful study to present-day radio distribution problems, and who have mapped out a plan of campaign for the "Rivoli" products along proved lines which give special emphasis to dealer arrangements and consumer interest.

## Tolstoy Record Broadcast

Radio listeners-in in England heard a voice from the grave recently when a talking machine record made eighteen years ago by Count Leo Tolstoy was broadcast from a London station. The record by the celebrated Russian writer was a reading from one of his own books.

## O. E. Carr Store Moves

INGLEWOOD, CAL., December 5.—O. E. Carr has moved his music store from Hawthorne to this city, occupying quarters at 204 East Queen street. Mr. Carr will continue to handle Brunswick phonographs and Radiolas and will also add a complete stock of radio merchandise and pianos.

## Weiler's Opens Branch

KINGSVILLE, Mo., December 7.—A music store to operate as a branch of Weiler's, Inc., of Quincy, Ill., has been opened on North Franklin street, this city, carrying a very complete line of musical instruments. The establishment has been attractively arranged for the display of instruments.

## Brooklyn Firm Chartered

The New Radiohorn Process Corp., Brooklyn, New York, was recently incorporated at Albany with a capital stock of \$300,000 to make radio equipment. The incorporators are C. and A. Berlin and B. T. Endlich.

## Features Line at Show

The Stephens Music Store, of Conshohocken, Pa., was one of thirty-two local merchants operating a booth in the first annual trade show there.

## Legalizing Maintenance of Fixed Resale Prices

Bill Introduced in House of Representatives After Opening of Session the Past Week by Representative Kelly, of Pennsylvania

WASHINGTON, D. C., December 8.—Legislation legalizing the maintenance of fixed resale prices on trade-marked products was introduced in the House of Representatives immediately after the beginning of the session December 7, by Representative Kelly, of Pennsylvania. The bill is declared by Mr. Kelly to have the backing of substantially all the trade associations of the country; it takes the place of four such measures introduced during the last session, which were not acted upon.

The Kelly bill provides that owners of trade-marked commodities may enter into contracts for the sale of their products at resale prices fixed by the vendor, and that such articles may be sold by the vendee at other prices only if he is discontinuing their sale, is going out of business or has become bankrupt, or if the article shall have become damaged or deteriorated in quality, in which event the vendee shall first be given an opportunity either to exchange it for a new article of the same kind or to repurchase it at the price paid.

"The purpose of this legislation," Mr. Kelly explained, "is to restore freedom of contract, which was the unchallenged right in this country prior to the so-called Dr. Miles decision of the Supreme Court in 1911, and is to-day recognized in every other civilized country on earth.

"This legislation will simply restore to the individual manufacturer of advertised, identified, guaranteed goods the right to protect his reputation and good-will, which depend upon public approval of the price and quality of his product. It will assure a square deal for business and the public."

## Everybody's T. M. Co. Planning Sales Campaign

Manufacturer of Honest Quaker Parts to Increase Advertising Appropriation to Cover Own Products and Adler and Okeh Lines

PHILADELPHIA, PA., December 7.—Everybody's Talking Machine Co., of this city, maker of Honest Quaker main springs and talking machine repair material, has planned a comprehensive sales campaign for the coming year. The growth of the company throughout 1925 has been continuous and the plans for 1926 are no less progressive. In anticipation of the increased advertising which this company will do during 1926 all advertising details have been placed in the hands of a prominent Philadelphia advertising agency which is particularly well equipped to further the prestige of the Honest Quaker trade mark and product.

This campaign also covers the distributing end of the organization which includes Okeh and Odeon records and Adler-Royal phonographs.

## Concern Changes Name to General Industries Co.

ELYRIA, O., December 5.—The General Phonograph & Supply Co., which operates one of the largest manufacturing plants in this city, has changed the firm name to the General Industries Co. The firm manufactures many electrical products.

## A. L. Rhoades to Move

A. L. Rhoades, who has been operating the Rhoades Music Store, in Leon, Ia., for several years, has closed out his business there, preparatory to moving it to Fort Dodge, Ia., where it will be continued in the future. The new location is excellent for a business of this kind.

# Speed Up Your Christmas Sales

## —Show a “Hohner Boy”

50 Per Cent  
Profit  
for You,  
Mr. Dealer!



“Hohner Boy” Harmonica Assortment No. 425

NO GIFT offered for sale at Christmas time is more universally popular among all classes of buyers than the harmonica. Its possibilities for fun, entertainment, popularity and musical education are known to young and old; and there are few homes indeed that cannot boast of at least one harmonica on Christmas morning.

There is a greater buying season ahead for Hohner Harmonicas. The big, national advertising campaign is creating a tremendous demand for “The World’s Best” harmonicas and wise dealers will see that their stocks are in readiness to be turned into *quick* profits.

The new “Hohner Boy” Display on your counter will increase your Christmas sales and stimulate business throughout the year. It is, without doubt, one of the most attractive dealer helps ever offered. The life-size figure of the typical American boy, reproduced from an original oil painting by eight-color lithographic process, is a powerful magnet that will draw *new* customers to your store and induce them to buy.

This No. 425 Assortment consists of a permanent display card, 31 inches high by 15 inches wide, with a patented easel that may be adjusted instantly. Mounted on the card are twelve assorted genuine Hohner Harmonicas to retail at 50 cents each. The price of the assortment complete is \$4.00 and your profit is 50 per cent. Order from your jobber today or write direct for further details.

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

## Dealers Unable to Meet the Great Demand for the New Instruments in Los Angeles

Demonstrations of New Instruments Created Immediate Demand—All Factors of the Radio Business Represented at Big Get-together Meeting—Other Trade Activities of the Month

LOS ANGELES, CAL., December 4.—After creating transports of delight and anticipation of the return of the phonograph into its own, dealers and jobbers are reduced to the depths of despair because of a shortage of stock.

The Orthophonic Victrola and later the Panatrope came, were seen, and conquered. Everywhere—on the street, in the office, on the train, in the drawing room, people are talking about the new talking machine and the Panatrope Radio sales are holding their own.

### Pathex Creates Stir

Whether the Pathex, or home motion picture machine, belongs to the phonograph and radio departments or not, the fact remains that it is being distributed in this section by a phonograph and radio jobber—the Munson, Rayner Corp.—and the dealers retailing to the public are principally leading phonograph and radio stores and music store departments. Much interest is being shown by the public and satisfactory sales are being made.

### Association Holds Big Meeting

A big get-together radio meeting took place on Tuesday, November 26, at the Alexandria Hotel at which there were present about two hundred dealers, jobbers, broadcasters and salespeople. J. A. Hartley, president of the Pacific Wholesale Radio, Inc., who is also president of the Radio Jobbers Association of Southern California, presided and explained the purposes of the meeting. He said that this was the first occasion for a real general radio meeting and the first step in the formation of a master radio trades association which will be composed of persons from all the various branches of radio who will be able to meet at regular intervals—probably monthly, and who will thus have an opportunity of discussing subjects which are common to retailer and manufacturer, jobber and broadcaster; the members of this new association will include the members of the already existing associations, which now number four, viz.—the Radio Jobbers Association of Southern California, Radio Manufacturers Agents Association of Southern California, Radio Retail Dealers Association and Pacific Retail Radio Dealers Association. Mr. Hartley then introduced Earle C. Anthony, president of Earle C. Anthony, Inc., owner and operator of station KFI, who gave a report on the Washington Radio Conference, which he recently attended. Mr. Anthony's talk was listened to with rapt attention. Speeches were also given by A. E. Schifferman, radio manager of Germain's, on "Speeding up Sales"; J. W. Boothe, manager radio department of Barker Bros., on "Why the music trade is in the radio business"; Al Meyer, general manager, Leo J. Meyberg Co., on "Southern California Forward Movement"; W. D. Scott, president, Scott Sales Co., on "Team Work."

### Among Those Present

Those present included at the speakers' table—J. A. Hartley, Pacific Wholesale Radio, Inc.; Earle C. Anthony, Earle C. Anthony, Inc.; A. G. Farquharson, secretary, Radio Trades Association of Southern California; Arthur

Kales, Earle C. Anthony, Inc.; J. W. Boothe, Barker Bros.; L. E. Fontron, Martin Music Co.; L. E. Tanfenback, Western Radio, Inc.; W. D. Scott, Scott Sales Co.; C. A. Stone, Carl A. Stone, A. Stone Co.; R. B. Yale, Yale Radio Electric Co.; R. L. Rayner, Munson, Rayner Corp.; A. E. Schifferman, Germain's; D. N. Marshank, Marshank Sales Co.; Lombard J. Smith; E. A. Geissler, George J. Birkel Co.; C. H. Mansfield, Fitzgerald Music Co.; F. D. Hutchinson, Newbery Electric Co.; I. H. Westphal, Southern California Music Co.; A. H. Meyer, Leo J. Meyberg Co.

## Louis J. Unger Plans to Enter Real Estate Field

Louis J. Unger, sales manager of the Brilliantone Steel Needle Co., New York City, has announced his intention, effective January 1, of entering a new field of endeavor. On that date Mr. Unger will enter the real estate business in Long Island and will make use of his genial and persuasive manner in convincing his many friends of the merits of this garden spot of the world.

Mr. Unger has been connected with the talking machine industry for many years. For approximately eight years he has been with the Brilliantone organization and its one time affiliated company, Reflexo Products, Inc. During that time Mr. Unger established an enviable record in building sales volume, in recognition of which he was made sales manager of the company.

Although no successor to Mr. Unger has been announced by the Brilliantone Co., Harry W. Acton, general manager of the organization, will undoubtedly add to his many duties the supervision of sales. It is well known throughout the entire talking machine industry that Mr. Acton was one of the founders of the Brilliantone Steel Needle Co. and that its steady and remarkable growth is largely attributable to his whole-hearted effort and remarkable efficiency as an executive.

## Publicity Drive of Bosch Distributors and Dealers

The American Bosch Magneto Corp., of Springfield, Mass., manufacturer of the Bosch Amberola Receiver and Bosch Ambotone speakers, in co-operation with forty-one distributors and retailers in Greater New York and vicinity, carried an attractive full-page advertisement in the New York Times of December 6. The advertisement illustrated the Bosch Amberola receiver, and both the Ambotone and the Junior Ambotone conoid reproducers. The Bosch products are being received with enthusiasm by radio fans in New York and adjacent territory, according to jobbers and dealers.

The Gardner Music Co., Torrance, Cal., has taken new quarters at 1325 Sartori street.

## MICA DIAPHRAGMS

*Absolutely Guaranteed Perfect*  
We get the best India Mica directly.  
We supply the largest Phonograph Manufacturers.

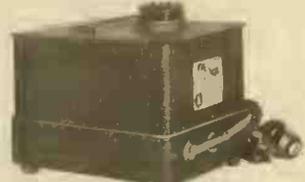
Ask for our quotations and samples before placing your order.

**American Mica Works**  
47 West St. New York

## Ful-Wave Charger Passed by Fire Underwriters

Product Is Now Handled by Leading Talking Machine Dealers Throughout the Country—Popular With Radio Set Owners

The National Board of Fire Underwriters recently passed the Ful-Wave battery charger. This product, manufactured by the Liberty Electric Corp., 342 Madison avenue, New York



Ful-Wave "A-B" Battery Charger

City, which has been successfully sold by hundreds of talking machine dealers throughout the United States, through the decision of the National Board was given added importance. The Ful-Wave "A-B" battery charger charges both "A" and "B" batteries simultaneously. One of its features is the fact that it uses the full electric wave in charging, thus decreasing the time necessary for the operation. This too makes for economy. It cannot overheat, is quiet in operation and is foolproof and factory sealed.

E. P. Knapp, directing head of the Liberty Electric Corp., recently stated that the success of the Ful-Wave "A-B" chargers as adjuncts and accessories to the talking machine store has been most gratifying. He credits much of the advance his product has made in talking machine circles to the fact of its elimination of many problems and the factory guarantee that accompanies each charger.

## Music Critic Pays Tribute to Brunswick Panatrope

James Davies, of Minneapolis Tribune, Devotes Much Space to the Wonderful Musical Qualities of the New Instrument

MINNEAPOLIS, MINN., December 7.—High tribute was paid the Brunswick Panatrope in an article by James Davies, music critic of the Minneapolis Tribune, in an article which appeared in the columns of that paper recently. In part Mr. Davies said: "Nothing of the beauty of tone is lost and in some instances the tone is improved. One of the great advantages the Panatrope possesses is the ability to gauge the quantity of tone to fit rooms of any size, from a great concert hall to a moderate sized drawing room, simply by moving a lever regulating the volume. There is no horn, the tone coming directly to the listener so that the quality remains unchanged."

The Cushman Music Shop, Inc., Hartford, Conn., recently added small goods and sheet music to the complete line of music merchandise carried

## PHONOGRAPH CASES RADIO CASES

### Reinforced 3-ply Veneer

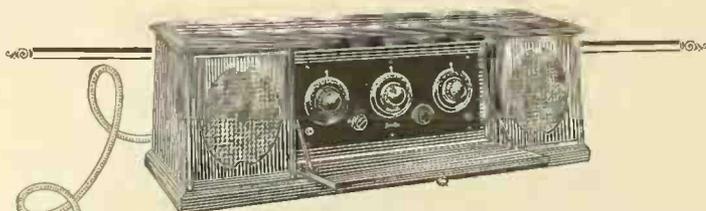
The Standard Case for Talking  
Machines and Radio Sets

Let us figure on your requirements

MADE BY

**PLYWOOD CORPORATION, Goldsboro, N. C.**

Mills in Va., N. C. and S. C.



## Mr. Radio Retailer

### Do Service Troubles Eat Up Your Profits?

**W**HILE radio was a novelty the cost of up-keep did not very seriously enter into consideration. With radio a part of the home life of the average individual, the up-keep cost has become a serious strain and the constant renewing of batteries is a continual source of complaint.

With the deferred payment plan now so generally applied in radio, this constant servicing materially reduces the net profit on a sale.

Do away with your troubles via the "DOMIN-AIRE." It operates directly from the electric socket, using either 110 volt direct or 60 cycles 110 volt alternating current. No batteries of any kind are used; no eliminators are used.

There is nothing to get out of order; no batteries to recharge or exchange, and a constant supply of current is given the tubes as long as the electric power plant is in operation. Your service trips are cut down to a minimum and the user of the set is satisfied because it is ready to operate at its greatest efficiency whenever he wants to tune in.

The "DOMIN-AIRE" is self-contained and is sold completely equipped. The loud speaker is designed for a maximum volume with clarity of reproduction. The speaker unit is of the highest quality and amplifies evenly throughout the entire range of the musical scale. It is equipped with tubes that are built for the different stages, whether it be radio frequency, detector or audio frequency. These tubes will give maximum volume with good tonal quality.

With the "DOMIN-AIRE," the electrically operated set, replacements and service troubles are almost completely eliminated. Payments are promptly met and arguments over who is to pay for battery replacements are gone. Can you afford not to stock and push the "DOMIN-AIRE"?

# Domin-Aire

TRADE MARK

## The Ultimate in Radio Reception

Made By *MACLAREN MANUFACTURING CO.*

Thornell-MacLaren Associates

Exclusive Factory Representatives

26-28 Park Place, New York

## Peter Pan Portable Is a Favorite With Movie Stars

On and Off the Lot at Hollywood the Diminutive Instrument Helps Cheer the Actors—  
Irene Rich Is Real Portable Booster

One in Hollywood, the Peter Pan Gramophones made by the Marysville Products Co., Marysville, Mich., are popular both "on the lot" and in the homes of the screen's favorites. For instance, Irene Rich, who is a prime favorite with "movie" fans, is a proud possessor of one of the diminutive Peter Pan machines and those who pass her attractive bungalow on Hollywood

## Instalment Sales Must Be Recorded in Florida

New Law Effective on September 1 Covers All Time Sales and Makes Changes in Rules Governing Repossession of Goods

MIAMI, Fla., December 5.—Much interest is being shown by the music merchants of the State in a new law which went into effect on September 1 requiring that merchants selling goods on the instalment plan file a schedule with the prothonotary, and has caused twenty-nine such transactions to be recorded in the office of Prothonotary J. Thurman Atkins. A special

## ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

Ilsley's Lubricant makes the Motor make good, run dry up or become sticky or rascid. Remains in its original form indefinitely.  
Put up in 1, 5, 10, 25 and 50 pound cans for dealers. This lubricant is also put up in 4-ounce cans to retail at 25 cents each under the trade name of  
**EUREKA NOISELESS TALKING MACHINE LUBRICANT**  
Write for special proposition to jobbers  
ILSLEY-DOUBLEDAY & CO., 229-231 Front St., New York

If the buyer disposes of the goods without the consent of the seller, or intentionally injures, destroys, conceals or removes them without giving notice to the seller, he is subject to imprisonment of not more than a year and a fine of not more than \$500 or both.

Under the law, the seller no longer may take away the goods when the buyer is in default of payment and dispose of them as he chooses. The law provides how they shall be recovered in such event, and provides they must be sold at public auction, after due advertising, and all receipts in excess of the amount due the seller and the costs must be paid back to the buyer.

## New Home in Allentown

ALLENTOWN, PA., December 1.—New quarters for the Werley Music House and the Pennsylvania Band Instrument Co., now located at 103 North Sixth street, have been obtained with the purchase of the property at 30 North Sixth street by the officers of these companies. F. H. Werley, C. O. F. Werley and A. L. Meyers are the owners of both concerns and are reported to have made the purchase for about \$70,000.

## New Store in McPherson

MCPHERSON, KAN., December 5.—C. E. White and G. G. Bowen have opened a new music store, called the Baldwin Music House, in a building on North Main street. A complete line of Baldwin pianos, small goods and sheet music will be handled, as well as general musical accessories. The quarters have been decorated in an attractive manner.

## Notables Favor Gulbransen

Among the many Gulbransen admirers are Sir Harry Lauder, famous Scotchman, and Victor artist. While this famous artist was visiting in Wellington, N. Z., he was so impressed with the Gulbransen registering piano which he saw at Messrs. Nimmo & Sons in Wellington that he came back three times, and on each occasion requested a further demonstration of the instrument.

## Opens New Music Store

Ben Fulhr has opened a new music store at 246 South Fourth street, Brooklyn, N. Y., which is situated directly off the Williamsburg Bridge Plaza. Mr. Fulhr has been identified with the retail music field in this section of Brooklyn for many years and is well known in this section. The new store will handle pianos, phonographs, sheet music and musical accessories.

## 100 Per Cent Sales Gain

The Splittdorf Electrical Co., of Newark, N. J., a subsidiary of the Splittdorf-Bethlehem Co., through its president, M. W. Barlett, reports an increase of nearly 100 per cent in sales as compared with the same period in 1924. This is for the four months ending October 31, 1925. The sales were \$1,829,185.44.

## In New Home

The Howard Piano Store, Des Moines, Ia., recently moved from 818 Walnut street to new quarters at 924 Walnut street.



Film Star Using Her Peter Pan Portable

boulevard are sure to hear the strains of both popular and classical music being played. Here we show a picture of Miss Rich, who, of course, in private life is Mrs. Irene Rich, with her two most ardent admirers—Miss Jane Rich on the left and Miss Frances Rich on the right. Frequently they visit their mother's studio and entertain her with Peter Pan music in her dressing room between scenes. On her overland trip from Los Angeles to New York Miss Rich plans to include a Peter Pan in the motor car equipment.

docket has been arranged for recording the sales. Most of the sales cover automobiles, although there are others of safe cabinets, automatic machines, standard smokers, adding machines, pianos and milling machines.

Unless these transactions are filed within ten days of the date of the sale, the seller loses his lien effect upon the goods, and it is a question whether he could recover them, especially if they have passed into the hands of a third party. He also forfeits all the benefits accruing to him under the provisions of the statute.



THERMIODYNE—Model TFC-614 TUBES

Powerful, smooth working instrument, with Three Stages of Thermionic Frequency before Detector, Detector, and Two Stages of Audio Frequency. Master Control, Indoor or outdoor antenna. Walnut finished cabinet with interior compartment for "B" battery.  
Price (without accessories) ..... \$130  
Rocky Mountain and Coast States ... \$160

## The Famous Master Control

*Thermiodyne*

Excels in Every Essential

- 1 Distance-getting
- 2 Selectivity
- 3 Simplicity of operation

To sell THERMIODYNE it is only necessary for dealers to demonstrate the outstanding superiority of this Famous Master Control Receiver.

THERMIODYNE demonstration sells THERMIODYNE and THERMIODYNE performance keeps THERMIODYNE sold

A few good trade territories still open. Write us at once for full particulars about a selling franchise for the most sensational receiver on the market. Act quickly.

THERMIODYNE RADIO CORPORATION

1819 Broadway, New York City

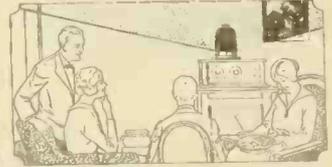
Main Plant: Plattsburg, New York

Canadian Sales Office: Dominion Thermiodyne Radio, Ltd.  
425 Phillips Place, MONTREAL, CANADA

# The Speaker That is "All-Directional"



"One-direction" speakers make "reserved seats" necessary, if you want to hear at all well. Shaded portions of picture indicate where the broadcasting loses its force and clearness.



The new "All-direction" N & K Imported Model S Loudspeaker sends the broadcasting clearly and distinctly to every part of the room. Every seat is a reserved seat.

THE new N & K Model S Imported Loudspeaker is always pointed in your direction—no matter whereabouts in the room you are. Its pure, lifelike tone goes out clearly on all sides. It plays no favorites.

This original loudspeaker takes up little space. It stands 9½ inches high on a 6½ inch square base. It is interesting in shape and design, harmonizing with any surroundings. Looks appropriate placed in any part of the room.

Its tone is clear, natural and lifelike. For it is made of *burtex*, a scientific material which eliminates false tone vibrations. Like all types of N & K Loudspeakers it contains the famous N & K Imported diaphragm unit, adjustable to every variation in local broadcasting conditions and in receiving set construction and hook-up.

Its volume is equal to that of speakers costing several times the money that are not all-directional. Yet it sells for \$12.50.

Model S



Trade Mark Reg. U. S. Pat. Off.

Imported

# LOUDSPEAKER

Only \$12<sup>50</sup>  
IN CANADA \$15

THE popular price, together with the all-direction feature and excellent tone, make this new N & K Speaker an easily sold, profitable item for the dealer in radio. Especially fine for demonstrating sets. If your jobber is not yet supplied, order sample direct from us today.



N & K Imported Loudspeaker Model W. "Bowl" type. Adjustable unit. Retail list \$22.50



N & K Imported Phonograph Unit. Adjustable. Attaches without screws. Retail list \$7.50



N & K Imported Phones Model D. 4000 ohms. Retail list \$8.50

NEUFELDT & KUHNKE DIVISION, Th. Goldschmidt Corporation, Dept. T-12, 15 William Street, New York, N. Y.

## DeForest Announces Price Reductions on Its Tubes

Special Manufacturing Process, Increased Production, Greater Sales, Made Cut Possible

Retail price reductions on all lines of the DeForest radio tubes, as a result of specialized manufacturing processes, increased production, and greater sales, were announced on December 1. The lines affected are the newly standardized DV-2 detector, the specialized DV-5 for radio and audio frequency amplification, and the DV-3 and DV-3A for dry cell battery circuits.

H. L. Lanphier, of the DeForest Co., in announcing the new schedule made public the following statement: "Our recently inaugurated policy of developing and producing a new and complete line of highly specialized receiving tubes has resulted in such increased sales throughout the country that we are now in the fortunate position of being able to announce forthwith a sweeping price reduction.

"With the addition of the DV-5 the company has at last realized the ambition long held by the DeForest tube engineering staff, namely, to supply special tubes for each step in radio reception. Exclusive design with new accuracy of adjustment, sensitivity and uniformity are now all accomplished, insuring the finest reception, greatest range and longest tube life. No research or engineering expense has been spared in the development. At the same time in the manufacturing process great credit is due the Audion department for excellence in gauging and passing final inspection on tubes.

"This tube development by DeForest engineers has resulted in several points of tube qualities, one the use of an isolantite base by

which the electrical losses have been reduced from one-eighth to one-fifteenth of those of porcelain, metal, rubber and bakelite. Also in uniformity. There is, in addition, much higher vacuum through a new process of eliminating tube gases by chemical exhaust. Protection for the finished tube by a new shock-absorber package, cushioned so that the fine adjustments of the tube cannot be disturbed, is also a new feature.

## Fine-Arts Radio Products Are Popular With Trade

Plaza Music Co. Has Secured Wide Distribution for Radio Line Placed on Market in Fall—Line Has Wide Price Range

The Plaza Music Co., New York City, after months of preparation, announced early this fall a complete line of radio products. This is being marketed under the name "Fine-Arts" and consists of quality products, with a wide range of prices.

Although the Plaza Music Co. did not announce its radio products until the Fall season it has in a very short space of time been able to obtain complete distribution in the metropolitan area as well as in many of the larger cities throughout the country. The demand for Plaza "Fine-Arts" products has been so heavy as to make necessary the leasing of additional factory space, installation of new equipment and operating the factory on double shift. Even with this increased working force and production "Fine-Arts" receivers are not being turned out in sufficient quantities to meet all demands.

Emil Schenkel, manager of the radio division of the Plaza Music Co., states that the successful experience his firm has had with its radio products indicates that there is a large demand for receivers at popular prices. Therefore, the Plaza Music Co. is already laying out plans for next season. Orders on the company's books now will keep the "Fine-Arts" plants working for some time to come.

The Plaza Music Co. has served the music dealers for over sixteen years and its products include almost every phase of music activity.

Its entry into the radio field has been made after thoroughly covering the talking machine dealers' needs and the success of its products in so short a space of time demonstrates that its knowledge and experience of trade requirements were most valuable in making initial plans.

Of all the Plaza "Fine-Arts" products the Console Speaker Model known as R-3 has so far been the most popular and Plaza dealers report that the favor shown to this type of radio cabinet and receiver should continue for some time to come. The list of Plaza "Fine-Arts" dealers in the metropolitan territory includes some of the piano and talking machine houses of first rank, which again speaks well for the quality of the merchandise.

## Esenbe Co. and Dealers Co-operate in Advertising

PITTSBURGH, PA., December 7.—The Atwater Kent line of receiving sets and radio speakers has received considerable publicity in the Pittsburgh territory through the efforts of the Esenbe Co., exclusive Atwater Kent distributor for this locality. Full pages have appeared in the daily press, of which the Esenbe Co. has taken a half page, and fifteen representative dealers in the territory have used up the remaining half page with individual cards. This form of publicity has resulted in increasing Atwater Kent prestige and sales in this section.

## Stromberg-Carlson's High Standing in New York City

Emphasized in Two-page Dealer Co-operative Advertisements Which Appeared in the New York Times of December 6

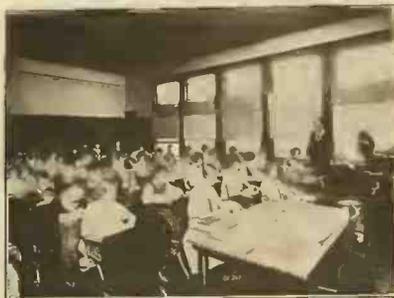
Stromberg-Carlson receiving sets formed the basis of a two-page dealer co-operative advertisement in the New York Sunday Times of December 6, representing one of the most effective advertisements of this type that have ever been published in a New York paper. The New York dealers co-operating in the campaign included practically every desirable outlet for radio products, comprising talking machine establishments, radio stores, department stores and a number of prominent electrical stores. The advertisement itself reflected the quality of Stromberg-Carlson products, featuring the No. 601 shielded six-tube set, and carrying an effective sales message.

This two-page advertisement was an exceptional tribute to the success attained by Gross-Brennan, Inc., New York, representatives for Stromberg-Carlson product. This firm, which was established only about a year ago, consisting of Benjamin Gross and Herbert A. Brennan, has already attained a foremost position in the Eastern radio industry and the two pages in Sunday's Times emphasized the close co-operation that exists between Gross-Brennan, Inc., and their dealers.

## School Boards Logical Prospects for Radio Sets

Physical Culture Classes and Other Broadcasting Features Can Be Used to Demonstrate Benefits of Radio in Schools

The many different avenues through which prospects can be approached to arouse interest and a desire for the radio receiver are worthy



Radio in the School Is Now an Essential

of the attention of live dealers who are not content to wait for the prospects to come to the store and select the set which they wish to purchase. An instance of the manner in which instruments can be sold is through taking advantage of the physical culture sessions which are now a feature of many of the larger stations throughout the country. Not only can this be brought to the attention of individuals, but schools are logical prospects through this feature.

There are some twenty Radiola super-heterodynes installed in the classrooms of schools in Oakland, Cal., a photograph of one such installation being shown herewith. In addition to the physical culture appeal, of course, other advantages which the radio receiver brings to the classroom can be emphasized in promoting sales of this character.

A music store has been opened at 152 Pine street, Fitchburg, Mass., by Charles E. Farrar and Oliver H. Wiley.

\$1.00

\$1.00

The  
Henderson  
TYPE 101A  
Radio Tube

Henderson tubes are being used by discriminating radio enthusiasts throughout the United States, Europe and the Orient.

Guaranteed uniform—50% longer life  
"Best for quality and distance"

Mutual conductance—750  
Amplification constant—9  
Plate impedance—12,500

Standard type—101A—3 volts— $\frac{1}{4}$  amp.

Dealers wanted everywhere

HENDERSON BROTHERS

Manufacturers of Henderson Receivers  
93 Federal Street Boston, Mass.

# Important Record Offer

WE recently purchased the entire stock of Harper-Columbia Children's Records and have packed them in cases containing 500, and cases containing 1,000 records. Each case contains a large variety. In order to move them rapidly, we are offering them at astonishingly low prices, as follows:

Cases of 500, 4½ cents each or \$22.50 per case

Cases of 1000, 4 cents each or \$40.00 per case

*TERMS — 2/10 NET 30 DAYS*

*Minimum Shipment—500 Records*

These records consist of a series of children's songs, nursery rhymes, fairy tales, bedtime stories, etc. They are on 5½ inch single disc records, which will play on any phonograph. The records are brand new, in the original factory packages, never played or handled, and not defective in any manner whatsoever.

Goods are ready for immediate shipment and all orders are filled on the day received. A window display of these records at a low price will attract considerable attention. They make an ideal souvenir item. A set of them should be given with every phonograph sold. At these low prices they can be used advantageously in many ways.

*Write, wire, or phone your order.*

*Inquiries solicited from large users.*

**SUPERFINE MERCHANDISE CO., Inc.**

3 Waverly Place—near 8th St. and Broadway

New York City

Telephone Spring 5277



The  
RIVALI  
DE LUXE  
(with built-in  
speaker)  
\$75 List

# Rivali

**"ALWAYS GOOD COMPANY"**

THE RIVALI PLAN—you ought to get acquainted with it before you stock another radio set. It tells what the Rivali organization is doing to help you sell sets with less difficulty and with greater profits.

The Rivali line consists of the Console, the DeLuxe, the Junior, the Speaker, and a Radio Table that is strikingly novel—all backed by real advertising.

Radio Industries Corp., 131 Duane Street, New York

a  
nationally  
advertised  
radio line  
that sells

## Supreme Court to Decide Trade Commission Powers

Will Be Asked to Determine if Commission Can Force the Furnishing of Confidential Trade Information

WASHINGTON, D. C., December 7.—The United States Supreme Court now has before it for determination the question of whether the Federal Trade Commission can compel business organizations to furnish it with confidential trade information.

The decision of the court in this case is of great importance, both to industry and to the commission, since upon it depends, in a large measure, the future activities of the latter in regard to so-called fishing expeditions.

The corporations at interest in the case contend that the scope of the inquiry directed by the commission was in violation of their constitutional rights, particularly with reference to proposed publicity of information which they held to be secret. The commission holds that the information desired is of a character which is freely exchanged between companies and published in annual reports, and is desired in the hope that publication would influence a reduction of high prices prevailing at the time and also for the guidance of Congress in framing legislation.

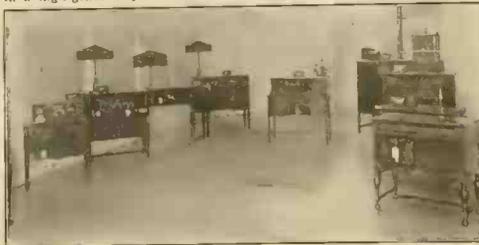
## Brunswick Record Stars in Drama "Just Beyond"

Brunswick records play an important part in the success of a new drama, "Just Beyond," which opened at the National Theatre, New York, on December 1. The plot of this drama, which depicts life in the Australian bush, calls for the reproduction of weird and unusual noises portraying sounds made by animals and birds in the Australian wilds. The producers of the drama were at a loss to find means of

reproducing these sounds adequately, but the Brunswick recording laboratories solved the problem by making arrangements with a prominent female imitator of birds and animals who visited the various zoos where Australian animals and birds are quartered and then reproduced the sounds at the Brunswick laboratories. The records are perfect in every detail, and as reproduced on Brunswick phonographs during the show constitute one of the most interesting features of this successful drama.

## Baltimore Adler-Royal Distributor Very Busy

The Joseph M. Zamoiski Co., of Baltimore, distributor for Adler-Royal products, believes in setting an example for its dealers in displaying and presenting high-grade merchandise in a high-grade way. On the second floor of



Fine Wareroom Display of Joseph M. Zamoiski Co.

the firm's five-story building and adjoining its executives offices, it maintains a very beautiful showroom where it keeps on display high-class radio merchandise encased in cabinets fit to ornate fine homes in a manner most appealing to the trade.

Joseph M. Zamoiski, president and founder of the company, is ably assisted in his endeavor

to dignify the radio industry in the Baltimore territory by his son, Calman J. Zamoiski, vice-president of the company and a well-trained staff of executives and salesmen.

## Seeking Court Ruling on Status of Invested Capital

Decision of U. S. Board of Tax Appeals Would Open Way for Many Claims for Tax Refunds

WASHINGTON, D. C., December 7.—Officials of the Treasury Department are now preparing to carry to the courts the recent decision of the United States Board of Tax Appeals on the question of invested capital, which has opened the way to the filing of applications for refunds totaling many millions of dollars.

In its decision the board held that the surplus at the beginning of any taxable year may not be reduced in computing invested capital by reason of taxes payable within the year upon the income of the preceding taxable year, which means that an assessment of deficiency taxes by the Commissioner of Internal Revenue could not reduce that surplus but should be treated as an expense.

This decision affects a large number of cases where the action of the commissioner in assessing deficiencies had resulted in an increase in the excess profits tax, and is probably the most comprehensive ruling yet rendered.

The Bristol, Conn., branch of Watkins Bros. was recently purchased by Ralph C. Nelson.

# The New PAL DE LUXE



**\$25.00**  
*retail!*

**SPECIFICATIONS**

The new De Luxe Model PAL is covered with genuine, shade skin Dupont fabrikoid, which looks like, but wears better, than real leather.

The cover is beautifully embossed, which improves the appearance greatly.

The cover is fastened with a full length nickel plated and polished piano hinge screwed to the case.

The new PAL case is lighter in weight, but just as strong as a regular model.

Size: 12 inches 15 inches x 7 inches.

Now — a De Luxe Model PAL — smarter in appearance — more exquisitely finished — but inwardly the same PAL whose superior tone quality has made it the outstanding leader in the portable field.

**Telegraph or Write for a Sample!**

**PLAZA MUSIC COMPANY** 10 WEST 20th STREET  
NEW YORK, N. Y.

## Columbia Sales Gain in the Southern Territory

W. C. Fuhri, Vice-President and General Sales Manager of Columbia Co., on an Extensive Tour of the Trade in the South

W. C. Fuhri, vice-president and general sales manager of the Columbia Phonograph Co., Inc., is at present making a trip through the South, which, according to his itinerary, will include a



W. C. Fuhri

visit to Columbia branches and dealers in New Orleans, La., Tampa, Fla., Atlanta, Ga., and St. Louis, Mo. Mr. Fuhri has been away since December 2 and judging from his comments regarding conditions in the South, Columbia dealers generally are closing a healthy business, far in excess of 1924.

Before leaving for his Southern trip, Mr. Fuhri, in a chat with *The World*, stated: "Our record business is continually growing, with a steady increase in sales month after month. The sales totals for the past three months have been exceptionally satisfactory, showing a decided increase over 1924, with every indication that this condition will continue in 1926. The new Co-

lumbia recordings have been received with marked enthusiasm by our dealers everywhere and the many new artists whom we have added to our library in recent months have stimulated sales materially. Since the opening of the symphony season, our dealers report a marked increase in the demand for our Masterworks Series, and our record business as a whole is showing a steady upward trend that is gratifying to all of us."

## Weekly Record Sales Run Well Into the Thousands

How Benjamin Music Store, Exclusive Record Dealer, Has Built Successful Business by Intelligent Merchandising Methods

A reputation built up over five years of courteous service combined with live merchandising ideas has resulted in the sale of 5,000 records during the average week at the exclusive record shop of the Benjamin Music Co., New York. It is well known in the trade that the sale of records for the past six months far exceeded the sales volume for the first half of the year and was greater than for the same period of last year, yet it is doubtful if the dealer realizes what revenue awaits him from an active campaign of record selling. The above estimate of the sales of the Benjamin establishment is a conservative one. At this store it is a common occurrence to sell between 2,000 and 2,500 records over Saturday and Sunday. It is situated in the heart of the foreign section with the greater percentage of the population of Russian, Jewish or Italian birth. The sales range from those of one, two or three records to sales totalling forty or fifty dollars. An instance of the manner in which this establishment finds prospects and a sales outlet is illustrated through an arrangement which it has with several of the leading Jewish theatres of New York whereby the salesmen of the store are allowed to sell records during the intermissions of the shows. This brings in an exceptionally large revenue and adds to the list of customers who after having purchased records at the theatre visit the store to make additional purchases, thus becoming steady customers.

The Beartone Radio Corp., New York, was recently incorporated at Albany with a capital stock of \$5,000. The incorporators are L. Roseustock, M. Rosen and I. Weinrich.

## Cleveland T. M. Co.'s Exhibit at Radio Show

Victor and Radio Distributing Firm Uses One Hundred and Fifty Feet to Display Victor, Zenith and Federal Lines

CLEVELAND, O., December 7.—The recent radio exposition held here contained any number of attractive booths with all types of the latest in radio receivers and equipment with practically



Orthophonic Display

every manufacturer of national reputation represented, but it is doubtful if any exhibit attracted the crowds that were present at the headquarters of the Cleveland Talking Machine



Handsome Zenith Display

Co., Victor and radio distributor. The booth of this company occupied one hundred and fifty feet to present its products to the visitors. The Orthophonic Victrola, the Zenith line of radio sets and the Federal Ortho-sonic receivers were



Exhibit of Federal Radio

the lines shown, and the accompanying photographs give an idea of the attractive manner in which these instruments were displayed, each occupying its own section of the booth.

## New York Firm Chartered

Smith's Music Shop, New York, was recently incorporated at Albany with a capital stock of \$10,000. The incorporators are M. Smith, R. Mattor and L. Morrel.

## Orthophonic in Theatre

The Orthophonic Victrola furnished the music at the New Era Theatre, Walterboro, S. C., and elicited much praise. The instrument was loaned by the Brown-Easterlin Co., Victor dealer.

## Opens Florida Store

The Clearwater Music Co., Clearwater, Fla., was recently opened at Myrtle and Cleveland streets, by Edwin R. Dean and Charles Rouby.

The Baker Music House, Inc., Albany, N. Y., has opened a branch at 23 Steuben street.

## A BIG YEAR IS COMING TO THE RECORD INDUSTRY

Okéh Records hold for you a promise of substantial profits. Our immediate delivery of your received orders will execute that promise.

Our representatives are always glad to explain how simple is the act of becoming a Licensed Okéh Record Dealer. When this is accomplished you will have in stock the finest of recordings and they will be records easily sold.

LET US START YOU ON THE RIGHT WAY TO BETTER BUSINESS

# Okéh Records

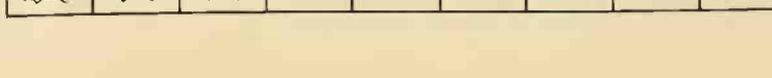
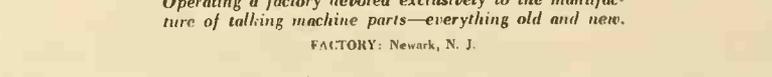
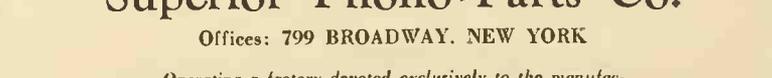
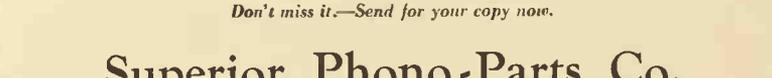
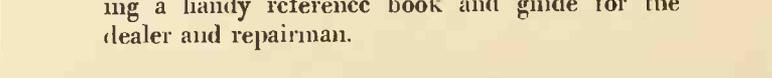
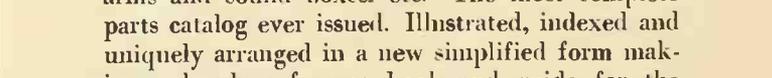
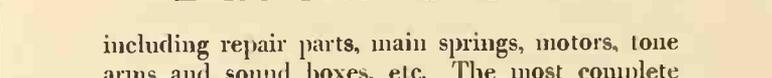
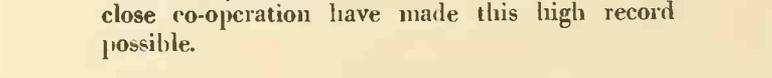
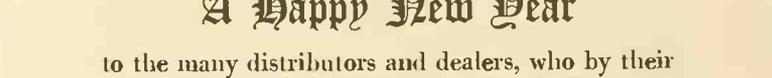
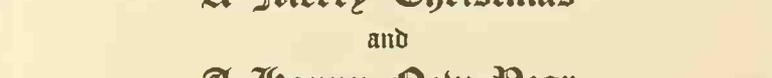
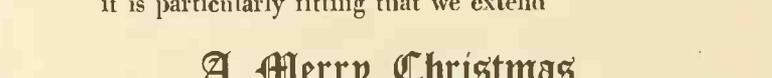
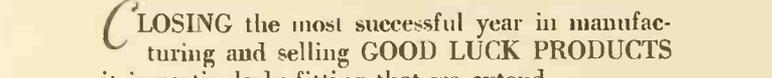
## GENERAL PHONOGRAPH CORPORATION

New York Distributing Division

15-17 West 18th Street

::

New York City



# Greetings

CLOSING the most successful year in manufacturing and selling GOOD LUCK PRODUCTS it is particularly fitting that we extend

## A Merry Christmas

and

## A Happy New Year

to the many distributors and dealers, who by their close co-operation have made this high record possible.

### A NEW CATALOG FOR 1926

*We now have ready a new catalog of*

# GOOD LUCK PRODUCTS

including repair parts, main springs, motors, tone arms and sound boxes. etc. The most complete parts catalog ever issued. Illustrated, indexed and uniquely arranged in a new simplified form making a handy reference book and guide for the dealer and repairman.

*Don't miss it.—Send for your copy now.*

## Superior Phono-Parts Co.

Offices: 799 BROADWAY. NEW YORK

*Operating a factory devoted exclusively to the manufacture of talking machine parts—everything old and new.*

FACTORY: Newark, N. J.

# YESTERDAY'S RECORD

and—

# TOMORROW'S PROMISE

¶ In Nineteen Hundred and Twenty-Five, thanks to the generous patronage of our dealer friends, we experienced one of the very best years in our history.

¶ We have kept up quality at low prices, we have brought out new and harmonious styles, and there is no greater testimonial to our efforts to satisfy our trade than the momentum of orders we have received, forcing our plants to the utmost.

¶ Our success is but a reflection of your own. We thank you

and—

¶ For Nineteen Hundred and Twenty-Six the Vitanola plans, in a nutshell, are to perpetuate the faith and good will of our dealers by helping them to make the coming year even greater than the one that is passing into history.

¶ This is a "large order" for us and entails some deep thinking and hard work but we know that "it can be done."

¶ It means giving you attractive, dependable up-to-the-minute merchandise at the right price, when you want it—and our aim will be to do all of these things.

¶ May you have a Merry Christmas and a Happy New Year—all of you.

At the Chicago Furniture market in January we will, as usual, have a display of the kind that always convinces dealers there IS money in the phonograph business with Vitanola styles, of moderate price and high quality.

## Vitanola Talking Machine Co.

M. C. SCHIFF, President

LEON C. SAMUELS, Vice President and Sales Manager

829 American Furniture Mart

666 Lake Shore Drive

Chicago, Ill.

# From our CHICAGO HEADQUARTERS

REPUBLIC BLDG., 209 SOUTH STATE ST

TELEPHONE WABASH 6242

LEONARD P. CANTY

## All Branches of the Middle West Trade Enjoy Prosperity as Holidays Approach

Economic Stability Reflected in Trade Betterment—Expect Record Holiday Sales—Widespread Publicity Accorded New Instruments Results in Demand—Radio Show Interested Thousands

With the holidays only two weeks away, the talking machine and radio trade throughout the Middle West finds itself in the midst of business activity which has not been equaled for some time. The return of this section to a plane of economic stability once more, with the most prosperous period in decades predicted to be not far distant, has placed money in the hands of the farmer and city dweller alike, and while he is not scattering it broadcast, as was the case five or six years ago, he is spending in a sensible manner.

The immense amount of publicity which has been enjoyed by the talking machine during the past two months, coupled with the intense public interest aroused, has turned the attention of prospective purchasers of home entertainment again to sound-producing machines and records in general, and a survey of the Middle West finds talking machine manufacturers, jobbers and dealers bustling with activity. One prominent jobber of a popular machine recently made the statement that in his many years in the business, he has not witnessed such an aroused interest, nor such a number of sales.

Record sales, which started to increase in the late Summer, have reached a high peak, and dealers have apparently learned to capitalize on

the appearance in their cities and towns of record artists, the broadcasting of radio programs, and the tours of recording orchestras. Record manufacturers have been conducting for some time, by mail and by personal contact, a course in schooling the dealer in demonstrating records, and retaining at the finger tip interesting bits of information on the artist and his records, with the result that the effort has been bearing fruit in the form of increased sales.

The portable phonograph, considered not so long ago little more than a novelty or Summer plaything, has risen to a position where it demands big production, and is regarded by the dealer as one of his most important stock items. Manufacturing plants devoted to portables are continuing to produce the popular small machines in the same volume as they did during the Summer months.

The colossal radio exposition held at the Coliseum last month, which drew practically 30,000 interested visitors each day, revealed the fact that radio continues to maintain its hold upon the public, and despite the prophecies of the skeptic, more radio products were sold during the two months' period just ended than during the corresponding period last year. The consumer public is not so much interested in

obtaining programs broadcast from stations thousands of miles away, as it is in purchasing a receiving set, which is capable of producing pure tones, and is housed in a cabinet which will be a credit to their home furnishings, consequently the music dealer is found to be stocking receivers and reproducers which measure up to those standards.

### Big Panatropé Demonstration Campaign

The Brunswick-Balke-Collender Co. is now conducting an extensive nation-wide demonstration campaign of the Panatropé, new electrical reproducing musical instrument perfected by that firm. A special staff of representatives has been traveling the United States, making the Chicago office its headquarters, and demonstrating in the larger centers before dealers, and the invited public.

C. T. McKelvey, manager of the sales promotion department, demonstrated the new instrument at the Statler Hotel in St. Louis, on the evening of November 16, with the co-operation of the local Brunswick branch, of which J. H. Bennett is manager. It aroused great enthusiasm. The daily press of St. Louis devoted considerable editorial space the next day describing the Panatropé, and giving in detail the program of the evening before.

Mr. McKelvey, during the month of November, personally demonstrated the Panatropé in a number of cities throughout the Middle West, including Cleveland, where on November 12 the concert was given in Carnegie Hall, Pittsburgh, Omaha and Denver. O. P. Harris and C. D.

(Continued on page 120)

## Whether You Are a Kimball Phonograph Dealer Now, or a Prospective One

you will be amazed at the *new* results and the remarkable sales possibilities that we offer. A few recent illustrations of the value of the Kimball are:

1. Within the *past 39 days* in a Michigan city of 25,000, one dealer sold 100 Kimball Phonographs at retail at a big profit.
2. During *November* just past in a small Ohio city, 100 Kimball Phonographs sold at retail at far more than the usual mark-up for standard makes.
3. A dealer in New York City has sold *within 5 weeks*, a complete carload of Kimball Phonographs and ordered another for early December.

No better time for quick profits than *right now*. Write for particulars.

## W. W. KIMBALL CO.

Established 1857

Kimball Hall—306 S. Wabash Ave.

CHICAGO, ILLINOIS

Manufacturers of  
Phonographs, Pianos, Player Pianos,  
Reproducing Pianos, Pipe Organs, Distributors of Columbia Records.

**KIMBALL PHONOGRAPHS PLAY ALL RECORDS**

## FROM OUR CHICAGO HEADQUARTERS—(Continued from page 119)

MacKinnon, special Chicago representatives, traveling out of the Chicago headquarters, and trained to present the Fanatrope, are covering the entire United States, co-operating with the Brunswick branches in demonstrating to dealer groups and to the public.

**Artistic Finishes on Jewel Loud Speakers**  
The Jewel Phonographs Co., Chicago, loud speaker, tone arm and reproducer manufacturer, has added further refinement to the line of Jewel loud speakers introduced in September. The reproducers, which are of the cabinet type, with grilled front, are now furnished in five colors, old ivory, antique bronze, rosewood, ebony and green gold. The appearance of the cabinets represents a distinct departure from the ordinary, as they are finished in enbossing Florentine, a special finish applied by a Chicago artist. Because of this covering the cabinet may be subjected to an unusual amount of hard usage, and will neither show scratches or other blemishes such as may appear on the natural wood finish.

**M. C. Schiff Again at His Desk**

M. C. Schiff, president of the Vitrola Talking Machine Co., Chicago, returned from a prolonged stay at Hot Springs, Ark., on December 7. Mr. Schiff, in company with Mrs. Schiff, made the visit to the popular resort because of ill health, and he returned to his desk showing the benefits of the health-giving waters.

**Jewel Tone Arm to Play Edison Records**

The Jewel Phonographs Co., Chicago, manufacturer of loud speakers, portable phonographs, tone arms and reproducers, recently announced an addition to its line in the form of a new tone arm attachment designed to play Edison records on the Orthophonic Victrola. The new reproducer embodies the Jewel Nonu-Y-Ka diaphragm, composed of a special chemical material of high tensile strength, flexibility and sensitivity.

The Jewel attachment is said to reproduce the deep rich bass notes as well as those of high range with the fidelity with which they were recorded. The unit is strong and durable, and the manufacturer states that it is practically foolproof. The attachment causes a minimum of surface noise, and is especially adapted to use with the new electric recordings because it catches all of the high and low notes on the disc, and reproduces them faithfully.

**Make Okeh Records of Brousek's Band**

Charles Hibbard, recording engineer of the General Phonograph Corp., New York City, spent several days at the recording laboratory of the Consolidated Talking Machine Co., prom-

inent Okeh record distributor of Chicago, during the early part of November. Mr. Hibbard, who visits the Chicago Okeh laboratory about four times each year, made his most recent trip to Chicago primarily to record five numbers by Brousek's Band, popular Bohemian organization of this city, whose records have attained outstanding popularity throughout the country, especially in Bohemian settlements. During a visit with The Talking Machine World representative, Mr. Hibbard stated that he was placing in operation, for the first time in the Consolidated Okeh laboratory, a new process of recording, by means of which each instrument is given individually, all instruments are recorded correctly and natural tones are brought out more clearly.

Throughout the second week of November the Consolidated laboratories were the scene of much activity, and among the artists who made records were Bertha Hill and Blanche Calloway, colored artists of local note; the New Orleans Slogs, a jazz trio; Billy King, a monologue artist; Richard M. Jones, jazz pianist, and a number of other artists. Mr. Hibbard was assisted by E. A. Fearn, president of the Consolidated Talking Machine Co.; P. Decker and G. Jeffers, Okeh field representatives.

**Mohawk Corp. Secures Important Licenses**

The Mohawk Corp., of Illinois, according to a recent announcement, has obtained licenses from the United States Navy Department, permitting the firm to manufacture under several German patents now held by the Navy Department, and which were taken over by the Government during the World War. In return, the Mohawk Corp. of Illinois has licensed the United States Navy Department to use the many patents which they now have, and those which are now pending, covering many arrangements of the circuit used by the firm, as well as the three gauge condenser patents. Some time ago the Mohawk Corp. of Illinois obtained licenses on other patents from the United States Navy Department.

**Sanford Bros. Enlarge Their Lines**

Sanford Bros., of Chicago, manufacturers' direct factory representatives in the United States, Canada and Mexico, were recently appointed national sales agents for the products of the Timbretone Mfg. Co., Hoosick Falls, N. Y., loud speaker manufacturer. Sanford Bros. have been established for twenty-seven years, dealing with the wholesale automotive, hardware and mill supply trade. The firm is entering its second year in the radio business and is placing considerable sales effort upon music



# UNITED MOTORS

For All Types of PHONOGRAPHS

Quiet Easy Winding—Silent Operation—Quick Pick-up—True Pitch Reproduction—Long Life.  
Wearing parts protected by air-tight housing. Continuous Automatic Lubrication.

Write for Catalog

United Mfg. & Dist. Co. 9702 Cottage Grove Ave. Chicago

and radio jobbing outlets, according to W. Keene Jackson, sales manager.

In addition to Timbretone loud speakers, Sanford Bros. are national sales agents for the "Arborphone," a five-tube radio receiving set manufactured by the Machine Specialty Co. of Ann Arbor, Mich., Holmes battery chargers and tube renewers, products of the Holmes Electrical Mfg. Co., Chicago, and National audio transformers, manufactured by the National Transformer Co., Chicago. Sanford Bros. in addition to their Chicago office maintain branches in Chattanooga, Tenn.; Seattle, Wash., and San Francisco, Cal.

**Gulbransen Figures That Tell Story of Success**

The officials of the Gulbransen Co., Chicago, were gratified to find, at the end of October, that the production of Gulbransen registering pianos for that month exceeded any previous monthly production in the history of the company. All previous shipping records, and these have reached a tremendous figure in the past, were surpassed by the showing for October.

Probably even more remarkable than the shipping figures is the fact that Gulbransen production seems to have "built up" to a new record. In other words, according to Gulbransen executives, it is not a case of "crowding the factory," or forcing production, but it is rather a case of increasing efficiency in the plant through the introduction of new production methods and new machinery. Several interesting and remarkable new machines have been installed in the Gulbransen plant during the past few months, and one of them is said to be the only one of its kind used in any piano factory.

While major emphasis is being placed upon the production figures, the selling accomplishment is probably even more noteworthy, for

(Continued on page 122)



## Phonographs and Radio-Phonograph Combinations



**STYLE 21**  
Genuine Mahogany or Walnut only.



**STYLE 17**  
Genuine Mahogany or Walnut. Phonograph only.

These illustrations show several of the many late models of our line, which have been re-designed, right up to the minute, with especial reference to the Radio-Phonograph Combination, destined to be the standard household unit. Characterized by

**Beauty of Design, Finish and Tonal Quality**

These instruments are produced in all the popular finishes and styles, including Uprights, Consoles and Wall Cabinets, and our facilities enable us to make prompt deliveries and most attractive trade prices. *Catalog and price list mailed on request.*



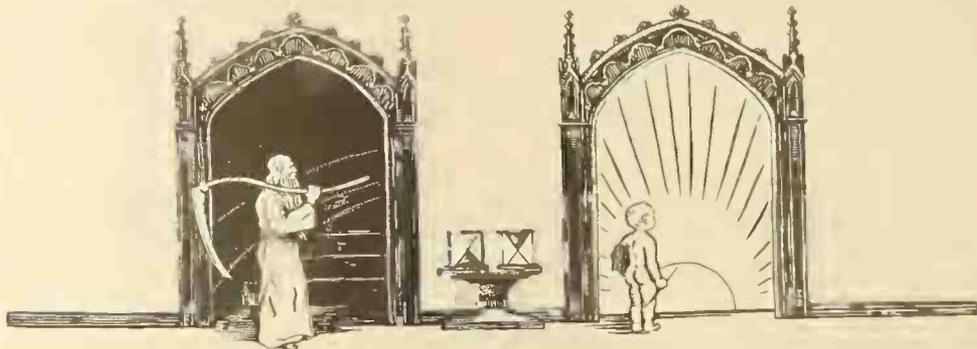
**STYLE 1**  
Gum Mahogany, Golden or Fumed Oak.

### Excel Phonograph Manufacturing Company

402-414 West Erie St., Chicago, Illinois



**STYLE 2**  
Gum Mahogany, Golden or Fumed Oak.



# On the Threshold of 1926

## Looking Backward

We are now at the end of another page in Man's Reckoning of Time.

At this period it is altogether fitting and proper that we review the accomplishments of the passing year.

This company does so with keen satisfaction because of what it has accomplished.

In the past twelve short months Caswell has brought to its industry a group of new ideas and ideals that has reflected much credit upon its organizers.

It has fostered and developed the idea of the "golden rule" policy of merchandising portable phonographs. Jobbers, dealers and the public alike have benefited thereby.

This company developed tonal qualities and originated the color idea and put "class" in a class of merchandise that was heretofore a "stepchild" in the music trade.

In other words, this company has more than justified its existence.

## Looking Forward

In view of the record made, it is only natural that further developments should be looked forward to.

Caswell would indeed be breaking faith with its distributors and their dealers if it did not at this time commit itself as to what can be looked forward to in 1926.

Standing on the threshold at this time, 1926 looms big with immense possibilities.

The Caswell models for 1926—the Gypsy, Aristocrat and De-Luxe Aristocrat—will embody many new ideas. They will be characterized by still finer construction.

To the excellent tone values they now possess will be added a purity heretofore unattainable in a portable.

New dress, new finishes, new color schemes—all these are to be a part of the Caswell models for 1926.

Plan now to realize on the opportunities which the Caswell Line will provide. Before you commit yourself for 1926, write this company for its new and interesting news.

# Caswell Manufacturing Co.

PORTABLE PHONOGRAPHS OF DISTINCTION

MILWAUKEE, WIS.  
U.S.A.



ST. PAUL AVE.  
AT 10<sup>TH</sup> STREET

Western Sales Office: Oakland Tribune Tower, Oakland, Cal.



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 120)

while shipments for October exceeded the 3,000-mark, more than 1,000 unfilled orders were carried over to November. In commenting upon this gratifying increase in business, Gulbransen executives are inclined to give the Gulbransen dealer organization full credit, with the statement that it is the co-operation of Gulbransen dealers that has made possible the tremendous volume production of Gulbransen registering pianos. Gulbransen dealers have gauged their requirements in such a way that the Gulbransen factory could proceed in its manufacture on a scale never before attained and yet maintain uniform and standardized manufacturing and inspection methods. Consistency of effort on the part of the dealers and consistency of co-operation between the factory and the retailer have resulted in greater mutual advantage to each than the mere attainment of large production figures.

**H. D. Schoenwald Rejoins L. C. Wiswell**  
 Harry D. Schoenwald, formerly Chicago district manager of the Thermodyne Radio Corp., New York City, resigned his position with that firm on November 1. Mr. Schoenwald has been vice-president and a stockholder of the Wiswell Radio Co., prominent Chicago radio distributor, since the formation of that firm on January 1, 1925, and has rejoined it as associate, L. C. Wiswell, in an active capacity. He will spend most of his time in the city of Chicago, working closely with dealers and conducting an aggressive campaign on the various lines of radio apparatus which the firm distributes, including Thompson and Sleeper receiving sets, Philco and Burgess batteries, Valley battery chargers, and accessories.

**Kathryn Browne at Stewart-Warner Studio**  
 A feature of the Fall radio programs sponsored by the Stewart-Warner Speedometer Corp., Chicago, manufacturer of Stewart-Warner radio receiving sets, reproducers, tubes and accessories, through its broadcasting station, WBBM, was the appearance on November 20, of Kathryn Browne, famous Chicago Civic Opera contralto, in joint concert with the Imperial Male Quartet, Victor record artists. The concert of this group of stars was broadcast between 8 and 9 o'clock, Central Standard time, on a wave length of 226 meters.

American Legion posts, veterans' hospitals and ex-service men everywhere tuned in to hear their favorite young opera star, for Miss Browne is known to every American ex-service man as

"The Voice That Cheered the Boys in France." She is the only American woman on the opera stage who sang to the soldiers of the American Expeditionary Forces, and by singing more than 150 concerts overseas she won the lasting devotion of every doughboy who heard her in the Y. M. C. A. huts of the American rest billets. Since the war she has continued singing for soldiers in government hospitals. The ex-service men proved their gratitude for Miss Browne's war service by choosing her as the official singer at the American Legion National Convention, held at Omaha, Neb., this Fall. At the formal opening of the convention she sang "The Star Spangled Banner," at the request of Gen. James A. Drain, national commander of the Legion, and she also sang at other convention affairs, including the War Memorial service,



Kathryn Browne

when she sang Geoffrey O'Hara's famous memorial, "There Is No Death."

Miss Browne is a great-grandniece of Commodore Oliver Perry, known in American history for his famous "Stand-by-the-ship" motto

# CARTER

## New "FLAT" Plug

(Pat. Pend.)



Full Size 75c

This plug was the sensation of the New York and Chicago Radio Shows. Again Carter originally scored a success. Fits flush against panel, cords hang down. Instantly connected or disconnected.

Order from your Jobber.

In Canada: Carter Radio Co. Limited, Toronto



in the Great Lakes naval battle of the War of 1812. When she graduated from the University of Illinois she answered the call for war service and went overseas to sing for the soldiers' entertainment in the army Y. M. C. A. huts. When peace was declared she came home and studied for grand opera, finishing her training at the Oscar Saeuger Studios, in New York City. Upon her return to her home in this city she was secured immediately by the Chicago Civic Opera Co. and during her connection with this organization she has made over 100 appearances, singing with leading artists of the world, including Mary Garden, Galli Curci and Chaliapin.

**Aggressive Campaign by Quam Radio Corp.**  
 The Quam Radio Corp., Chicago, is at the present time conducting an aggressive sales and advertising campaign throughout the country on its line of loud speakers, loud speaker units, condensers and transformers. The firm, organized last February, is headed by two men who are well known in the music trade and radio field, namely James P. Quam, president, and A. E. Drier, vice-president. The Quam Radio Corp. also represents United Distributors, Ltd., of Sydney, Australia, in the United States, and Mr. Quam recently returned from a six months' trip to Australia, where he completed arrangements for his firm to act as American representative. United Distributors, Ltd., which is headed by L. D. Rudolph, formerly prominent in American music and radio circles, will act as distributor in Australia for the Quam Radio Corp.

**Panatrope Demonstrated on Pacific Coast**  
 The Panatrope, new electrical reproducing musical instrument introduced by the Brunswick-Balke-Collender Co., was demonstrated during the last three weeks of November to dealers and their sales organizations throughout the United States. Since the initial presentations, specially trained Chicago representatives are co-operating with the dealer in holding public presentations in their music stores, or in public auditoriums reserved for that purpose.

Harry A. James, Brunswick record artist, and internationally recognized lecturer, recently returned from a tour of the Pacific Coast, where he demonstrated the Panatrope before schools, colleges, fraternal, and civic organizations. He is at present operating out of the Chicago office, and a few weeks ago he demonstrated the new instrument before 6,000 Chicago Shriners at Minnehah Temple. Brunswick executives have planned a nationwide tour for Mr. James and his Panatrope demonstrations, and the Brun-

(Continued on page 124)

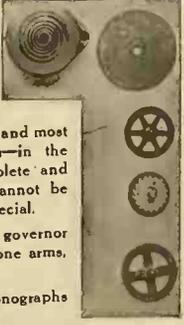
# Repair Parts

For All and Every Motor That Was Ever Manufactured

We can supply any part. The largest and most complete assortment of repair parts—in the United States—on hand, for old, obsolete and present-day motors. If your order cannot be filled from stock, we will make it up special.

Special prices on main springs, governor springs, micas, repair parts, motors, tone arms, steel needles, etc., in quantity lots.

Expert repairing on all makes of phonographs and motors.



# Consolidated Talking Machine Co.

INCORPORATED UNDER THE LAWS OF ILLINOIS

High Grade Talking Machine Supplies, Etc.

227-229 W. WASHINGTON ST. CHICAGO, ILL.

Branches: 2937 Gratiot Ave., Detroit, Mich. 1151 Nicollet Ave., Minneapolis, Minn.

New Jewel Attachment for playing the Edison "Re-Creation" records on the new

# Orthophonic Victrola

Weight Lightest That Can Produce Perfect Tone

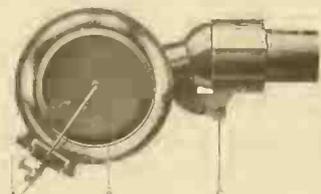


Showing Jewel Victor Attachment in position for playing Edison and Pathé Records

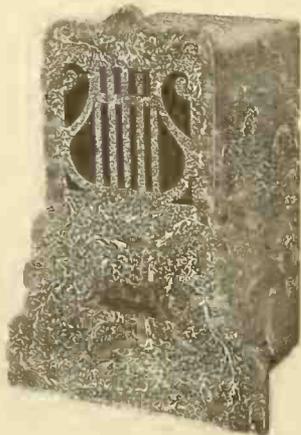
The patented "NOM-Y-KA" diaphragm almost eliminates all surface sounds and brings forth in a rich pure volume all that was put into the record by the natural voice of the singer or the artistic touch of the instrumentalist.

We also have a special reproducer that can be attached to the old Victor tone arm. It greatly improves the tone and makes a new talking machine out of the old style Victrola. Specially adapted for playing the **ELECTRICALLY RECORDED RECORDS**.

Jewel Needle Equipment for playing lateral cut records on the New Edison. Perfectly balanced for playing the new **ELECTRICALLY RECORDED RECORDS** and brings out the deep bass notes without sacrificing the treble. A real **ORTHOPHONIC** tone.



Showing Jewel Needle Equipment in position for playing Victor and all lateral cut Records on the New Edison Phonograph



## De-Luxe Jewel Cabinet Loud Speaker

This Cabinet Loud Speaker is finished in exact imitation of old ivory, antique bronze, rosewood, ebony or green gold by the "Embossene-Florentine" process. This makes a very beautiful and durable finish, it is not affected by heat or cold; can be washed with soap and water and cannot be scratched except with a very sharp instrument.

*If your jobber does not handle the **JEWEL PRODUCTS** write us direct.*



150-160 Whiting Street, Chicago, Ill.

## FROM OUR CHICAGO HEADQUARTERS—(Continued from page 122)

wick offices have been swamped with letters requesting his appearance in return engagements.

The third step in the general demonstration plan of the Panatrope is a series of sales schools, for all salespeople in the different branches in the United States, in which selling, sales talks, and demonstrations of the Panatrope and Brunswick records will be carefully carried out. C. T. McKelvey, manager of sales promotion, in speaking of the Brunswick Panatrope, and the presentation of the instrument, said in part, "The Panatrope is not a phonograph, nor an improved phonograph, but an entirely new musical reproducing instrument involving new inventions, and entirely new principles. Brunswick experimented with electrical recording for six years, seeking at the same time an instrument which would reproduce faithfully in every detail the records made in this manner. If we put enhanced musical value in records through the application of electricity, then the natural logical step is to reproduce it electrically."

**Fine Financial Showing of Zenith Radio Corp.**

At a meeting of the board of directors of the Zenith Radio Corp., held early in November, the regular annual dividend of 6 per cent was declared, plus an extra dividend of 4 per cent payable January 2, 1926, to stockholders of record December 1, 1925. The above action is the result of the report of operations for the year recently closed, and according to the firm's statement, the net profits for the year exceeded those of the preceding year by 175 per cent.

A net profit shown by a firm engaged in the manufacture of radio receiving equipment, which exceeds that of the previous year by almost 200 per cent, is ample evidence of the increasingly important position held by the radio industry in the business and financial structure of the country. It also stands out as a result of carefully planned manufacturing processes, and the aggres-

sive and sound merchandising of a quality product by the executives of the Zenith Radio Corp.

**An Interesting Gulbrandsen Booklet**

The Gulbrandsen Co., manufacturer of Gulbrandsen registering pianos, recently released an interesting booklet, under the caption "Artists' Recognition," showing a group of artists who have endorsed the Gulbrandsen registering piano, together with their words of praise. Most of the artists have either used, or been associated with, the Gulbrandsen instrument in their homes, in radio broadcasting studios, or in public performances, and their endorsements are the result of the service which the instrument has given them.

Among the artists who have endorsed the Gulbrandsen and whose pictures appear in the booklet are Keaunoku Louis, Victor artist, and Hawaii's greatest baritone; Galli-Curci and Tito Schipa, Victor record artists; Jules Lepske, violinist, Joseph Heindl, cellist; Florence Macbeth, Chicago Civic Opera prima donna; Elvira de Hidalgo, prima donna of the Metropolitan Opera Co.; Serge Oukrainsky, of the Pavley Oukrainsky ballet, and John S. Daggett, known as "Uncle John" of KHJ, radio broadcasting station.

**Stewart-Warner Completes Rest Room**

A new addition to WBBM, broadcasting studio of the Stewart-Warner Speedometer Corp., Chicago, in the form of a beautiful rest room, was completed a few weeks ago. The studio originally consisted of two rooms, the broadcasting studio proper, and a reception room opening into the studio, furnished with a Stewart-Warner receiving set and reproducer by means of which listeners in the reception room may hear the program being broadcast before their eyes.

The new addition connects with the reception room, and the furniture, hangings, and decorative effect are carried out with the same artisty as in the studio. The leaded glass windows are

A Better Fibre Needle Cutter for Less Mooney  
RETAIL PRICE \$1.00

**The ALTO**

Manufactured by  
**ALTO MFG. CO.**  
1647-51 Wolfram St.

CHICAGO, ILL.

partly covered with dark red velvet drapes, while beautiful wall tapestries are bordered by purple hangings of the same material. In one corner is a raised platform upon which are placed various of the Stewart-Warner radio receiving sets, with a floodlight arrangement to illuminate the display.

**Effective Gulbrandsen Advertising**

The national advertising of the Gulbrandsen Co., manufacturer of the Gulbrandsen registering pianos, is one of the factors which make for the continued good business which Gulbrandsen dealers have been enjoying. In the Novem-



ber advertising of this company the fidelity of reproduction of the Gulbrandsen registering piano was the point stressed and Elvira de Hidalgo, Spanish prima donna of the Metropolitan Opera Company, was quoted as being unable to distinguish any difference in the music played by hand and by roll on the Gulbrandsen. This artist paid further tribute to the instrument in her statement: "It's a pleasure to sing to its accompaniment." The accompanying photograph, which was used in advertisements appearing in National mediums in November, shows Mme. de Hidalgo enjoying the playing of the Gulbrandsen registering piano.

**New Oro-Phone Reproducer Arouses Interest**

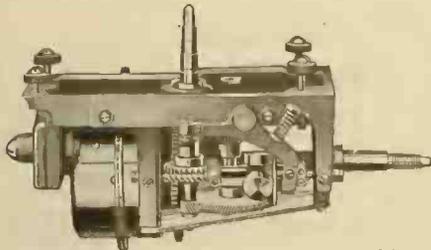
An unusual amount of interest in the trade is being shown at the present time in the Oro-Phone, a new type of reproducer recently introduced by the Oro-Tone Co., tone arm and reproducer manufacturer of Chicago. The reproducer was designed and perfected by Ottó Grasse, a director of the firm and superintendent of the Oro-Tone plant. A number of individuals, prominent in Chicago talking machine circles, have heard the Oro-Phone, and state that it reproduces the deep bass and extremely high notes with amazing pureness and fidelity. The new reproducer is equipped with an extremely sensitive, yet securely fastened stylus, with an automatic stylus control, and the diaphragm is made of a tough elastic material which makes it practically indestructible. The manufacturer states that it may be subjected to much rougher usage than the ordinary mica diaphragm reproducer, and may even be dropped upon the floor without disastrous result.

The Oro-Phone is also equipped with an attachment by means of which all records may be played, and is designed to increase the volume and better the tone on all styles of phonographs. The Oro-Tone Co. has announced that the new product will be ready for shipment about the middle of December.

The Michigan Avenue branch of the Stewart-Warner Speedometer Corp., manufacturer of radio receiving sets, reproducers, tubes and accessories, in this city, was recently moved from its old address, where it was established for many years, to new quarters at 2436 S. Michi-

(Continued on page 126)

## KEEP YOUR SALES SOLD WITH KRASCO SILENT MOTORS



THEY  
COST  
NO  
MORE  
BUT  
THEY'RE  
BETTER

DEPENDABILITY and PLAYING EFFICIENCY are the two chief factors in keeping sales sold.

KRASCO DEPENDABILITY is the result of correct design, quality materials, expert workmanship, thorough test.

KRASCO PLAYING EFFICIENCY is insured by smooth, silent operation, maximum playing capacity, long continuous service without attention or repair.

KRASCO MOTORS, built in six sizes, ranging in playing capacity from four to ten 10-inch records with one winding, have many special features worthy of your attention.

Write for descriptive literature and prices.

See that your motors  
bear the name



the mark of Quality,  
Service, Dependability

**KRASCO PHONOGRAPH MOTOR COMPANY**  
Elkhart, Indiana, U. S. A.

# *Announcement*

The phonograph industry in general  
will be interested in the new

## **ORO-PHONE REPRODUCER**

*Patented August 4th, 1925  
Other Patents Pending*

Invented and produced by The Oro-Tone Co.

The NEW ORO-PHONE is a revelation in reproducing the glowing deep basses and the extreme high notes with a power, richness and purity of tone that is indeed remarkable.

*The New Oro-Phone may be heard in demonstrating room at our factory by appointment.*

For phonograph manufacturers—For playing all records on old style Victor—For playing Edison records on new Victor Orthophonic—For playing all records on the New Edison.

*Wonderfully improved music  
on the old machines*

**The Oro-Tone Co.**

1000 George Street

CHICAGO

U. S. A.

*Wonderfully improved music  
on the old machines*

## FROM OUR CHICAGO HEADQUARTERS—(Continued from page 124)

gan avenue, in the heart of Chicago's "Motor Row." The new branch office is much larger, and the firm expects to handle with more ease the increasing amount of radio and automobile accessory business. The front section of the ground floor is devoted to display space, including two large show windows fronting on Chicago's most heavily traveled thoroughfare. Near the display space are several offices, and in the rear is installed one of the best equipped radio service stations in this section.

The second floor is occupied completely by the radio division, with offices, display and demonstration rooms, and a reception room. The arrangement of the new Stewart-Warner branch office was under the supervision of S. Kraus, manager of the Chicago branches, and the organization was completely installed in its new home on December 1.

**Death of James F. Bowers Keenly Regretted**

The music trade was shocked to learn of the death of James F. Bowers, formerly president of Lyon & Healy, and for many years nationally prominent in the music trade circles. Mr. Bowers, who was 67 years of age, died of angina pectoris at his home in Chicago on November 12.

His entire business life was spent with Lyon & Healy, where he rose from the position of errand boy at the age of twelve to the highest post in the organization. Studying nights and pursuing a course in law, he was admitted to the bar, using his legal talent only, however, in the duties of his executive office, and in the interest of the music trade in general. He occupied the position of head of practically every department of importance in the Lyon & Healy organization, became secretary, then treasurer, and, finally, president and chairman of the board of directors.

"Jimmy" Bowers, as he was known to his friends, was often referred to as the "Silver-tongued Orator of the Trade," as his keen wit

and command of language and literature kept him in constant demand as chairman and toastmaster of trade functions.

Mr. Bowers served fourteen years as president of the Music Publishers' Association of the United States, and for several years was president of the National Association of Talking Ma-



The Late James F. Bowers

chine Jobbers. He was also active in civic affairs in Chicago, having served four terms as president of the Chicago Library Board, and as treasurer of the Carter H. Harrison campaign for mayor in 1911.

Scores of members of the trade attended the funeral services, which took place at the Bowers home and at Our Lady of Mt. Carmel Church, with the burial at Calvary cemetery. Active pallbearers, members of the industry with which Mr. Bowers was associated for so many years, were Marquette A. Henly, Columbus Healy, E.

B. Bartlett, J. C. Ames, Traugott F. Weber, and Adain Schneider.

**Attractive Gulbransen Newspaper Ad**

One of the most attractive piano advertisements ever appearing in newspaper columns was that of the Gulbransen registering piano, made by the Gulbransen Co., in the Sunday magazine sections of the following papers: New York American, Boston Advertiser, Chicago Herald and Examiner, San Francisco Examiner, Los Angeles Examiner, Washington Herald, Atlanta American, Milwaukee Sentinel and Sunday Telegram, Rochester American, Detroit Times, Syracuse American, Baltimore American, San Antonio Light and Seattle Post Intelligencer. The advertisement was reproduced in four colors and the illustration showed the joy of a family discovering the Gulbransen in the home on Christmas.

**Targ & Dinner's Timely "Items of Interest"**

A photograph repair schedule forms an interesting department in the latest issue of "Items of Interest" catalog mailed to the trade by the Targ & Dinner Music Co., of Chicago. By means of this schedule, or chart, the dealer is enabled to estimate in a fairly accurate manner the cost of inserting main springs in motors, repairing reproducers, and replacing parts on phonographs.

The front cover of the Christmas number of "Items of Interest" carries reproductions of two complimentary letters, one from a retail music store, the other from a song publishing company, both commending the Targ & Dinner Music Co. for the service they have rendered, and the speed with which the orders placed by these firms were filled and delivered.

The booklet, which forms the backbone of the Targ & Dinner mail order campaign, is the last edition for the present year, but it will be mailed regularly to the trade throughout 1926.

(Continued on page 128)

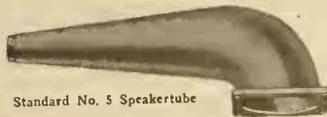
# To Radio and Phonograph Manufacturers

*The Leadership of Blood Products Has Never Been Challenged*

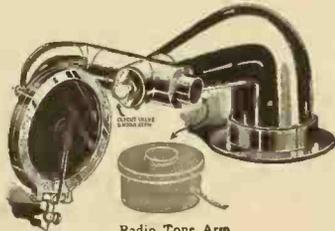
**BLOOD RADIO TONE ARMS for Phonographs**  
and the original

**BLOOD tapered metal SPEAKERTUBES**  
and

**BLOOD MASTERTONE SPEAKER-UNITS for Radio**, all have  
maintained their prestige by originality and satisfactory performance.



Standard No. 5 Speakertube



Radio Tone Arm

EVERY TIME you install a BLOOD PRODUCT on your merchandise your profit rapidly materializes through a faster "turn-over" which had been created by having lessened the sales resistance FOR YOUR DEALER—who is strikingly responsive and confident in BLOOD Equipment.

During the month of June, several of the largest cabinet producers in this country adopted the BLOOD products. The practical manufacturer prefers dealing with one concern that can supply the proven equipment that will aid him to meet every emergency most economically.

Today, in our own complete manufacturing plant, located in Bay City, Michigan, we do all of our own work, stamping, machining, plating etc., under one roof. This means, you get better products than ever before—at the same time benefiting in price through our tremendous production.

We are maintaining our ADVISORY SERVICE to aid you to make your output more merchantable, so that you can more readily meet the commercial demands of today's trade.

**BLOOD TONE ARM CO.**

**Bay City, Mich.**

Central West Distributor, Blood Tone Arm Company, 222 W. Madison St., Chicago

To afford others an opportunity for a prosperous New Year is the sincere aim of our daily business.

During the coming year our co-operation and service will guarantee you better profits.

We offer you a licensed Okeh Record Dealership. Okeh Records have selling features that make possible a quick turnover of your stock. They are recorded according to classifications: popular dance and vocal records, so that the latest hits are heard on Okeh; orchestral classics for collectors of musical masterpieces under the Odeon Label; Old Time Tunes; unsurpassed Race music by nationally famous artists.

---

*The quality of an Okeh Recording  
is of acknowledged brilliancy and clarity.  
The quality is proved by comparison!*

---

*Distributors of*

**Okeh Records**

**Consolidated Talking Machine Co.**

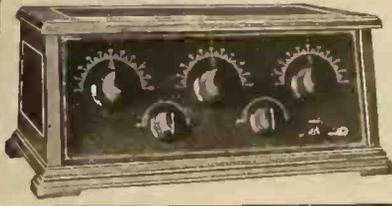
227 W. Washington St.

Chicago, Ill.

BRANCHES — 2957 Gratiot Ave., Detroit, Mich., 1121 Nicollet Ave., Minneapolis, Minn.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 126)

**Lakeside Type K Radio Set**



The last word in Radio Sets. A complete five-tube tuned radio frequency receiver designed to meet all needs. Cabinet furnished of selected walnut in two-tone effect with metal panel attractively designed in gold with the latest in knobs and pointers.

Dimensions: Height 10 inches; Length 20 inches; Width 11 inches.

**LIST PRICE, without Tubes or Batteries . . . \$75.00**

Reception! Liberal Discounts

**Lakeside Supply Company**  
Radio Sets, Cabinets and Accessories  
72 West Van Buren Street  
Chicago, Illinois

It contains illustrations, descriptions and prices of musical merchandise such as harmonicas, violins, violin cases, music stands, banjos, guitars, accordions, ukuleles, strings for all musical instruments, phonograph accessories, such as record repeaters, needle cutters, needles and record albums. The Caswell portable phonograph, in both the Gypsy and Aristocrat models, is given considerable space, as are the Heineman, Krasco and United motors, Mutual tone arms and motors, and the Outing portable phonograph. Two pages are devoted exclusively to a listing of main springs for phonograph motors, manufactured by Everybody's Talking Machine Co., Philadelphia, Pa.

**Abe Lyman's Orchestra Entertains**  
Abe Lyman's California Orchestra, Brunswick record artists, now playing at the College Inn, Hotel Sherman, Chicago, entertained the members of the Chicago Piano Club at the noonday luncheon on November 16. A trio from the orchestra rendered several numbers, and one of the orchestra members, a singer of popular songs, brought down the house with his renditions. Jack and Cy, radio stars, also entertained the members with ukulele selections, rounding out one of the best musical programs which the Piano Club has enjoyed this season, and which was arranged by Jack Kapp, chairman of the entertainment committee.

**Effective Eagle Publicity**  
The Peerless Light Co., Chicago, Ill., Eagle radio distributor in that territory, has recently been entertaining pedestrians with an automobile equipped with an antenna and an Eagle balanced neodyne receiver. This truck has been proving one of the attractions in the

streets of Chicago and undoubtedly is unusually good publicity not only for the distributor but for the manufacturer of the set, the Eagle Radio Co., and the many Eagle dealers in Chicago and suburbs.

A. H. Berger, manager of the radio department of the Peerless Light Co., recently stated that this form of advertising had aroused much



interest with prospective purchasers. Mr. Berger is very enthusiastic over the growing interest in the Eagle product. He states that the fact that the Eagle service department in Chicago is ready at all times to give necessary aid to

final installations or any other problems, has reacted most favorably with retailers and consumers. The fact, too, that the Eagle sets are sold with a 100 per cent guarantee to both dealer and consumer has also won many friends for the Eagle line.

**Zinke Co. Sends Out Attractive Catalog**  
The Zinke Co., Inc., of Chicago, which serves as a sales department for a number of nationally prominent radio manufacturers, recently mailed to the trade an attractive catalog showing the entire line of products sold by the Zinke Co. The booklet is printed in several attractive colors, and on its pages are found illustrations and descriptions of Mohawk radio receiving sets, radio panels suitable for installation in phonographs, the Mohawk portable six-tube receiver, and the Mohawk three-gang condenser, as well as parts and accessories. Another section is devoted to the products of the Reichmann Co., Chicago, describing the Thorphone power loud speaker, Thorola loud speakers, and phonograph attachments. Fore battery chargers, manufactured by the Fore Electrical Mfg. Co., St. Louis, Mo., Globe head sets, binding posts and switches,

How the Peerless Co. "Tells the World" About Eagle Radio products of the Globe Phone Mfg. Co., Reading, Mass., the Graynie power unit, and "B" batteries, manufactured by the Graynie Corp., Chicago, and Sturdy radio tubes are also illustrated and described.

**Victor Co.'s Chicago Office**  
The Victor Talking Machine Co., Camden, N. J., recently established a district office in the Nixon Bldg., 105 West Monroe street, Chicago. C. Lloyd, district manager, will make his headquarters in the new branch office and will have active charge of a number of the Middle West States, working in close co-operation with Victor jobbers and dealers.

**Phonogram New Type of Phonograph**  
The Fuehr-Stemmer Piano Co., manufacturer of talking machines and pianos in this city, recently introduced a new type of phonograph, designated as the Phonogram, which in cabinet construction is identically the same as that of a small grand piano. The instrument is furnished in mahogany veneer with a satin or polished finish, and it stands 36 inches high, 32 inches wide, and 32 inches deep.

The Phonogram is equipped with a Krasco two spring motor, which will play five or six selections with one winding. The Universal tone arm and sound box, adaptable for radio, are also part of the standard equipment. A balanced-hinged door covers the horn opening and the record compartment, which are placed where the keyboard of the ordinary piano is found.

The Fuehr-Stemmer Piano Co. has been a prominent figure in the piano manufacturing industry for the past twenty-five years, making both uprights and grand pianos, and for the past ten years the firm has also produced con-

(Continued on page 130)



**MODEL "HAM" RADIO CABINET**  
Outside Measurements: Height, 44 in.; Width, 39 in.; Depth, 18 in.  
Inside Compartment: Height, 10 1/2 in.; Width, 33 1/4 in.; Depth, 12 1/2 in.

So  
**ATTRACTIVE  
ADAPTIVE**  
and  
**LOW-PRICED**  
That  
**The Largest Retail  
Outlets in America  
PREFER**

*this model for their  
most exacting trade.*

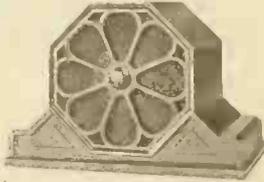
**BROADCASTER CORP.**  
2414 W. Cullerton Street  
Chicago, Ill.

# UTAH

Made in Salt Lake City

Trade Mark Registered

Wishes you a Merry Christmas



Reg. U. S. Pat. Office

**Utah Supreme**

Finished in a soft antique mahogany, designed to please both eye and ear. Measures 10 1/2 x 8 x 7 1/2. Weight 8 pounds. Packed 1 in a carton, 3 in a crate.

PRICE, \$25.00



Reg. U. S. Pat. Office

**Utah Super-Flex**

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

PRICE, \$14.00



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

**Utah Standard**

PRICE, \$25.00

**GUARANTEE**

Buy a **Utah** and use it for two weeks. Compare its tone with the best the others are able to produce. **If the Utah does not give better reception** return it to your dealer and **he will refund your money.**

**WE ARE MANUFACTURERS  
NOT ASSEMBLERS**



**Utah Phonospeaker**

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

Price With Stand.... \$10.00  
Price Without Stand... 9.50

## UTAH RADIO PRODUCTS COMPANY

1427 South Michigan Avenue

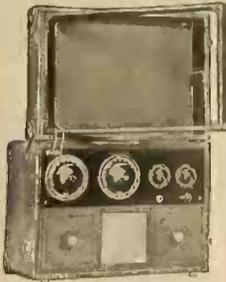
Chicago, Illinois

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 128)

sole and upright phonographs. The Phonograph, which has proved very successful since it was first introduced a short time ago, is a product in which are embodied the results of the Fuhrer-Stemmer executives' experience gained in many years' manufacture of grand pianos.

**Introduce New Six-Tube Portable Set**

A new six-tube portable set, weighing thirty-five pounds, was recently announced by the Mohawk Corp. of Illinois. The loud speaker horn is said to be of unusual design, and in it is incorporated the Mohawk Super-Tone mm.



Mohawk Portable Set

The loop is telescoped within the lid of the leather-trimmed case, and the tuning of the set is accomplished with two dials.

**Important Decision for Erla**

The Electrical Research Laboratories, of this city, manufacturer of radio sets and other radio products, was advised this week by E. Landers, acting United States Examiner at Washington, D. C., that the company had been successful in its fight to have the word "Reflex" used generally and not confined to the products of any individual company or person. Arguments had been presented to the Examiner's office in behalf of an Eastern inventor and an Eastern manufacturer who claimed the use of the word "Reflex" for their products exclusively, but the Electrical Research Laboratories argued to the contrary and was successful.

**Much Interested in Echophone Coil**

A number of radio engineers visiting the Chicago Radio Show were greatly interested in the Echophone coil, which is used as part of the standard equipment on all of the Echophone receiving sets manufactured by Echophone Radio, Inc. The coil is of a special design, and is said to eliminate stray magnetic field and to be extremely selective.

The Echophone line of receiving sets has been well received all over the United States, according to Chas. Buckman, advertising manager of the firm, especially Model "R-5," a 5-tube

tinued radio frequency set with two-dial control, encased in a solid mahogany cabinet of satin brown finish. The Model "R-5" console has also been very popular with the trade and consumer alike. This model is equipped with a bench upon which the operator may sit, and thus bring his eyes on the same level with the dials. Other features of the set are found in the built-in loud speaker, which contains an Audipon type "AK" unit, and large battery compartment.

Echophone Radio, Inc., has put forth an intensive effort for the past two years to interest the farm market and consumers residing in small towns. Echophone dealers located in such communities, have been exceptionally successful with the "V-3," an Echophone dry cell receiver, which was introduced very successfully in the 1924 season. The "V-3," which is operated entirely by dry cell batteries, is substantially the same as it was last year, except for its reduced price.

**Handle the Slagle Line in Northwest**

The Slagle Radio Co., Fort Wayne, Indiana, manufacturer of radio receiving sets, recently announced the appointment of Finch, Van Slyek & McConville, St. Paul, Minn., as Northwestern distributors for the Slagle line. Finch, Van Slyek & McConville, distributors of general merchandise, are among the best-known firms in the Northwest, and their sales organization covers the following States: Minnesota, North Dakota, South Dakota, Montana, Nebraska, the upper peninsula of Michigan, and the northwestern half of Wisconsin.

**J. H. Carl is Sales and Adv. Manager**

The Victor Radio Corp., Chicago, manufacturer of the Leader loud speaker, and loud speaker unit, recently announced the appointment of J. H. Carl as sales and advertising manager, effective December 1. Mr. Carl has spent over fourteen years in the export department of Montgomery Ward & Co., Chicago, and for the past two years has occupied the position of sales and advertising manager of the United States Tent & Awning Co., of this city.

**Publicity Features Ray-O-Vac Twins**

The French Battery Co., Madison, Wis., and Chicago, Ill., manufacturer of Ray-O-Vac dry batteries, is sponsoring a very important and successful publicity campaign which features the Ray-O-Vac Twins, a harmony team comprising Messrs. Wildey and Sheehy, who have attained wide popularity on the B. F. Keith vaudeville circuit. Arrangements have been made whereby the Ray-O-Vac Twins are broadcasting regularly from the leading stations throughout the country, and Ray-O-Vac jobbers and dealers are tying up with this publicity to excellent advantage.

Arrangements were made recently with Station WHT, a 5,000-watt station in Chicago, for two one-half hour periods a week which will be known as the Ray-O-Vac period. This program

calls for a half hour of popular music on Wednesday evening followed by a half hour of classical music on Friday evening. The plan is proving a decided success and this unique idea, together with the campaign of the Ray-O-Vac Twins, is adding materially to the popularity of Ray-O-Vac batteries throughout the country.

**Maurie Sherman and His Orchestra**

Music lovers and dance enthusiasts in the city of Chicago were delighted to learn recently that Maurie Sherman and His Orchestra had been re-engaged for the College Inn at the Sherman Hotel to play for afternoon dances and

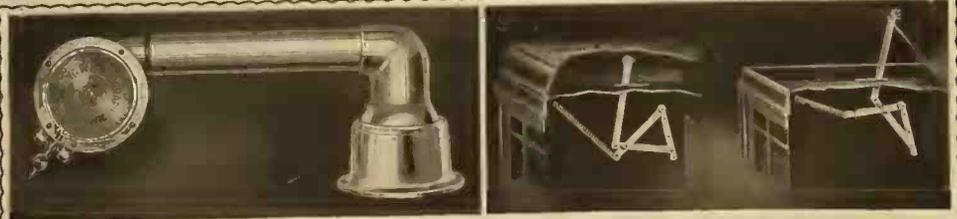


Maurie Sherman

had also been engaged for the Bal Tabarin at the Hotel Sherman. This latter night club is one of the most exclusive and popular dance places in the city of Chicago and the selection of Maurie Sherman and His Orchestra is a tribute to the organization's exceptional success in Chicago dance circles. Maurie Sherman was the first dance orchestra leader in the Middle West to co-operate with music publishers through the medium of display signs announcing the names of the selections played by his orchestra. This idea won considerable praise from the publishers as well as the dance fans and also stimulated the demand for sheet music and phonograph records of the numbers announced. In recent years Maurie Sherman and His Orchestra have played at the Randolph College Inn and the Crillon.

**Figures That Tell of Prosperity**

The Gulbransen Co. announced recently that the figures for the month of November showed this month to have been the biggest November in Gulbransen records, the second largest month in the history of the company and a close second to October 1925 which marked the biggest production in Gulbransen activities. November would easily have topped October, for the orders were in hand, if it were not for the fact that there were five Sundays and two holidays in the month.



**Scottford Tonearm and Superior Reproducer**

Manufactured under patents of Louis K. Scottford. Plays all makes of records. Famous for tone—without the usual metallic harshness and without the scratch. Standard length 4 1/2 inches center to base to needlepoint—can be made to order longer or shorter. Base opening 2 inches diameter.

Fine quality Nickel and Gold Plate finishes



Supplied to manufacturers of high grade phonograph cabinets in the United States and all foreign countries. Samples sent anywhere for trial.

**The Superior Spring Balanced Lid Support**

A touch of one finger lifts or closes the lid which stays, balanced, at any point desired. Does not warp lid. Noiseless in operation. The simplest spring balance made—and easy to install. Can be made to fit any type and weight of lid. Furnished complete with escutcheon plate and all necessary screws.

Low quantity Prices quoted on application

**BARNHART BROTHERS & SPINDLER SUPERIOR SPECIALTIES FOR PHONOGRAPHS MONROE & THROOP STS., CHICAGO**

# Fourth Chicago Radio Show a Big Success

Coliseum Crowded With Exhibits of Latest Products of the Leading Radio Manufacturers of the Country—Intense Interest Indicated by Vast Throngs in Attendance Daily—Fine Programs Broadcast

CHICAGO, ILL., December 7.—Over 170,000 people attended the Fourth Annual Chicago Radio Show, which was held at the Coliseum for six days, beginning on November 17 and ending on Sunday, November 22. The show was the greatest success of any radio exposition that has ever been held, not only in attendance, but in business actually closed, as well as the registration of jobbers and dealers from all parts of the country. The exhibits were noteworthy for their attractiveness, originality and value and

neapolis, Minn. There were also delegations from St. Louis, Kansas City, and other cities. The registration showed jobbers and dealers from Texas to Winnipeg, Canada; from California to Pennsylvania, and practically all points between.

The Chicago show got away to a most auspicious start. On the first night it was officially opened by Lieut. Governor Fred E. Sterling, of Illinois, and Mayor William E. Dever, of Chicago, who delivered talks from the model broad-

Miss Rena Jane Frew, of Beaver, Pa., the Radio Diana of America, was on hand to greet Flossie E. Erickson, of Bloomington, Ill., who was chosen Miss Radio of the Middle West, for having the best long-distance reception record and for having written the best letter on "What Radio Has Done for Me." There were four other prize winners also in the contest and all were on hand the opening night to receive their trophies from Lieut. Gov. Sterling.

Fourteen big contests were held under the



A Partial View of the Coliseum Showing Some of the Fine Exhibits

the Coliseum itself was decorated more artistically and lavishly than any show ever held in this historic auditorium. The success of the exposition may be attributed, in a considerable measure, to the fact that the Radio Manufacturers Association, the leading trade organization in the radio industry, sponsored this exposition and worked in close co-operation with the show management. The Association is concentrating on one show in the cities of Chicago and New York, and the Coliseum Show received its hearty support both as an association and from the members individually.

The Chicago show was under the personal direction of U. J. Hermann and G. Clayton Irwin, Jr., in co-operation with the show committee of the RMA. This committee is composed of Maj. Herbert H. Frost, Herbert H. Frost, Inc., chairman; A. J. Carter, Carter Radio Co.; H. W. Clough, Belden Mfg. Co.; J. C. Daly, Jefferson Electric Mfg. Co.; G. R. Haase, Compressed Wood Corp.; R. L. Hberling, Philadelphia Storage Battery Co.; J. L. Schwank, Atwater Kent Mfg. Co.; R. E. Thompson, R. E. Thompson Mfg. Co.; Fred C. Wellman, Electrical Research Laboratories, and F. W. Will, Multiple Electric Products Co.

Friday, November 20, broke all records for radio show attendance when 33,685 persons passed through the doors of the Coliseum. The attendance for the six days of the show was, officially, 171,410.

More than 3,900 jobbers and dealers registered at the show and several hundred others were in attendance, but did not register. One delegation from the Northwest Radio Trades Association brought along its own band from Min-

neapolis, Minn. There were also delegations from St. Louis, Kansas City, and other cities. The registration showed jobbers and dealers from Texas to Winnipeg, Canada; from California to Pennsylvania, and practically all points between.

The Chicago show got away to a most auspicious start. On the first night it was officially opened by Lieut. Governor Fred E. Sterling, of Illinois, and Mayor William E. Dever, of Chicago, who delivered talks from the model broad-

casting studio in the Coliseum. A letter of congratulation was read from Senator William B. McKinley, of Illinois.

The chief guest of honor during the week was Commander Donald B. MacMillan, who recently returned from his Arctic exploration trip. He was the personal guest of E. F. McDonald, Jr., president of the Zenith Radio Corp., who was second in command on the journey into the polar regions. With them were two Eskimo children, who appeared at the show in native costumes. On Thursday, Commander MacMillan spoke from the model broadcasting studio at the show, his first appearance on the air since his return to the United States.

It was officially Radio Week in Chicago, a proclamation to this effect being issued by Chairman Jacob M. Arvey, of the Chicago Radio Commission, the only municipal body of its kind in the world.

The studio, in charge of J. Elliott Jenkins, technical director, and Frank L. Bennett, program director, was connected with eight Chicago broadcasting stations—WENR, WHI, KYW, WGN, WLS, WMAQ, WGES, and WBBM. Some of the finest programs ever offered on the air were given, several manufacturers exhibiting in the show going to great expense to engage special talent for the programs.

Every foot of available space in the Coliseum was occupied, including the North Hall, the balcony of the main building, and the first and second floors of the Annex. The exhibits and general appearance of the show were more elaborate than ever before attempted at any radio exposition. An estimate placed on the value of the exhibits was at more than \$1,000,000.

auspices of the show for the amateur set builders. The silver trophy for the best set in any class was awarded to Sam Lichtman, who submitted a sixteen-tube superheterodyne. Winners of the other classes were: C. Wood Tatham, F. Longhi, A. Pahr, Q. Berend, M. Giesel, R. J. Bartels, John Elle, R. Nichols, J. R. Crews, C. Mueller, H. Adler, V. A. Sturm, A. Zanzig, M. Andrews, and R. Goebel. The winners of the contest for girls and women were M. Hensleigh, J. Hill, V. Billeck, and E. Ravinoff.

The relayed set building contest held at the show was won by Senn High School of Chicago, in competition with three other schools. Donald Callahan, of Senn School, was declared the best individual contestant. He was promptly challenged by Jack Hartley, winner of the contest held at the Radio World's Fair, New York City, and Mr. Callahan was declared the winner in the final contest.

It was announced that the Chicago show for 1926 will open on Monday, October 11, and will run for seven days. The New York Radio World's Fair, also under the direction of Messrs. Herrmann and Irwin in co-operation with the Radio Manufacturers' Association, will open in the new Madison Square Garden on September 13, 1926. These are the two official shows of the RMA and already more than sixty per cent of the space in both shows has been reserved by the leading manufacturers.

"The RMA has arranged for Messrs. Herrmann and Irwin to direct the New York and Chicago shows in 1926," said H. H. Frost, president of the Association. "We will now begin

(Continued on page 132)





## Most-Demonstrated Set of the Season

From radio as it has been known, to Thorola Islodayne is as great a change as could happen, even in radio! Here is so much of an advance that it seems to put final highest development into view. Thorola Islodayne now brings radio safe from being surpassed.

Only the Thorola Islodayne principle of *Isolated Power* makes it all possible. Based on the epochal discovery of Thorola Low-Loss Doughnut Coils, Islodayne action literally isolates the radio impulses—keeps them from interfering with each other—from tangling up—from weakening themselves—keeps all unwanted stations out.

Sharpest selectivity is most certain, even in congested areas. Tone is unbelievably pure, since interference is defeated. Superabundant volume is available at extreme distances because power, instead of being wasted, neutralized or damped, is put fully behind the broadcasting of the one chosen station only.

These amazing results, free from mysterious, unmanageable, disappointing old elements of radio reception, are the regular performance of Thorola Islodayne receivers. Excellence is uniform in all Thorola sets, and throughout the range of reception. Radio parties proceed as scheduled. Stations come in as logged. Words and music come in as broadcast!

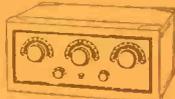
It is the latest proof of Thorola eminence, first established by the matchless tonal accuracy of Thorola Loud Speakers. Now there is a complete receiver, Thorola Islodayne, even further ahead. It is establishing records for hundreds of Thorola dealers, as the most-demonstrated set of the season. The whole Thorola line speeds along with sensational Thorola Islodayne sales.

REICHMANN COMPANY, CHICAGO

Illustrated 5-tube Thorola Islodayne with Barbed Vial and with Circutran Pup **\$100**

New Model 51, Grinnon 3-tube heavy Cabinet . . . . . **\$85**

Console Model . . . . . **\$225**



5-tube Thorola Islodayne in smart Thorolon Finish . . . . . **\$85**



Thorola 4 Speaker **\$25**



Thorola Jr Speaker **\$15**



Islodayne action is based on Thorola Low-Loss Doughnut Coils. They have many Thorola advantages to other receivers.

Set of 3 **\$12** Per Coil **\$4**

Thorola Low-Loss Straight Line Frequency Condensers can also be bought separately **\$5.50 and \$6**

Thorola Galea Audio Reproducer 5 **\$4.50** 10y Transformer . . . . . **4.50**

# Thorola

## ISLODYNE



**A Work of Art**

*This exquisite console is beautifully fashioned in four-way matched stump walnut veneer. French Huguenot finish emphasizes the perfect match of figure and grain. Built-in loud speaker. New-type receiver with 5 tubes. Beautiful materials, excellent workmanship throughout. Complete, excepting tubes and accessories, to retail at \$142.50. Pacific Coast price, \$150.*



**\$100 less**  
*than others of comparable quality*

In this exquisite console, the Erla new-type receiver, with its four great improvements in radio reception, is unquestionably the greatest value in radio today.

As a piece of furniture it is superb, fully up to the standard of the music and phonograph store.

*New-type receiver*

The Erla receiver embodies a new and revolutionary inductance principle, the Erla \*Balloon\* Circloid coil. Radio fans know of this as one of the brilliant advances in radio. Here are four striking advantages this new inductance principle secures:

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, greater distance. (2) Stations scarcely audible on ordinary sets are brought in with concert volume. (3) Because these amazing coils have no pick-up qual-

ities, selectivity is greatly increased. (4) The self-enclosed field prevents stray feed-backs and distortion. Tone quality is remarkably improved.

*Why lower priced*

Because ninety-five per cent of the elements of the Erla receiver are made in our own factory, we are able to offer Erla at such an unusual price. This principle of manufacture eliminates extra profits. You and your customer benefit.

*Write to us*

Erla dealers are making a lot of money on this model. Margins compare favorably. In quick-selling appeal, Erla stands alone. We urge you to write at once for all details of our proposition. For convenience, fill in and mail this coupon.

AS a dealer proposition, this Erla Console has proved itself one of the wonders of radio. Impressive in size, costly looking, made of the richest and most exquisite of woods, it can be placed among consoles selling for \$100 more and still seem reasonably priced.

At its price, nothing compares with it. No expense has been spared to give the Erla Console instant selling appeal. Famous designers of fine furniture created it. All the artistic qualities of walnut are made use of.

\* Trade Mark Registered.



This sign identifies authorized Erla distributor- and dealers. All are equipped to give complete radio service.

**Write today**

Get full information about the entire Erla line of receivers, ranging as low as \$69.50. Unique selling plan is resulting in tremendous number of sales. Simply fill in and return coupon.

**FILL IN AND MAIL THIS COUPON**

ELECTRICAL RESEARCH LABORATORIES, 15c  
 Dept. 19-C, 2500 Cottage Grove Ave., Chicago, U.S.A.  
 Send me immediately full particulars of the Erla proposition. No obligation.

Name.....  
 Street.....  
 City..... County..... State.....  
 Present business..... Handle radio?.....  
 What kind?.....  
 Attach any other information you wish to give on separate sheet.

## FOURTH CHICAGO RADIO SHOW A BIG SUCCESS—(Continued from page 134)

prising radio sets. Highboy phonograph and radio combinations and loud speakers, was displayed in one of the most artistic booths at the show. The handsome cabinets in the Sonora line were exhibited in ideal surroundings, with the entire booth fitted to harmonize with the Renaissance period of furniture and decorations. Ray Riley, representing the Sonora Phonograph Co., New York, traveling through Chicago territory, was in charge of the exhibit, assisted by the members of the staff of the **Tay Sales Co., Chicago** Jobber for Sonora.

**Magnavox Co.**

The Magnavox Co., Oakland, Cal., in collaboration with the Harco Co., Chicago distributor, maintained a very attractive booth, decorated in black and gold with a brilliant smoky forming the background. Among the re-

produced by the Jewett Radio & Phonograph Co., Pontiac, Mich., and which is meeting with marked success, was the feature of the Jewett exhibit. The complete line of Jewett products was also on display, including the popular Super-speaker, horn design; a console table to accommodate the Jewett receiver and providing room for battery equipment; the Jewett Highboy to accommodate a standard radio set and equipped with a built-in Super-speaker; the Jewett Cone type speaker; Venue and Jewett phonograph and loud speaker units; the Jewett console Super-speaker; Parkey cabinets and Jewett Micro-dial. E. H. Jewett, president of the company, was in attendance throughout the week, together with T. F. W. Meyer, general sales manager; George Eckweiler, factory technical engineer; J. E. O'Brien, special factory

serial operator and the entire line embodies the new Ortho-sonic circuit. Lester E. Noble, vice-president and general manager of the company, visited the show for several days, and among those in attendance at the exhibit were O. J. Jones, assistant sales manager; A. H. Kilzer, territorial representative; R. H. Blair, Milwaukee representative; E. C. Hall, Detroit representative; W. R. Gurney, Des Moines representative and Dan McKinnon, Chicago representative.

**Calvin B. Kennedy Corp.**

The feature of the very handsome exhibit sponsored by the Calvin B. Kennedy Corp., St. Louis, Mo., was the popular model No. 4 five-tube set which has attained wide popularity. Among the other models on display were model 15, a five-tube set of standard design, and model



The Spacious Aisles, Bordered by Exhibits, Were Crowded During the Show

celing sets displayed were model 75, a brown mahogany console, with built-in speaker and battery compartment; model 25, a self-contained receiver in brown mahogany; model 10, a mahogany table set; model "10," a drawer-type receiver installed for display purposes in a Brunswick console, and the Junior Magnavox, a table model. Two new horn-type loud speakers, M-3 and M-6, with non-metallic bell and finished in crystalline black, were also on display. Leon Goldber, Chicago district manager, was in charge of the exhibit and was assisted by T. D. Rauli, of the Harco Co.; G. S. Cross, of the Chicago office service department, and C. Haselton, of the Oakland office.

**Farrand Mfg. Co., Inc.**

A giant reproduction of the popular Farrand cone speaker was the feature of the display presented by the Farrand Mfg. Co., Inc., Long Island City, N. Y. This mammoth speaker attracted considerable attention, and S. H. Kehoe, division manager of the company, was kept busy answering inquiries in connection with the constructional and acoustical features of the speaker. Geo. H. Kiley, general sales manager of the company, spent several days at the exhibit.

**Jewett Radio & Phonograph Co.**

The new Jewett radio receiver which was recently in-

representative; Edward Gorman, Western district manager, and Jacob Suski, Chicago district manager.

**American Bosch Magneto Corp.**

All the products manufactured by the American Bosch Magneto Corp., Springfield, Mass., were displayed attractively at the Coliseum, one of the features of the exhibit being the Bosch Nebulosity eliminator, which replaces B batteries, taking care of one to four-tube requirements. The Bosch Ambrosia, a six-tube tuned radio frequency set, recently introduced by the company, was also displayed and attracted wide attention. The exhibit was completed by the presentation of two models of the Ambrosia speaker, and the display was in charge of O. H. Smith, Chicago district manager, assisted by D. H. Saunders, of Young Lorch & Richardson, Chicago jobbers.

**Federal Radio Corp.**

The complete Federal Ortho-sonic line of sets, made by the Federal Radio Corp., Buffalo, N. Y., was presented in a very attractive setting, and among the instruments on display were the A10 five-tube standard model; B20 five-tube model; B30 five-tube model with built-in loud speaker; B35 and B36 console models with built-in loud speakers; C20 standard model seven-tube set; C30 seven-tube set with built-in loud speaker and the C35 Highboy with built-in loud speaker. All of the C series are loop

16, a console cabinet model with built-in loud speaker. The Kennedy horn and cabinet speakers were also on display and among the officials of the company who were present during the week were H. J. Rathbun, vice-president and general manager; D. R. Hessler, general sales manager; Charles Lauritsen, chief engineer and B. A. Kennedy, factory superintendent. A. C. Forbes, district representative for Chicago territory and R. B. Johnson, traveling in St. Louis territory were also present at the exhibit.

**Grigsby-Grunow-Hinds Co.**

The Majestic A and D current supply, finished in crystalline black, formed the center of attention in the display sponsored by Grigsby-Grunow-Hinds Co., Chicago. Majestic reproducers manufactured by the firm were on display, including WG-10, finished in black; WG-20, in shell mahogany, WG-40, in Japanese pearl, and WG-50 in mother-of-pearl. E. W. Maske, traveling sales manager, was in charge of the display, and was assisted by J. H. Tugeman, of the engineering department.

**Pooley Co.**

The complete Pooley line of consoles, Highboys and combination radio-phonographs formed an interesting display, and the sales organization of the Pooley Co., Philadelphia, Pa., was kept busy pointing out the distinctive qualities of the product to the trade. The instruments on display included Pooley consoles, 60R2 and 160R2, the latter model is equipped with the popular Atwater Kent No. 20 Compact and the other two models with the Atwater Kent No. 20 set. The Pooley Highboys on display included model 1110, equipped with the Atwater Kent No. 10 set; 1320 equipped with the Atwater Kent No. 20 set; 1320 equipped with the Atwater Kent No. 20 set; 1610 equipped with the Atwater Kent No. 10 set and 1620 equipped with the Atwater Kent No. 20 set. There was also displayed the Pooley console No. 1000-R1 adaptable for any standard radio set, and the Pooley phonograph radio combination 1500, equipped with the Atwater Kent Compact set and the Pooley phonograph. All of the instruments displayed include in their equipment the popular Pooley loud speaker, Den R. Stauffer, treasurer and general manager of the company, was in charge of the exhibit, assisted by Samuel Fletcher the second, Southern representative, and other members of the Pooley sales staff.

**Air-Way Electric Appliance Corp.**

Air-Way radio sets, all presented in attractive cabinets, were featured by the Air-Way Electric Appliance Corp., Toledo, O., in conjunction with the Jackson Sales Co., Chicago, Air-Way representative. Among the instruments on display were models 61, a six tube set with a standard cabinet design, model 62, a six tube set, standard cabinet design with sufficient height to provide for a self-contained loud speaker, and model 63, a six tube console design with built-in loud speaker. J. O. Munn, sales and advertising manager of the company, was in charge of the exhibit, assisted by R. A. Stemp, of the Chicago sales organization.

**Dure Metal Products Co.**

The Dure Metal Products Co., Chicago, maintained a display of its line of loud speakers and loud speaker units, including type "E," a metal horn in black crackle finish; type "E-S," finished in bright crystal gold; type "M," in brown leather; type "M-E," in crystal gold, and the Quilt-Tone loud speaker unit. W. F. Weber and L.

## LOUD Burns SPEAKER with Large Concert Unit

Dealers will instantly recognize the increased sales possibilities with the Burns Speaker when equipped with the new Concert Unit. The large size and scientific construction of this Unit produces most remarkable results. Horn is made up with pyralin flare in several handsome finishes.

No. 20S

No. 20SB Black flare \$25.50  
No. 20SD Mahogany tinted flare \$25.00  
No. 20SP Mother-of-Pearl flare \$30.00  
No. 100 Unit for phonograph \$10.00  
No. 120 Concert Unit \$12.00

No. 120 Concert Unit

Burns Speaker is of a distinctive design which easily identifies it and gives an Individuality that meets requirements of the exacting customer who wishes something out of the ordinary. It places the eye as well as the ear.

Write Manufacturers for Attractive Trade Prices

### American Electric Company

State and 64th Sts., Chicago, U. S. A.

(Continued on page 138)



**CROSLY**  
**Super-Trirdyn Special**  
 The improved Super-Trirdyn panel is assembled in a new solid mahogany cabinet finished in du-tone. This cabinet with its striking lines and simple detail decoration is of ample size to house all dry batteries required for dry cell tube operation..... **\$60.00**

# Performance that has no peer in any field of Radio

Since the announcement of the present new Crosley models, Crosley sales have been leaping to sensational figures, literally taxing the production facilities of all Crosley plants.

This new leadership in sales is based on Crosley's new leadership in value; and this latter resolves itself into two simple propositions:

*Crosley sets consistently deliver a performance that has no peer in any field of radio—and this matchless performance is offered at the lower prices that only the economies of tremendous production make possible!*

On this page are shown four of the new Crosleys—the two famous Super Trirdyns and the two Special De Luxe models. Not only do they offer an effective beauty and accurate workmanship but they provide a performance that cannot be surpassed in the \$23.50-\$60 price range or many dollars above it!

Make your own comparison on the basis of selectivity, distance, clarity, and volume. Place the competing receivers side by side with lead-ins from the same antennae and put them through their paces.

Forget the radical difference in price. Reach your conclusion solely on results. Then and only then will you understand why thousands upon thousands of radio buyers are singling these Crosleys out of the entire field—unwilling to pay more because a greater investment cannot provide greater enjoyment.

See the complete Crosley line at the nearest Crosley dealer's. Address Department 26 for his name and our illustrated catalogue.

## THE CROSLY RADIO CORPORATION CINCINNATI, OHIO

Cable Address: Listenin-Cincinnati

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

Crosley manufactures receiving sets which are licensed under Armstrong U. S. patent No. 8,113,149 and priced from \$9.75 to \$60.00 without accessories. None of the prices quoted include batteries, tubes, headphones, etc. Add 10 per cent to all prices west of the Rocky Mountains.



**CROSLY**  
**Super Trirdyn Regular**  
 Incorporating the famous Trirdyn book-up, this set brings in spicuous sharp, clear and mellow on the Musicians. The cabinet is of oil-rubbed solid mahogany, exquisitely simple in design and beautifully finished. For sheer performance under all conditions the Super-Trirdyn cannot be surpassed..... **\$45.00**



**CROSLY**  
**3-Tube 52 S. D.**  
 In this improved model are introduced radical refinements that increase its general efficiency. Refinement of parts and improvements in design have made it a truly remarkable value considering its nominal price. Genuine Armstrong regeneration with the double circuit to reduce radiation to a minimum. Beautifully proportioned with attractive sloping panel. Cabinet holds all necessary dry cells. A genuine long range radio, easy to tune, easy to enjoy and easy to pay..... **\$32.50**



**CROSLY**  
**2-Tube 51 S. D.**  
 This superb long range set combines Armstrong regeneration and one stage of audio frequency amplification. The handsome mahogany finished cabinet, with sloping panel, holds all required dry batteries. Improvements include new worm type tinkle, new vernier plate condenser and a double circuit to minimize radiation. Unusual selectivity and distance, extreme accuracy of control..... **\$23.50**

We solicit inquiries from dealers interested in our sales and service station franchise.

# CROSLY · RADIO

BETTER · COSTS LESS

## FOURTH CHICAGO RADIO SHOW A BIG SUCCESS—(Continued from page 136)

J. Miley, of the sales department, were in charge of the exhibit.

**National Carbon Co.**

The complete line of Eveready A-B and C dry batteries, made by the National Carbon Co., Long Island City, N. Y., was featured at the exposition, as well as the new 6000 and 6050 models of the Eveready A storage batteries. The feature of the display was the new Eveready Layer-bulk No. 466 B battery, which attracted considerable attention from the visitors to the show. The popular Eveready demonstration panel, showing the drain of tubes on batteries, was exhibited to interested audiences. J. M. Hickey, of the company's Chicago office, was in charge of the display, assisted by C. H. Ellis, from the radio division at the New York executive office.

**Neufeldt & Kulnke (The Goldschmidt Corp.)**

The model S loud speaker, one of the popular leaders in the loud speaker field, was the feature of the exhibit sponsored by the American Division of Neufeldt & Kulnke, manufacturer of N. K. loud speaker products. The type W speaker was also on display, and other N. & K. products presented were the new light weight phones and the new N. & K. adjustable phonograph unit. J. D. Price, sales and advertising manager of the N. & K. radio division, was in charge of the exhibit, assisted by Clifford Stevens, production manager; V. H. Keith, Southern representative; A. Baehr, Cleveland representative; and G. Lynch, Southwestern representative.

**Perryman Electric Co.**

The complete line of Perryman radio tubes, manufactured by the Perryman Electric Co., New York City, made their initial appearance at the Chicago Radio Show and were accorded enthusiastic reception by the trade. The display, in addition to presenting the tubes on demonstration boards, also included a series of dealer helps prepared by the company for use by its dealers and a reproduction of a clear glass demonstration sign which is furnished to the trade for the purpose of presenting the tubes under actual working conditions. The exhibit was in charge of H. B. Foster, general manager of the company who was assisted by N. D. Pannell, of the Perryman sales staff; A. Baehr, Cleveland representative; and F. D. Keith, Southern representative.

**Philadelphia Storage Battery Co.**

Philo storage batteries, together with other products of the Philadelphia Storage Battery Co., attracted considerable attention, the feature of the display being a complete line of philo A and B wet batteries, as well as the glass jar, 250 proof A and B batteries. Philo A and B socket power units and dynamic batteries, completed the display, which was under the direction of J. M. Skinner, vice-president of the company, and S. M. Rumlund, advertising manager, assisted by the following members of the Chicago office: Messrs. North, White,

Henry, Peterson, Rue, Shannon, Hebenstreit and Rasmussen.

**Thermodyne Radio Corp.**

A replica of the Oriental booth featured by the Thermodyne Radio Corp. at the New York Show was presented at Chicago and won favorable comments from all visitors at the Coliseum. The complete line of Thermodyne sets was on display, including the TFS five-tube standard model; TFS six-tube standard model; TFS speaker table with built-in loud speaker and battery compartment; and the CTP 6, a console six-tube model with the TFS table. The display was in charge of R. H. Shepard, Chicago manager, assisted by E. Kennedy and C. H. Meyer, of the Chicago sales staff.

**Fanstel Products Co., Inc.**

The Pansteel Products Co., Inc., No. Chicago, in an attractive booth remodeled in gray and brown, displayed its complete line, including Balkite battery chargers for 4 volt "A" batteries, Balkite Trickle charger for com-

pleted mahogany; C5, a table set finished in two-tone mahogany with a bronze panel; C6, a table model in two-tone walnut with bronze metal panel, and C7, a console finished in two-tone walnut, with a built-in speaker and battery compartment. The Pearson portable, a 6-tube receiver finished in black leatherette and battery equipped with a self-contained loud speaker, battery compartment, and mahogany bakelite panel, completed the display. Walter Maull, general sales manager, was in charge of the display, and was assisted by C. F. Eisenmenger, of the sales department.

**French Battery Co.**

A giant Ray-O-Vac electrically propelled dog who followed a light flashed in his eyes was the feature of the display of the French Battery Co., Madison, Wis. Among the various Ray-O-Vac batteries on display were No. 980 Master Ray-O-Vac "B" battery, 200 upright 45 volt "B" battery, 200 horizontal type, 218 upright 22½ volt "B" battery, 215 horizontal 22½ volt "B" battery.



Northwest Radio Association Band Which Visited Show

tinuous charging of 4 and 6 volt "A" batteries, Balkite "B" power units for replacing "B" batteries for 3-tube sets or less, and the Balkite "B" power unit replacing "B" batteries used with sets of 6 tubes or more. In the background was an interesting display showing electric current traveling from an ordinary light socket to the Balkite battery charger, and then on to the radio battery. E. H. Miller, vice-president, was in charge of the exhibit, and was assisted by C. E. Stecker, electrical engineer; Tom Truxel, of the sales department; R. Hoskell and R. Porter of the Fansteel laboratories.

**Pearson Division**

The Pearson Division of the Electrical Research Laboratories, Chicago, displayed the complete line of Pearson receiving sets, including Model C-3, a 5-tube tuned radio frequency set in a mahogany console cabinet with self-contained battery compartments and speaker. Other models on display were C-1 and C-2, table sets fin-

ished in mahogany; C5, a table set finished in two-tone mahogany with a bronze panel; C6, a table model in two-tone walnut with bronze metal panel, and C7, a console finished in two-tone walnut, with a built-in speaker and battery compartment. The Pearson portable, a 6-tube receiver finished in black leatherette and battery equipped with a self-contained loud speaker, battery compartment, and mahogany bakelite panel, completed the display. Walter Maull, general sales manager, was in charge of the display, and was assisted by C. F. Eisenmenger, of the sales department.

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**Mohawk Corp.—Grayline Corp.**

The Zinke Co., of Chicago, displayed in an attractive exhibit a number of lines for which the firm acts as a sales department. The complete line of Mohawk receiving sets including table set No. 100, finished in walnut, No. 105; a 6-tube portable receiver finished in black

**(Continued on page 140)**

**EXCELLO**

## Radio Consoles

Combine highest quality cabinet work with the latest developments in Wall Consoles.

The Console shown here is made of Butt Walnut with matched panels in duo-tone finish. Loud speaker and unit included.

The Excello Line includes all types of cabinets from small table type to Wall Console type illustrated.

Write for complete catalog  
sent free on request

**Excello Products Corporation**

4824 W. 16th St., Cicero, Ill.

# Belden Accessories that are popular with Set Builders & Set Buyers



Battery Cord—5 color-coded conductors 6 ft. long in brown braid.



Headphone replacement cord for headphones and loudspeakers.



Extension Cord, 20 ft. long, for loudspeakers.

WHETHER you sell parts or only complete radio sets, Belden Radio Accessories are just as important to you as tubes and batteries. Every radio set owner or builder needs a Beldenamel Aerial, a Belden Radio Battery Cord, Ground Wire, Receiver Cord or Extension Cord.

Belden Radio Accessories are nationally advertised and carefully merchandised. Distinctive cartons help you keep the stock clean, your shelves better looking, and speed up your sales, too.

Tie up with the Belden line for quick sales and good profits. Every Belden item is a fast-moving, profit-making accessory. Mail the handy coupon for full details and sales manual.



Beldenamel Aerial Wire in 100 and 150 ft. lengths. Cannot corrode or oxidize. Insures maximum efficiency and range.



Lead-In and Ground Wire, all ready for immediate installation. Sold in 50 and 100 ft. lengths.

Order from Your Jobber  
NOW!



Belden Manufacturing Company  
2322G So. Western Ave., Chicago

We want to know more about the complete Belden line of radio accessories. Please send us your latest Dealer's Sales Help.

Dealer  
Address

# Belden

FOURTH CHICAGO RADIO SHOW A BIG SUCCESS—(Continued from page 138)

leatherette, consoles Nos. 110 and 115, both finished in walnut, and equipped with built-in speakers and battery compartments, and a Mohawk kit. The full line of Grayline power "B" batteries manufactured by the Grayline Corp. of Chicago, were also displayed. J. B. Hess, of the Zinke sales department, was in active charge of the exhibit, and was assisted by M. E. Seewaller, of the sales department. G. Fraibek, president; Louie Frankel, secretary and treasurer, and David Lipsky, advertising manager, all of the Mohawk Electric Corp., and G. Lewis, sales manager of the Grayline Corp., also spent considerable time at the Zinke exhibit.

**A-C Electrical Mfg. Co.**  
The complete line of A-C Dayton receivers, made by the A-C Electrical Mfg. Co., Dayton, O., were featured at the show, including the A-C Dayton standard, five-tube set; A-C Dayton console, designated as NLS-15 with built-in loud speaker, and the A-C Dayton glass model. One of the features of the exhibit was the A-C Dayton five-tube phonograph panel which attained wide success. C. H. Bosler, president of the company, was in charge of the exhibit, assisted by the sales staff of Jacobson & Cross, Chicago jobbers.

**Sterling Mfg. Co.**  
The feature of the display presented by the Sterling Mfg. Co., Cleveland, O., was the demonstration of Home, Universal and professional tube reviews made by this company. The demonstration was a practical one wherein

the members of the company's staff tested tubes offered by visitors to the Coliseum, and this unique idea made the Sterling booth one of the most popular places at the show. In addition to the tube tester, the company presented its other products including battery chargers, tube restorers, panel and socket testers, etc. The exhibit was in charge of W. Dowdell, sales manager of the company, together with L. E. Honeywell, advertising manager, assisted by three members of the sales staff.

**L. S. Brach Mfg. Co.**  
The complete line of radio products made by the L. S. Brach Mfg. Co., Newark, N. J., was effectively displayed, and among the products featured were Braeh reel equipment, lightning arresters, shock-proof plug-in power control, coil connector, crystal insulator, electric soldering and audio coupler. Godfrey Gort, vice-president of the company, was in charge of the exhibit, together with Frank Faell, assistant director of sales; G. S. Pritchard, Chicago office representative, and N. J. Bigkam, traveling representative.

**Liberty Transformer Co.**  
The Liberty Transformer Co., Inc., of Chicago, exhibited its complete line of five-tube tuned radio frequency sets, including table sets, Code No. 610, and 6102, finished in two-tone walnut. Liberty consoles De Luxe Code Nos. 643 and 648, both in two-tone walnut, equipped with battery compartments and millimeters showing the amount of battery current used when the

set is in operation. Radio cabinets Code Nos. 64 and 64-S, with loud speaker compartment and space for batteries and chargers completed the display. In addition, the Liberty Corporation, for testing sets and speakers and rejuvenating radio tubes and radio frequency and audio frequency transformers were on display. C. B. Cannon, president, was in active charge of the display, and was assisted by J. B. Haley, of the sales department; and W. T. Kirran, manufacturer's sales representative and W. G. Shull, engineer.

**Operadio Corp.**  
The Operadio Corp., Chicago, displayed its portable receiving sets in a miniature hotel room, with two attractive young ladies, one dressed as a French maid, and the other as a page, demonstrating skilfully by pleaders, and giving the salient features of the various Operadio sets. The portable, console and Tridor convertible, which transforms the portable into a cabinet receiver of matched stump walnut, were used in the parlour. In addition boxes at either side of the stage the Consulate and Operadio models were exhibited in an attractive setting. W. B. Ricketts, sales manager, was in active charge of the display, and was assisted by L. A. King, assistant sales manager, and A. J. Sheely, and W. E. Fleming, of the sales department.

**Liberty Electric Co.**  
The display sponsored by the Liberty Electric Co., New York, was one of the most popular at the show, and throughout the day and night the crowds were six deep around the booth. The feature of the exhibit was "Black Bear," the radio show, and were not infrequently four through five appearances at the various radio shows. "Black Bear" demonstrated to excellent advantage the many distinctive features of the Full-Wave battery charger, made by the Liberty Electric Co., and also gave exhibitions of his mental facilities which won enthusiastic applause from the crowds in attendance. E. H. Knapp, president of the company, was in charge of the exhibit, together with Frank Holland, sales manager of the concern.

**Shamrock Mfg. Co.**  
The complete line of six tube sets, manufactured by the Shamrock Mfg. Co., Newark, N. J., was presented under the auspices of the Jackson Sales Co., Chicago, Shamrock representatives. Among the instruments on display were the Deluxe table model, Shamrock console and the Consolate, both in single dial and two dial controls. The console grand and Consolate, embodying built-in loud speakers and ample battery space, attracted considerable attention.

**Quam Radio Corp.**  
The loud speaker products and parts manufactured by the Quam Radio Corp., Chicago, made their first official appearance at the Chicago Show, and were received with approval by visiting manufacturers, jobbers and dealers. The feature of the display was the Quam Radiowave loud speaker, using the Quam loud speaker unit as well as the units themselves and a complete line of condensers and transformers. J. P. Quam, president, and A. E. Dreier, vice-president of the company, were in charge of the exhibit.

**Press Radio Corp.**  
The Press straight eight, manufactured by the Press Radio Corp., New York City, attracted considerable attention at the show, and the models shown included table and cabinet designs; the cabinet model being equipped with a built-in loud speaker and a built-in aerial. William G. Hammond, of the sales division in New York, was in charge of the exhibit, assisted by the staff of the New England Mills Co., Press jobber.

**Belden Mfg. Co.**  
A continuous demonstration of the winding of Belden battery cord was held in the exhibit of the Belden Mfg. Co., Chicago, in which 5 wires were braided and covered in one operation. Other Belden radio products on display were aerial wire, battery cord, hand phone or speaker cord, insulated ground wires, extension cord, and various types of terminals. The firm also maintained a complete display of other Belden Industrial products. Paul Date, advertising manager; John H. Hamline, distribution manager, and G. D. Finch, sales manager, were in charge of the exhibit.

**DeForest Radio Co.**  
The two complete new lines, designated as the F and W lines of the DeForest Radio Co., Jersey City, N. J., were featured in an attractive exhibit. These two lines both feature the Weagant circuit and among the instruments shown were the PSAW standard five-tube set; F3M with built-in loud speaker; F5L, a leatherette model; a W5 with a twelve-inch cone speaker and the W16, a larger model of the same type as the W5 with an extra large double cone speaker. The DeForest cone speaker and DeForest Audion tubes completed the display. H. H. Lloyd, Eastern zone manager was in charge of the exhibit, assisted by E. G. Whiting, of the sales and service division.

**Fletcher-Wickes Co.**  
The Fletcher-Wickes Co., Chicago, displayed its line of loud speakers, including loan style No. 22-11, made of oak wood fibre, both in walnut and mahogany, style No. 18-11 in brown or black leatherette and style 30-C, a cabinet speaker furnished in either solid walnut or mahogany, all five-way speaker with a removable grill over the horn opening. Fletcher-Wickes radio loud speaker units, tone arms, and reproducers, were also on display. One section of the exhibit was devoted to a display of the eighteen different parts used in the construction of the Fletcher-Wickes telephone type loud speaker unit. W. D. Montgomery, sales manager, was

(Continued on page 142)

# Balkite Radio Power Units

*the ideal power supply for any radio set*



**Balkite Battery Charger**  
This popular battery charger is entirely noiseless and can be used while the radio set is in operation. Charging rate 2.5 amperes. Operates from 110-120 AC 60 cycle current. Special model for 50 cycles. Also for 25-40 cycles with 1.5 ampere charging rate.  
Price \$19.50  
West of Rockies, \$20  
In Canada, \$27.50



**Balkite Trickle Charger**  
Can be connected to the 6-volt battery and left on permanent for trickle charge. Automatically charges the "A" battery and supplies "A" current from the light socket.  
With 5 small batteries (4-volt) and small bottle can be used as an intermittent charger of the usual type. Or it can be used as a trickle charger if a resistance is added.  
Charging rate .4 to .5 amperes. Size 5 1/2 x 2 1/2 x 5 inches. Fits in usual dry cell compartment. Operates from 110-120 AC 60 cycle current. Special model for 50 cycles.  
Price \$10  
West of Rockies, \$10.50  
In Canada, \$15

Balkite Radio Power Units are the ideal power supply for any radio set. They simplify and improve radio reception. They reduce the amount of attention required by the set. With their use the radio current supply is always exactly what is required for each circuit.

The advantages of the popular Balkite Battery Charger are obvious. Entirely noiseless, it can be used while the set is in operation. The Balkite Trickle Charger converts your "A" battery into a permanent "A" power unit that supplies full "A" current at all times from the light socket.

Balkite "B" eliminates "B" batteries entirely and supplies plate current from the light socket. Balkite "B" for sets of 6 tubes or less. Balkite "B" II for sets of 6 tubes or more.

**Noiseless—No bulbs—Permanent**

All Balkite Radio Power Units are entirely noiseless in operation. They have no moving parts, no bulbs, and nothing to adjust, break or get out of order. Each is a permanent piece of equipment with nothing to replace. They require no other attention than the infrequent addition of water. They require no changes or additions to your set. All are fast-moving, trouble free and thoroughly advertised.

Manufactured by  
**FANSTEEL PRODUCTS COMPANY, Inc.**  
North Chicago, Illinois

# Balkite Radio Power Units



**Balkite "B"**  
Eliminates "B" batteries. Supplies plate current from the light socket. Operates with either storage battery or dry cell tubes.  
Price "B" circuit always operating at maximum efficiency. Requires no attention other than adding water twice a year.  
Will save you set requiring not more than 20 milliamperes at 90 volts—approximately all sets of 5 tubes or less and most 6 tube sets. Occupies about same space as 45 volt dry "B" battery. Operates from 110-120 AC 60 cycle current. Special model for 50 cycles.  
Price \$35  
In Canada, \$49.50



**Balkite "B" II**  
Same as the new Balkite "B" but will fit any set including those of 8 tubes or more. Operates from 110-120 AC 60 cycle current. Special model for 50 cycles.  
Price \$55  
In Canada, \$75

The Gould Unisuper is equipped with a special Balkite Radio Power Unit



# Better reception means more sales



*Sell a Tungar with every  
storage battery set you sell*

## Quality Points

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

*Prices East of the Rockies*

Two ampere Tungar . List \$18

Five ampere Tungar . List \$28

60 cycles—110 volts

THE man who goes to his music dealer for a radio set wants *music*. He wants clear tone, uninterrupted reception—and as little cost and trouble as possible in the upkeep of his set. Therefore, no music dealer's radio stock is complete without the Tungar. It means quick, easy, economical charging—and constant good reception. It helps to make radio sales—helps to keep buyers satisfied—and adds a good profit of its own to the dealer's profit columns.

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**

*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

LEADER PRODUCTS

FOURTH CHICAGO RADIO SHOW A BIG SUCCESS—(Continued from page 140)

Loud Speakers and Units



The height is 23 inches and the diameter of the bell is 13 1/2 inches

List 18.00 Worth 25.00

No Metallic or Vibration Distortion

The heavy cast aluminum Gooesneck eliminates all metallic and vibration distortion. Leader Speakers combine a wide range of volume with clarity and faithful reproduction of tone.

Beauty in Design and Finish

The graceful lines and the beautiful finish of the Leader speak to the most fastidious. The bell has a beautiful arabesque or Walnut finish—the Gooesneck will have one in Walnut—both really handsome tones.

A Good Speaker Must Have a Good Unit

Without a high-grade reliable Unit, a good Speaker is no good. Our Speakers are all equipped with the famous Leader Unit. We not only make our own Units—we make the Units—we therefore know they are right and we guarantee them.

Baby Gooesneck Loud Speaker

List 14.00

Just like the Leader Sr. Illustrated and described above—the same graceful lines—the same style heavy cast aluminum Gooesneck that results out the tone with no metallic or vibration distortion. The same beautiful finish. The only difference is the size—is it high, 12 in. Bell. The Baby Gooesneck Loud Speaker is priced lower than any quality Speaker on the market.

Notice to Jobbers

We will send a sample Leader Loud Speaker by Express at our expense to any reliable jobber on our approval. We have every confidence in our products. Write for our unusual jobbing discounts.

The Leader Unit

An all around adjustable unit for any horn, con, high-grade unit—We make it.

List 5.00



Victor Radio Corporation 4321 No. Western Avenue, CHICAGO

In active charge of the exhibit, and E. Fleischer, president, and R. L. Wieke, treasurer of the company, also spent considerable time at the display.

Herbert B. Frost, Inc.

Herbert B. Frost, Inc., Chicago, showed Cunningham tubes, including CX 220, the new power amplifier tube, and CX30A, CX29 and CX300. Other products on display were the Frost Musette head phones, parts and accessories, Remler parts, transformers and condensers, C. R. King, district sales manager, was in charge of the exhibit, and was assisted by F. H. Larabee, Kansas City district manager, and F. H. Harding, Cleveland district manager.

Chas. Freshman Co.

The Freshman line in its entirety was featured by the Charles Freshman Co., New York City, the models on display including the Freshman Master Grand console; the 352, 354, 356, 358 and the Franklin console, an attractive cabinet model equipped with or without a table. The Freshman B eliminator was one of the features of the exhibit, which was in charge of G. Balton, Chicago manager, assisted by L. W. Barrow, of the Chicago sales staff.

Brighton Laboratories

True Blue tubes, manufactured by Brighton Laboratories, New York City, were attractively presented at the show, the display showing the tubes in handsome boxes containing one, three and five tube sets. The exhibit was under the direction of the sales staff of Young Lorich Richardson, distributors of True Blue tubes in Chicago.

Carter Radio Co.

The Carter Radio Co., Chicago, displayed in its space a machine made by the firm for winding resistance strips for Carter rheostats. Among the Carter products on display were jacks, loop aerials, plugs, switches, resistance units, fixed condensers, rheostats, potentiometers, battery articles, and Carter Dialists. A J. Carter, president, was in charge of the exhibit, and was assisted by T. A. Hopp, sales engineer.

Sunbeam Radio Corp.

Among the popular Akadryne sets displayed by the Sunbeam Radio Corp., New York City, were the following: Model No. 215, five-tube console with built-in loud speaker; No. 110 Console and a handsome Italian Renaissance art console with seven tubes. Julian Jacobs, sales manager of the company, was in charge of the exhibit, assisted by E. B. Finson, of the Chicago office.

American Electric Co.

The American Electric Co., of Chicago, displayed its complete line of loud speakers, featuring the new Burns manual check type speaker, finished in mahogany and equipped with a twelve day clock. In one corner of the exhibit stood a special show model of a Burns speaker on a revolving platform, illuminated by flood lights. Among the Burns loud speakers on display were models 2514, 2515, a 2516, finished in mahogany shell finish, 2518, a number of pearl, and 2519N, with black horn ribbed in white. Head phones, condensers, lightning arresters and Burns loud speaker units completed the exhibit. H. B. Malloy, sales engineer, was in charge of the display, and was assisted by W. Carroll, and J. Van Hiescocken, of the sales department.

United Cabinet Corp.

The United Cabinet Corp., of Chicago, displayed four console models, all finished in hurl walnut, with band carburetor and detector, equipped with built-in speaker and battery compartments and designated as models 17, 20, 31 and 35. Henry C. Forster, W. C. Perkins and J. A. Lund were in charge of the display.

Howard B. Jones

In a display trimmed in purple and gold, Howard B. Jones, Chicago, displayed giant reproductions of the Jones Multi-Plug and Cabelag, finished in black and with each terminal pointed in different colors. A radio receiving set was used in the exhibit to show a Multi-Plug in use, while another display showed every part used in the process of manufacturing the product. Howard B. Jones, president, and J. W. Reagan, sales manager, were in charge of the exhibit.

Plainsicht Radio Co.

The Plainsicht Radio Co., Chicago, displayed its full line of radio receiving sets, including Model H-C, a 6-tube single dial control desk console with a built-in speaker, and battery compartment, equipped with an ammeter, volt meter, and rheostat for recording the rate of charge; Model H-S, a 5-tube console with built-in speaker, single dial control, and illuminated station finder, finished in walnut. Other models on display were Model S-C, a 5-tube walnut console set with two dial control, station finder, built-in speaker and battery compartment; Model H, a 6-tube table model in two-tone walnut; Model B, a 5-tube table set, and Model J, a 3-tube table model with 3-dial control, finished in mahogany. Edmund H. Eitel, vice-president, and Alex Poole, district sales manager, spent considerable time at the exhibit, and were assisted by C. D. Kuck, Wm. J. Vanderhoff, M. D. Moriarty, F. T. Dewhurst, and H. C. Lezel, of the sales department.

Windsor Furniture Co.

The Windsor Furniture Co., of Chicago, displayed its line of radio phonograph combinations, including No. 31 radio-phonograph, in carved mahogany; No. 22, a high-boy combination; Model No. 21, a 3-tube tuned radio frequency set in a mahogany cabinet; No. 128, a loud speaker console in two-tone mahogany, equipped with battery compartments, and an earthen loud speaker. The Windsor loud speaker console table with a battery compartment and a built-in speaker of composition car-

enware were also shown. A. C. Siewers, J. W. Lyons, Jr., and J. L. Joyce, of the sales department, were in charge of the exhibit.

Daven Radio Co.

Daven tubes, which have attained wide popularity, featured the display of the Daven Radio Corp., Newark, N. J. Among the other Daven products presented were super amplifiers, resistors and grid leaks. N. H. Moser, general sales manager of the company, was in charge of the exhibit, assisted by F. E. Wartman, Chicago district representative.

Superron Mfg. Co.

The complete line of Superron tubes, featuring the serial number guarantee which is an important part of the merchandising plan for these products, was presented by the Superron Mfg. Co., Hoboken, N. J. H. Bulker, general sales manager of the company, was in charge of the exhibit, assisted by members of the sales staff of Harwood & Co., Superron jobbers.

Radio Industry Corp.

Radio radio sets now manufactured by the Radio Industry Corp., of New York, were displayed by the company, the exhibit including a Deluxe five-tube model, with built-in loud speaker, a console model comprising the Deluxe set and a built-in loud speaker with the 400 watt unit. Other Radio products on display were the cabinet loud speaker and radio table set, and the exhibit was in charge of Harrold Keane, general sales manager of the company, together with I. Grieger, secretary. The Radio "Daily Wow," a bright and snappy newspaper,



Trophies Presented to "Miss Radio" Winners was issued by the company each day of the show and was distributed broadcast around the Coliseum.

Lakeside Supply Co.

The Lakeside Supply Co., Chicago, maintained an exhibit showing the complete line of radio products handled by the firm, including type "31" loud speakers, in black crystalline finish; Borkman horn-type speakers, in assorted colors; loud speaker testers, Colonial and L. W. type cabinets, finished in walnut; No. 50 walnut desk-type radios with built-in speaker and battery compartments and No. 50 F, a walnut console. The firm also maintained a complete display of fibre horns and loud speaker units. G. C. Fricke, president, was in charge of the display and was assisted by R. R. Fricke.

Dayton Fan & Motor Co.

Day-Fan five tube sets were featured by the Dayton Fan & Motor Co., Dayton, O., and among the instruments on display were the Day-Royal, Highboy model with built-in loud speaker; Daytonia, a Clipper-style console with built-in loud speaker; Dayersif, standard table model with built-in loud speaker; Dayrand, an art model with built-in loud speaker and the Day-Fan, standard five-tube set. All of the models in this series are single dial operated, and there was also on display Day-Fan-OEM (2), a four-tube set. The Day-Fan cabinet speaker completed the display, and among those in attendance at the exhibit were H. D. Gibson, Chicago district sales manager and L. W. Ogilvie, of the Chicago sales staff.

Jefferson Electric Mfg. Co.

The Jefferson tube rejuvenator, No. 175, and tube tester, No. 185 were the objects of attention at the exhibit of the Jefferson Electric Mfg. Co., Chicago. The firm also displayed its line of amplifier transformers. The bath was decorated in black velvet, with a giant reproduction of the rejuvenator in operation, showing a radio tube in place, and a light in the tube flanking off and on. A. R. Johnson, sales manager, was in charge of the display, and was assisted by J. R. Scavlon, C. P. Kab, W. C. Samuel and W. H. Hunter, of the sales department.

H. G. Saal Co.

The H. G. Saal Co., Chicago, displayed its complete line of Saal Soft Speakers, including Model 1, finished in gold stipple with a brown bell; Model 2, in silver stipple with a black bell; Model 5, finished in gold-black crackle with brown bell; Saal, Jr., Soft Speaker in black crackle, the Saal phonograph attachment and loud speaker unit. C. J. Sharp, sales manager, was in charge of the exhibit, and was assisted by W. R. Becker, factory superintendent.

Ebephone Radio Inc.

Ebephone Radio, Inc., Chicago, displayed its complete

## FOURTH CHICAGO RADIO SHOW A BIG SUCCESS—(Continued from page 142)

line of Ectophone receiving sets, all furnished in mahogany cabinets with slanting panels, including "R-A" frequency receiver in a table type cabinet; "R-3" 5-tube radio with Amplion type, AR-39 built-in speaker, battery compartment and battery, and "V-3" a dry cell 3-tube table set. Charge of the exhibit, and was assisted by A. B. Durston, sales manager. A. R. McDonald, president, also spent considerable time at the exhibit.

The Andrews Deredayne III, a five-tube table set with battery elimination, trickle charger, and operating direct limit of the Andrews radio model finished in walnut. The Andrews radio model finished in walnut, was also on display. L. F. Randolph, of the Ekdig Co., Chicago distributor, was in charge of the exhibit, and was assisted by T. B. Hunter, Lyon Piper, general sales manager, and E. D. Andrews, of the Andrews Radio Corp. were also in attendance.

**Valley Electric Co.**  
The Valley Electric Co., of St. Louis, Mo., exhibited its complete line of Valleyline 5 tube receivers, including Model 5, two-tone walnut table set; Model 5, Italian Renaissance wall console with built-in speaker and battery compartment, and Model 5M wall console, also equipped with a loud speaker and battery compartments. H. Halliday, and C. L. Krentz, of the Chicago office, were in charge of the display.

**Garol Corp.**  
The famous neodyne sets made by the Garol Corp., Newark, N. J., were shown to advantage at the Garol exhibit, among the models being numbers 5, M, and the Georgian. The Garol line and the Garol M are five-tube table models of various size and the Georgian is a portable console with built-in loud speaker. Lawrence Gardner, president of the company, was in charge of the exhibit, assisted by J. D. Cule, Chicago district manager; F. J. LeFroux, Kansas City district sales representative; and the members of the staff of Stackhouse & Allen, Garol jobbers in Chicago.

**Buckwalter Radio Corp.**  
The Buckwalter Radio Corp., Chicago, featured its table Superior radio receiving sets, including Model 26, a two-tone walnut console with built-in speaker, battery compartment, loop aerial, and completely equipped with batteries, chargers and tubes; Model 20, a walnut console fully equipped; Model 20, a table set in two-tone walnut; and Model J18, a table set with built-in tone chamber and space for batteries. C. J. Buckwalter, president, was in charge of the exhibit, assisted by H. L. Bird, and A. R. Parks, of the sales department.

**Spitdorf Electrical Co.**  
The "Mikado" fire-tube receiver, equipped with electric lighting and enclosed dial tuning controls, and incased in a special cabinet of Japanese design, was a feature of the display presented by the Spitdorf Electrical Co., Newark, N. J. Other instruments in the exhibit were the "Rhapsody," a desk type console; the "Nocturne," a table cabinet model; the "Geisha," a table in Japanese design and the "Polonaise," a table model in a two-tone cabinet. Among those attending the exhibit were H. G. Walter, treasurer of the company; W. S. Neate, sales correspondent; W. O. Eckdahl, and O. W. Smith, of the Chicago district sales office.

**Buckingham Radio Corp.**  
The Buckingham Radio Corp., Chicago, exhibited its full line of radio receiving sets in a display of purple and gold. Among the models on display were Model 7, a five-tube set in an English Tudor cabinet; Model 6, Italian Renaissance art model; Model 4, Queen Anne console; Model 5, a De Luxe art console finished in American walnut with hand decorations; Model 3, in Adam brown walnut; Model 1, a table set, and Model 2, a table console. I. B. Freed, president, was in charge of the display and was assisted by M. B. Benson, chief engineer; George O. Smith, sales director; Chas. Sutton, Jerome Kahn, and C. Bass, all of the sales department.

**Dietergraph Products Corp.**  
The Dietergraph "New Star," the newest product of the Dietergraph Products Corp., New York City, was the feature of this company's exhibit, and this parlor set attracted wide attention. Among the other products on display were the Dietergraph cabinet and horn loud speaker as well as phonograph units. F. N. Andrews, general manager of the company's radio division, was in charge of the exhibit, assisted by the members of his staff.

**King Quality Products Co.**  
The King-Hinners neodyne line was featured at the exhibit of the King Quality Products Co., Buffalo, N. Y., and among the models on display were 25, a five-tube table model; 25S, table model with a built-in loud speaker, using the Amplion unit; 25C, a complete console with built-in loud speaker and battery equipment, and 25T, a console table with a compartment for batteries. There were also on display model 20 of the King tuned radio frequency line; a console model in this line with a built-in loud speaker using the Feivelit unit and a two-piece console model. B. J. Close, general sales manager of the company, was in charge of the exhibit, assisted by J. G. Crowe, Eastern representative, and E. Striegel, Northwestern representative.

**Minerva Radio Co.**  
The Minerva Radio Co., Chicago, displayed the "Elite" console in duotone American walnut, equipped with built-in speaker, and "B" battery facilities; the "Grand" wall console, in duotone walnut, with built-in speaker,

battery and charger compartment; the "Serenade" wall console, and the "Distantia De Luxe," a mahogany table model. E. R. Schula, general manager, was in charge of the exhibit, and was assisted by P. S. Billings, of the sales department.

**National Co.**  
The parts used in the manufacture of the Browning-Drake set and made by the National Co. of Boston, Mass., formed the feature attraction at the latter company's booth. Other products on display included National velvet veneer dials and National condensers. C. Browning, of the engineering staff of the National Co., was in charge of the exhibit.

**Gilman Bros. Inc.**  
Gilman Bros. Inc., Kansas City, Mo., maintained a complete display of its neodyne radio receiving sets, including Style GN-4, a table set finished in brown mahogany with a slanting panel; Style GN-5 table model; Style GN-1, a 5-tube table set with a voltmeter for testing batteries, finished in two-tone American walnut; Style GN-2 table set in American walnut, and Style GN-6, a console model finished in brown mahogany with a large battery compartment and equipped with a Sacile voltmeter. R. H. McKinstry, sales manager, was in charge of the exhibit, and was assisted by A. F. Snyder, and R. J. McNeely, of the sales staff.

**Gale Radio Laboratories**  
The Gale Radio Laboratories, Chicago, displayed the

Town Crier loud speaker, finished in golden polychrome, and in green polychrome. Shadow boxes were used to show one of the speakers against a background of black velvet and green silk. J. A. Pasdach, sales manager, was in charge of the exhibit, and was assisted by E. A. Pearson, Chicago distributor, and O. S. Jacobsen, of the sales department.

**Ehbert Cabinet Co.**  
The Ehbert Cabinet Co., Waukesha, Wis., displayed a complete line of radio cabinets, including disk console No. 181 in walnut, the B. E. Super Master cabinet for table sets, consoles, and a number of other consoles, all finished in Dugeno walnut, John H. Ehlers, head of the firm, was in charge of the display, and was assisted by Miles Gillette, of the sales department.

**Electric Storage Battery Co.**  
The complete line of Exide A and B storage batteries, together with the Exide radio power unit for A batteries, was presented by the Electric Storage Battery Co., Philadelphia, Pa. The artistic appearance of the exhibit was enhanced by several expensive pictures and oil paintings. J. C. Hammond, of the Chicago office, was in charge of the display.

**F. A. D. Andres, Inc.**  
The complete Dase neodyne line was displayed by F. A. D. Andres, Inc., New York City, including the

(Continued on page 144)

## Stop the Argument



Now and Forever

—as to which set or which loud speaker is best. Don't waste another breath of energy or minute of time trying to convince prospective customers of the merit of some particular set or loud speaker. Prove your contents with a

## LIBERTY COMPAREMETER

And Tube Rejuvenator

Don't ask anyone to take your word for it—put the facts face up on the table. Attach four, three or two sets or speakers at one time. A turn of the switch puts anyone of them into work without interruption. You can make a fair, unbiased, conclusive, comparative test of tone, quality and volume and at the same time you can determine the amount of current each set consumes.

The Comparometer also rejuvenates tubes and thus quickly pays for itself. The Comparometer is not an expense—it is one of the best investments any radio dealer can make. A wonderful piece of advertising—a tremendous sales help—proves the value of the sets and speakers you handle beyond all question and doubt. An interest arouser that will increase sales for any dealer anywhere.

It is new now—but it won't be long before the great majority of radio buyers will insist on a Comparometer test before making a buying decision. It is protection they want—have been looking for and will appreciate. Be the first in your district to cash in on this "final and unflinching judge of radio quality." Write for complete particulars.

Patented and manufactured only by

## Liberty Transformer Co., Inc.

123 N. Sangamon St., Chicago



# A [EITHER or BOTH] B

## radio power from your house current

For 6-volt tube sets—sell Socket Power "B" and Socket Power "A" in separate cases. Either may be used alone, but for one-switch control both must be used together.

For 3-volt tube sets—such as Radiola Super-Heterodyne, sell Socket Power "AB." Both "A" and "B" power are built into one case. Where customer has good storage "A" battery and charger, sell Socket Power "B" alone.

Philco "A" and "B" Socket Powers are plugged permanently into a lamp or wall socket. They transform alternating current into the smooth, hum-free, direct current necessary for radio reception.

When used together, one switch controls everything—"A" power, "B" power, even the radio set itself. No recharging to think about—no dry cells to replace. Simply snap the one switch "ON" and "OFF."

Equally important—there are no filaments to burn out—no moving parts to get out of order—no hum—no distortion—no falling off in reception as with aging dry batteries. Dependable as the electric current. Turned on just like an electric light.

You will agree that any device that increases the enjoyment of radio—that makes radio sets easier, more convenient and less expensive to operate—is bound to have tremendous sales. Also to increase the sale of radio sets.

Philco Socket Powers are the outstanding sales opportunity in radio this year. Order now from your jobber or wholesaler, or write to us for complete details.



Snap it ON and enjoy your radio  
Snap it OFF and go to bed

For storage battery (6-volt tubes) may be used alone, but for one-switch control use both together. Plug the "B" into the built-in socket on the "A". Plug the "A" into your house current. Both "A" and "B" (and the radio set as well) are then controlled by the one Socket Power "A" switch.

Socket Power "B"—for any set—eliminates "B" batteries and does away with all recharging and all bother and expense of replacing worn-out dry cells. It gives better reception than dry cells because its voltage does not fall off with age.

Socket Power "A"—for 6-volt tube sets—connects permanently to a light socket, and, without any thought about recharging, automatically supplies "A" battery current.

Socket Power "A-60" for 50-60 cycle 105-125 volt alternating current. Consumer price . . . . . \$42.50  
 Socket Power "A-25" for 25-40 cycle 105-125 volt alternating current. Consumer price . . . . . \$42.50  
 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

For Radiola Super-Heterodyne (old and new models) and other 3-volt dry-cell tube sets, use Socket Power "AB". Both "A" and "B" are built into one cabinet, satin-finished in brown mahogany. Connect permanently to radio set—plug into a light socket—then turn radio switch "on" and leave it "on." The one SOCKET POWER switch then controls everything.

Socket Power "AB" for 50-60 cycle 105-125 volt alternating current. Consumer price . . . . . \$65.00  
 Socket Power "AB" for 25-40 cycle 105-125 volt alternating current. Consumer price . . . . . \$68.50

(Prices complete—no rectifying tubes to buy)

Philadelphia Storage Battery Company, Philadelphia

# PHILCO RADIO A AND B SOCKET POWERS

Philco also builds rechargeable batteries, unique because they may be permanently connected to a radio set and safely charged in the living room without changing any wires. Denser (and far cheaper) than the periodical re-charge and rewiring of dry cells.

Philco Standard "30" Battery—a complete 4-cell heavy duty-duty—full replacement for 30 volts of dry cells. Only \$19.85.

Philco "A" Batteries in solid-light glass cases—for dry cell tubes, \$1; 6 volt tubes, \$16. Built-in charge indicators.

In rubber cases, dull mahogany tone, \$14.85 and up.

Philco Radio Batteries are built Dynonite—BETTER but CHANGED. Their life doesn't start until you plug in the electrode. You handle them as easily as radio tubes or Victrola Records.



THE *Fletcher* REG. TRADE MARK **STYLE 30**  
 Wgt. 10 Lbs.  
**CABINET SPEAKER**

## The Fletcher Cabinet Speaker Contains the Famous "Fletcher Unit" ("FULLY PATENTED")

INSURING: Perfect, natural TONE combined with ample Volume and Clarity. Our UNIT eliminates Metallic and Nasal tones, reduces Static and Interference (due to a patented feature of construction). It reproduces LOW as well as HIGH notes or ORAL tones with absolute perfection. FIVE YEAR GUARANTEE. Size: 13½ inches long, 9 inches wide, 10 inches deep; solid Walnut or Mahogany. Tone chamber of ½-inch thickness, 5 foot cord attached to unit. Consumer's price, \$30.00. High grade dealers wanted in open territory.

Immediate Deliveries—Write or Wire To-day.

**FLETCHER-WICKES CO. (Sole Manufacturers)**  
 116 W. Illinois Avenue CHICAGO, ILLINOIS

### Pfanstiehl Dealers Tie-Up With Chicago Radio Show

Prominent Retail Stores Present the Pfanstiehl Radio Receivers to Public Through Medium of Attractive Window Displays

Three Pfanstiehl dealers in the Loop district of Chicago effected a very fine tie-up during the week of the Chicago Radio Show, November 17 to 22, by the use of large and handsomely arranged window displays. Throughout the entire week, radio manufacturers, jobbers and deal-



An Artistic Pfanstiehl Display

ers conducted advertising campaigns of quite large proportions in the Chicago daily newspapers, and the more aggressive dealers capitalized in an aggressive manner upon the pub-

lic attention thus aroused during the exposition.

The accompanying photographs show a display window in the Marshall Field & Co. department store, with Model 10-C Pfanstiehl 6-tube console receiver occupying a prominent position, as well as Model 8, a 2 dial, 5-tube table model shown in the center foreground. Steger & Sons Piano Mfg. Co., a prominent



Another fine radio show tie-up music store, located on Wabash avenue, devoted one entire window, beautifully dressed with attractive hangings, to Pfanstiehl receiving sets, including Model 7, Model 10, and Model 8 in the foreground, flanked on the left by Model 10-S, with demountable console stand, and on the right by Model 10-C. In the rear center stands a handsome Pfanstiehl art model of the hiobay type.

The Commonwealth Edison Co., one of the largest electric supply houses in the country, also devoted one of its large display windows



Pfanstiehl Display of Marshall Field to the Pfanstiehl line during show week. In it were found Model 7, Model 10, Model 8, Model 14-C, and Model 10-S.

### Frank W. Streich Does Good Work for Credit Men

As Chairman of Music Trades Division of Chicago Association of Credit Men, He Doubles Trade Membership in That Body

CHICAGO, ILL., December 5.—Frank W. Streich, of the United States Music Co., believes that when a man is appointed as head of a committee he should take the job seriously and endeavor to get results. He practices what he preaches and, consequently, as chairman of the music trades division of the Chicago Association of Credit Men, succeeded in more than doubling the trade membership in that organization. In describing his work, "Credit Craft," the official organ of the Association, said recently:

"Climbing from an average attendance of fourteen for the past eight months to a turnout of thirty-one at the October meeting is a record which the music trades division boasts, and the credit for this success goes to the energetic chairman of the division, Frank W. Streich, of the United States Music Co. Mr. Streich was chosen in September to lead the division, and in accepting the task he determined to bring the division to the first rank. That his efforts will meet with success is indicated not only by the large attendance at division meetings but also by the participation of the members in other Association activities. Several have become active in membership work, with the result that several new members have been credited to their efforts. Mr. Streich and Miss E. E. Powell, of the Tonofo Co., were awarded prizes at the October membership meeting. The division had a fine turnout at the Third Annual Trade Division Night. Many members have affiliated with the Credit Interchange Bureau and many use the adjustment and collection departments regularly.

### Opens New Store

Walter Geissler has opened a general music store at 124 Main street, Evansville, Ind., with a complete stock.

## CULTIVATE

The virgin field of 80 per cent of the population of this country which owns no Radio, by the sale of the

## HOWE RADIO RECEIVER

**\$1.75**



The HOWE Radio Receiver is the "Stepping Stone" to the SALE of a Tube Set because its nominal cost induces the man who is "waiting for the perfect set" to "get into the Game." The HOWE does more to CREATE "Radio Fans" than any other means of promotion we can think of.

The HOWE Receiver is most decidedly NOT A TOY—it brings in loud and clear all stations within a 25-mile radius, and has good selectivity. Its LOW PRICE induces the non-user of Radio to "get into the game."

We shall be glad to hear from Jobbers and Dealers who are not selling the HOWE in large quantities.

HOWE AUTO PRODUCTS CO., 120 No. Green St., Chicago, Ill.

## Several Causes of Interference With Reception

Common Causes of Interference With Radio Reception Explained in Statement of the Radio Trade Ass'n—Means of Remedying

An interesting statement giving the reasons for interference with radio reception which users frequently complain of was recently issued by the Radio Trade Association. This statement should prove instructive to dealers, as many of the complaints received by them from customers are from causes over which they have no control and are not the fault of either the set or its accessories. The statement reads:

A great many radio listeners of the present day are mystified by the seemingly incomprehensible operation of radio receiving sets. This statement may not apply to the old time "dyed-in-the-wool" radio fan; however, most of the latter crops of radio converts are made up of persons who are not as much interested in why the set works, as they are in the quality of reproduction, selectivity, and the ability of a receiver to get the distant stations clearly.

To this latter type of radio fan it seems strange that oftentimes neighbors and friends are able to get better reception than they, even when the same type of set is used. They do not seem to realize that good radio reception depends on many things besides the radio set itself.

We do not wish to give a long technical explanation of all the interference factors that enter into radio reception, but will enumerate a few of the most common causes of trouble and suggest ways in which they may be remedied.

Oftentimes the trouble experienced is right in the home. Any small motors, such as those used with oil burners or in connection with refrigerating machines will set up an electrical ripple which will be heard when the signal received is not strong enough to drown it out. If this is extremely bad, it can be corrected by cleaning the rings or commutator of the motor, or by grounding the frame of the motor. At other times, a defective bell-ringing transformer or defective or leaking lightning fuse block will set up a continual electrical discharge. It will generally take an electrician or a radio service man to locate this type of trouble.

Some of the many common sources of outside interference are leaky power lines—defective power line transformers—bell ringing devices at telephone exchanges—battery chargers of various kinds—X-ray or high frequency generators.

Most of the power companies will co-operate with the receiving set owner and will help him to locate his trouble, if they think it is being caused by their power lines or distribution transformers. In Detroit, the Detroit Edison Co. keeps several men busy running down complaints of this kind. These men have found that in most cases the trouble was caused by electrical apparatus other than that owned and controlled by the Edison Co.

Defective sign flashes and street lights are bad offenders, and at times will cause a continuous clicking in the radio set.

When sets are being operated close to a busy street intersection where there are a number of power lines a certain amount of interference will always be noticeable. Every time a street car passes, radio waves are sent out. This is caused by the trolley wheel arcing where it comes in contact with the trolley wire. As yet no way has been adopted to correct this type of trouble, but within a short time the listening public will demand that the street car companies install some type of apparatus which will ground this type of radio wave.

In a few isolated cases radio broadcast reception is being interfered with by the tick clicks of amateur transmitting stations. Ways have been found to overcome this trouble, and we believe that in time all radio inspectors will insist that sending stations adopt means to correct this fault in their transmitters.

Location of a radio receiving set or aerial will also have a great deal to do with the successful operation of radio receivers. Type and condition of accessories, such as batteries, bulbs and horns also affect quality of reception.

In some localities it is impossible to get high-powered nearby stations, even when distant stations come in with good volume. Many theories have been advanced which endeavor to show why this happens, but as yet none of these theories has been generally accepted. A good way to find out if your trouble is caused by an outside source is to turn on your radio set, and then tune it so square it to turn on the radio set, and then tune it so that the interfering noise come in the least, then disconnect your aerial wire. If the noises stop or are retarded to any considerable extent, interference is sure to be caused by outside sources and is not caused by trouble in the set or battery.

Walter Harris, who has conducted a music store for several years in Covington, Ill., has moved his business to Danville, Ill., and will continue to handle all lines of musical instruments.



*To everyone who has helped us in making 1925 the best year in our history we express our sincere appreciation with all good wishes for a*

## Merry Christmas

*and the hope that the new year will bring more happiness than you have ever enjoyed.*

## THE WOLF MANUFACTURING INDUSTRIES

(Established 1890)

MANUFACTURERS OF "MASTERGRAFT" PHONOGRAPHS AND RADIO CABINETS

QUINCY, ILLINOIS

New York Office: 17 West 42nd Street

### Court Fixes Limit of Time for Misdelivery Claims

The United States Supreme Court in a recent decision has held that the misdelivery of a shipment by a common carrier is the same, so far as claim purposes are concerned, as failure to deliver, and claims against carriers for such errors must be made within the time limit prescribed in the bill of lading, which is six months on domestic shipments.

### Frank Donovan in New Post

CINCINNATI, O., December 8.—Frank Donovan, who has had a wide and varied experience in the retail talking machine trade, was recently appointed manager of Poque's Victrola department. Mr. Donovan was formerly manager of the talking machine department of the Shillito establishment and more recently manager of the Stewart chain of phonograph shops in Indianapolis.

### Brunswick Panatrope in Theatre Demonstration

Instrument Appears as One of Features of Bill—Plays Tenor Vocal Record to Accompaniment of Orchestra, Proving Volume

SPRINGFIELD, MASS., December 7.—The Brunswick Panatrope was given a demonstration that presented the instrument in a most attractive light to the audiences at the Capitol Theatre here recently. Through the courtesy of Forbes & Wallace, Brunswick dealers, the Panatrope was played for a week at the theatre as one of the regular feature numbers on the program and so great is its volume that one of its selections is a tenor vocal number with the Capitol Theatre Orchestra playing the accompaniment.

A new music store, called the Moorish Corner, has been opened in the Bellaire Building, Cocoa, Fla., by Arthur Salton, who will handle pianos, phonographs and musical accessories.

# Kolster Begins Large

**San Francisco Examiner**  
**MADE 1 ANSWER CONTRADICTS M**  
**HOLLYWOOD M**  
**\$118,000.00**

**GIRL KIDNAP**  
**NEW YORK JOURNAL**  
**CITY EDITION**

**CINCINNATI TIMES**  
**1,600 BUILDING ASSOCIATION M**  
**OBTAINED IN HOLDUP AT ST. J**  
**The Kansas City Times**

**The Salt Lake Tribune**

**THE MINNEAPOLIS**  
**SUBMARINE SUNK TOO**

**The Evening Owl**

**THE INDIANAPOLIS N**  
**INSON JURY RETIRES TO DELIB**  
**STRANDS OF LIVES**

**The Boston Daily Globe**

**MODEL 6-C**  
 Kolster Six in mahogany, semi console, with space for A and B batteries—especially designed adjustable reproducer built-in.

**San Antonio Express**  
**DRYS WOULD USE NAVY IN R**  
**HIGHWAY HEARING SET FOR NOV. 10**

**THE NEW YORK**

**SAN ANTONIO EXHIBITING ITS PLEASURE AT PLACE**  
**The Sun**

**DETROIT TIMES**  
**SLAYER WITH BO**

**Chicago Daily Tribune**  
**NEIGHS SELF THIS W**  
**to Deaths 686; Exceed Total for 192**



# Newspaper Campaign

To localize the national magazine advertising now reaching millions of people everywhere, the Kolster newspaper campaign in leading cities has begun.

Dominating space in magazines.  
Dominating space in newspapers.

This is the Kolster policy of cooperating with Kolster dealers—everything is being done to sell the public and to make easy sales for Kolster dealers.

In both the magazine and newspaper advertising, the public is urged to visit a Kolster dealer.

F. T. C. executives appreciate the importance of the dealer's success—hence constant plans to help him to the limit.

This newspaper campaign is but one of many supports offered Kolster dealers.

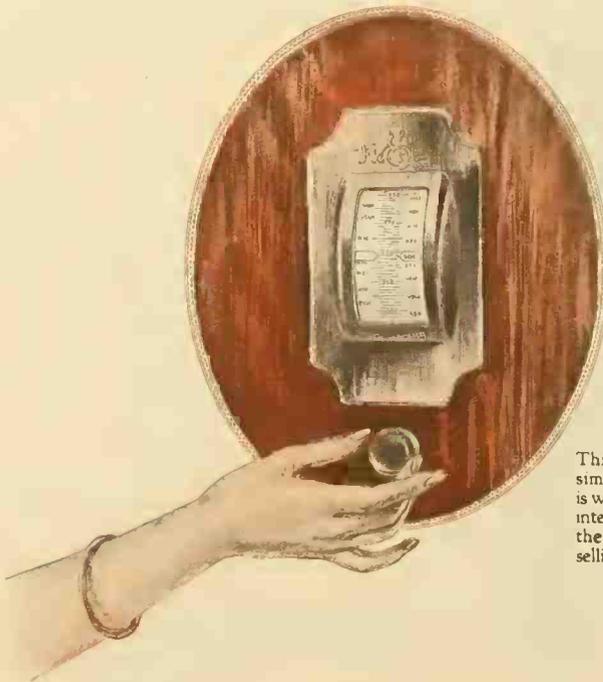
The Kolster proposition is built around profit for the dealer.

Learn about it. Learn what it offers you.

Write today.

FEDERAL TELEGRAPH COMPANY  
(of California)

Woolworth Building, New York City

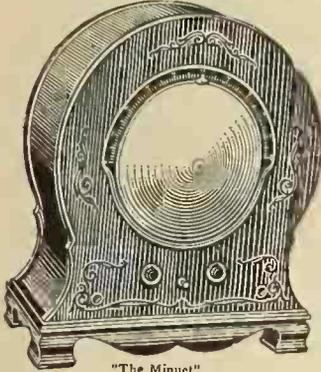


This sales feature—simplified control—is winning nation-wide interest. Kolsters give the dealer countless selling arguments.

## Test Reception Conditions With Thompson Minuet

Distributors and Dealers Gather Daily Reports on Radio Broadcasting Stations and Supply Data of National Interest

In an attempt to check reception conditions throughout the country, the R. E. Thompson Mfg. Co. has enlisted the support of its distributors and dealers in gathering daily reports



"The Minuet"

on broadcasting stations. These reports cover conditions, number of stations logged and quality of reception and desirability and diversity of programs.

The majority of these records are founded on the use of the new Thompson Minuet model. Invariably, distributors and dealers have selected this model on account of the ease of selectivity and the simplicity of logging. So far the re-

ords show that the Minuet has brought in as many as seventy-six stations in one evening, reaching out about fifteen hundred miles.

One distributor, in describing his evening experience with the Minuet, said: "As one would sweep a large searchlight over the country, so does one swing a single lever on the Minuet, bringing in one station following the other in rapid succession.

R. W. Porter, vice-president and general sales manager of the R. E. Thompson Mfg. Co., states the best record he has achieved was to get thirty-two stations in a minute's time on the Minuet.

Mrs. Leslie C. Wiswell, wife of the president of the Wiswell Radio Corp., exclusive Thompson distributor for Chicago and mid-West, had her enthusiasm aroused over the reports of her husband on the activities of the Thompson Minuet and carried out a series of tests of her own. Her reports covered twenty-nine stations, including Houston, Texas, New Orleans, Atlanta, Waco, Dallas, Los Angeles, San Antonio, Fort Worth, Kansas City, Pittsburgh and a number of others.

Mrs. Wiswell's comment on tone quality was particularly interesting inasmuch as she has appeared on the concert stage and could speak from wide experience.

All stations were pleasantly audible at a distance of 12 feet. The remarkable and highly gratifying thing about the whole business was not the fact that the distant stations come in, but that the musical quality of the tones, both bass and treble, are so natural, the definition so sharp and the overtones so beautifully real. The brasses, wood winds and string instruments seem equally taken care of as to pitch, resonance and timbre. This is unusual in tone reproduction.

G. J. Gist recently joined the staff of Walter S. Gray, San Francisco, Cal., and is in charge of the wholesale distribution of Okeh and Odeon records.

## Attorney General Urges Changes in Bankruptcy Law

In Annual Report to Congress Attorney-General Sargent Suggests Changes in Criminal Statutes Relating to Bankruptcies

WASHINGTON, D. C., December 10.—Legislation modifying the criminal statutes relating to bankruptcies is strongly urged by Attorney-General Sargent in his annual report, just submitted to Congress. It should be made an offense to conceal assets not only from the trustee as now provided by the bankruptcy act, but also from creditors in composition cases or from any officer of the court charged with control or custody of property, it is declared. The prohibition against concealment should also be extended to all persons, and not only to the bankrupt, as is the practice under present conditions.

Under existing law, criminal prosecutions under the bankruptcy act must be brought within one year. This is felt by the Attorney-General to be too short a period and that it unquestionably has defeated justice in some cases. An extension of the period of limitation to three years is urged, together with application of the provisions regarding persons fleeing from justice.

"A notable increase has been observed in violations of the bankruptcy act," the report comments. "During the past fiscal year fifty-four more cases were reported for investigation than during the previous fiscal year. The result of the work of the bureau of investigation in investigations of violations of this character is shown in the recovery of property which was returned to the various trustees for the benefit of creditors totaling more than \$300,000 and the imposition of fines in the total sum of \$20,375, and sentences for violations of this act totaling 135 years, an increase of eighty-four years over the previous fiscal year."



List Price \$125

Jobbers  
Dealers  
Sales Representatives

write for particulars regarding the

## PHONOGRAND

The introduction of this type of phonograph has developed an entirely new field for the sale of talking machines. Wherever it has been shown, it has proved a remarkable seller. We desire to secure representatives who have a following in the trade.

A product which is the result of twenty-five years' piano manufacturing experience.

Fuehr-Stemmer Piano Co.

1932-34 Wentworth Ave.

Chicago, Illinois

# The Trade in PHILADELPHIA and LOCALITY

## Holiday Demands Keep All Factors of the Trade in Quaker City Territory Busy

All Lines Enjoy Satisfactory Increase in Demand as Holiday Buyers Throng Shopping Districts  
—New Models of Leading Manufacturers in Heaviest Demand—Activities of Month

PHILADELPHIA, Pa., December 9. The merry whirl of holiday shopping has been responsible for the humming business that has been prevailing in the talking machine industry within recent weeks. While there has been a most notable improvement in the trade ever since the Fall days began, its extension during the past month and with these early days of December has been of an impressive character and leads the dealers to look forward to the greatest holiday season experienced since the post-war period. Not only are the sales of talking machines growing, but sales of accessories are also gaining. Records have been moving in—especially heavy volume and many jobbers report that sales for the past few weeks will top any similar period within recent years.

From present indications the talking machine trade will partake of its old-time popularity as one of the sources for generous patronage of those seeking appropriate Christmas gifts. The newest types of machines have been strong factors for the promotion of interest in the industry. So heavily oversold are the jobbers on the new types introduced within recent months or weeks that dealers cannot secure their full quota of orders.

### Heavy Ordering of the Orthophonic

While the retailer is being besieged with orders for the newest of the Victor products—the Orthophonic—the distributors are in a quandary as to the solution of the problem to supply the demand. With the retailer clamoring for more of the new types and the factory greatly oversold the jobber is having his own difficulties in pleasing customers. It has been necessary to ship to each dealer a portion only of his orders so that all may be given a fair deal and not be caught short of goods. Both the local distributors, the wholesale department of H. A. Weymann & Son and the Philadelphia Victor Distributors, Inc., are doing their level best to serve all patrons and are limited in shipments because of the congestion at the Camden factory.

### Louis Buchn Comments on Shortage

In commenting on the present shortage of Orthophonics and expressing the distributors' situation in the matter President Louis Buchn, of the Philadelphia Victor Distributors, Inc., says he believes the dealers should realize it is impossible to reap the rich harvest which eventually will follow the marketing of the new talking machine in so short a time. He feels the Victor Co. has accomplished wonders in getting out so large a quantity as it has within so brief a period of manufacture of the new product and that with the many handicaps brought about by the temporary closing down of the factory shortly before the new instrument was announced and the consequent breaking in of many new workers to replace those who went elsewhere at the time of the closing, and the fact that all the parts had to be designed and dies cut and other factors of production perfected within a few months it has been a marvelous achievement for the Victor Co. in producing the great number of these machines which it has been called on to turn out ever since they were introduced to the public.

Among the visitors from out of town who stopped at the Philadelphia Victor Distributors, Inc., to request larger shipments of the new Orthophonic were William Holland, Robelen Piano Co., Wilmington, Del.; M. F. Malarky, Pottsville, Pa.; H. B. Mowers, manager of the

F. Hayes Harmon store, Waynesboro, Pa.; S. S. Christie, Christie Jewelry & Music Shop, Bangor, Pa., and C. E. Costerbader, Palmerston, Pa.

### Expect Big Holiday Record Sale

With the booming business of the new Orthophonic the record department of the wholesale Victor talking machine division of H. A. Weymann & Son, 1108 Chestnut street, has shown an increase of more than 50 per cent during the past month. Manager Charles W. Bahl, of the wholesale talking machine division, reports that the Christmas list has been well patronized this season and that from present indications there will be a record-breaking holiday demand for all the popular numbers of the Victor discs.

### Tie-up With Artists

Simultaneous with the appearance of the Eight Victor Artists in this city, the dealers tied up with an advertising campaign featuring the records of the well-known octette. The Victor Eight were headliners at the Fox Theatre during the first week of December and the local dealers were able to clean up profitably on the records made by these artists.

### New Portable Firm Organized

An entirely new organization with a personnel long identified with the talking machine industry has been added to the Quaker City trade. It is the Burnar Mfg. Co., with headquarters at 412 Brown street, whose product will be popular priced portables. The new concern has at its helm two former associates of the Quality Mfg. Co., formerly engaged in the production of a toy talking machine before the destruction of its West Philadelphia manufacturing plant last June. They are M. S. Rankin, president and general manager, and Harry Rubin, treasurer and sales manager. Mr. Rankin brings to the firm his experience of more than a quarter century association with the practical side of

talking machine manufacturing, having been connected with the staffs of the Victor, Columbia and other companies.

### Changes at Pennsylvania Dist. Co.

In keeping with its advancing business the Pennsylvania Phonograph Dist. Co. has been obliged to take over larger quarters with display rooms in its branch offices and in its Quaker City headquarters in the Jefferson Building, 1015 Chestnut street. The new local headquarters have been removed from Room 200 to Suite 603-604 Jefferson Building, where will be the executive offices of Vice-President and General Manager John L. DuBreuil and his assistant, S. J. Endres, who covers south Jersey and Delaware, after having been in charge of the Pittsburgh district for the past year, and L. E. Hill-dre, now added to the Quaker City forces, to cover outside territory from beyond Philadelphia to Altoona. The Pittsburgh offices, under the new representative, Paul F. Murray, who formerly covered that section for the Victor Co., have been enlarged in keeping with the local headquarters. There also has been assigned to the Smoky City branch a suite of offices for the display of the Sonora products on the ninth floor of the Wabash Building, the firm having removed from Room 405 to the larger quarters in Number 917. Changes in the Cleveland district have been effected, the Pennsylvania Co. having taken over the business of distributor for the Sonora products from the Ohio Musical Sales Co. and placing in charge of its new offices at 747 Chester avenue, Cleveland, S. Townsley, who will cover Ohio and Kentucky through the branch. These changes were necessitated by the growing demand for all the Sonora products and including the Sonora radio, new High Boy models of the Sonora radio with its allied products, the Sonora phonographs, console speakers and radio combinations. Many new dealers have been added to the list, with such well-known establishments as Wanamaker's, Strawbridge & Clothier and Snellenburg's, featuring the combinations in ad campaigns during the month.

### Panatrope Received With Enthusiasm

A warm reception was given the newest of

(Continued on page 152)

# RADIO





## All Good—None Better

### PENN PHONOGRAPH CO.

*Wholesale Distributor*

913 Arch Street

Philadelphia, Pa.

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 151)

Brunswick inventions, which made its appearance on the local market during the month when the trade and the public were given demonstrations of the Panatrope, under the direction of the local branch of the Brunswick Co. The first of the concerts was held at the Sylvania Hotel, when the local branch, under Manager E. B. Shiddell, was host to the dealers at a luncheon, with several hundred patrons joining at the festive board to celebrate the advent of this latest of electrical achievements. H. Emerson Yorke, of the Metropolitan offices and Eastern sales promotion manager, presided and explained the recording and reproduction of the electrical arrangement, and its vast range over that of the piano or other musical device, giving demonstrations in classical renditions to portray the true qualities of the new type machines and records. Others who assisted at the concert were Frank Espey, W. R. Cunningham, W. J. Lorenzo, Joseph Callahan, and Harry Beach, Eastern sales manager. Thousands of Pennsylvanians were given an opportunity to hear the marvels of the newest Brunswick product when concerts were held in various sections of the district under the supervision of W. J. Lorenzo, local representative. In Scranton, the Town Hall was crowded with 2,500 at each of four concerts given in conjunction with the local dealers. In Wilkes-Barre, the MacWilliams Department Store gave its exhibition to several thousand, while at Reading the Haugen Music House and Reifsnidlers, Inc., were the scenes of enthusiastic acclamation over the Panatrope and there was an equally happy assembly of more than 3,000 in the stores of Pomeroy, Inc., the J. H. Troup Music Co., and the Regal Co. at Harrisburg. In Philadelphia Snellenburg's, Wanamaker's, and the Strawbridge & Clothier stores held demonstration concerts with from 500 to 700 attendants at each.

**Everybody's Enjoying Holiday Prosperity**  
Everybody's Talking Machine Co., 810 Arch street, is enjoying a liberal share of the holiday



**GUARANTEE PORTABLE**  
**RETAILS FOR \$25.00**

☪

*Each and every machine guaranteed unconditionally.*

☪

**SPECIFICATIONS:**

1. Texture Leather Case.
2. Standard Heimenan Motor.
3. Plays Two 10" Records.
4. Standard Taper Tone Arm.
5. Speedily Loud Reproducer.
6. Device for Carrying Records.
7. Machine Will Play 12" Records.
8. Patented "Non-Spill" Needle Cup.
9. Size 14 1/2" x 11 1/2" x 7 1/2".
10. Weight 14 1/2 lbs.



**Costs you \$10.50**

**GUARANTEE TALKING MACHINE SUPPLY CO.**  
**109 N. Tenth Street PHILADELPHIA**

—Write for our latest Main Spring Chart—

prosperity now dominating the industrial world. With working hours prolonged to twenty-four hours a day and with doubled forces the firm is endeavoring to speed up deliveries so that its dealers and distributors may not be delayed in their holiday orders. November was a record month for the Okeh and Odeon record sales and December started off with even greater prospects and increased business. Two big hits

made especially for the firm were the Okeh's recording of "18th Street Strut" and the "South Street Blues," by Benny Moten's Kansas City Orchestra. Christmas selections have been big sellers in the Odeon list. The Adler-Royal combinations of phonographs and radio have been most heartily endorsed by the gift-buying public, and dealers have been enjoying a lucrative advance holiday demand for these types. With

## Christmas Greetings

**O**N the eve of what promises to be a particularly strong Orthophonic Victrola year we pause to extend our hearty greetings of the season.

We appreciate the patronage and co-operation of our dealers in the past and pledge ourselves to the maintenance in the future of the same high grade service which has always characterized Weymann Victor service.

*Yours for a big Orthophonic year.*



**H.A.WEYMAN & SON, INC.**  
1108 Chestnut Street - Philadelphia, Pa.

**VICTOR WHOLESALERS**

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 152)

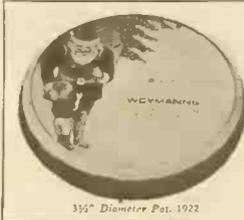
the advent of the New Year there will be extensive developments in Everybody's plans for co-operating with its dealers and distributors through broad advertising and publicity campaigns for all its lines of manufacture in the Honest Quaker parts and accessories and for the Okeh and Odeon and Adler-Royal products. The Honest Quaker products are to be augmented by many new articles to keep pace with the newest types of machines that now are being marketed.

**J. A. Fischer Co. Service**

While the sales representatives of the J. A. Fischer Co. cover the country during the coming weeks there will be shown the newest of service features adapted for the repair departments and manufacturing branch of the industry in the form of a Spring Chart showing all the types and sizes of springs used in the manufacture of talking machines and phonographs. This new Chart was compiled at headquarters here, 730 Market street, under the supervision of Julius A. Fischer, head of the firm. It is issued as a supplement to the recently compiled complete catalog of parts and is printed in two tones of red and blue, designed to show most distinctly against the background of old ivory paper. It contains much valuable information for the repair department and its compilation is of such a character that it is readily accessible for the repair man, giving sizes, types and uses, with their adaptability for any particular or general usage. The Valley Forge main springs manufactured by the firm have been going briskly along with the trade's activities and in the New Year there will be effected expansions in line with the progress of the company in these accessories. Among the callers during the month at headquarters here was William Braiterman, of the firm of Braiterman & Fedderman, Baltimore, distributors of the Valley Forge line.

**New Columbia Records Aid Sales**

Recognition of the quality of the new records which the Columbia Phonograph Co., Inc., has



**A VELVAOID RECORD CLEANER WITH HOLIDAY GREETINGS costs no more than a good card and think of the difference in RESULTS.**

We have a wonderful new Xmas design that will be treasured by the customer. Have them ready to mail to your patrons so your GOOD WILL and Holiday wishes will greet them Xmas morn. Samples to Jobbers and their salesmen. "A Velvaoid Record Cleaner should be a part of every Talking Machine and combination Radio sold."

Order direct or through your jobber but do it early

**PHILADELPHIA BADGE CO., Manufacturers**  
942 Market Street Philadelphia, U. S. A.

been making within recent times has been responsible for the growth of business in the Philadelphia headquarters at 50 North Sixth street, under the management of A. I. Heath. As a result of this appreciation of the merits of the new records patronage is fast developing. One of the firms returning to the Columbia list during the month was the Keystone Furniture Co., of Lancaster, Pa. The Columbia Co. has been meeting with broadest sales in the agricultural districts of central Pennsylvania. The full-page ad which has been appearing in the Evening Bulletin newspaper throughout the past month has stirred up much interest in the Columbia, with excellent results to the retailers in the form of increased demand for records. The dealers have been tying up with the appearance here of William A. Kennedy, popular Irish tenor, who has been making a hit in vaudeville in the Minstrel Boy, and his records have been among the month's sellers in the Columbia stocks. He made the round of the trade for a personal call on the dealers, chaperoned by Assistant Manager J. J. Doherty, of the Quaker City branch.

**Cheney Sales Corp. Busy**

Holiday sales of the Cheney Sales Corp. have been chiefly for the Thenniodyne and the Receptor—or super power radios, and headquar-

ters in the Jefferson Building, 1015 Chestnut street, have been alive with the larger patronage that has resulted within the past month. These Cheney products have been well received all over the country and particularly in New England, where George Dunbar Shewell, Jr., is in charge of the territory, with headquarters in the Hub. He made a flying trip to Philadelphia to spend Thanksgiving with his father, President George D. Shewell, and other members of the family residing here.

**Secures Larger Territory**

Having for many years covered southern New Jersey for the Penn Phonograph Co., John Eagan has been assigned to a larger district as representative of the firm. There has been added to his sales field that part of Pennsylvania extending from Philadelphia to Bethlehem, where he will feature the company's specialties, the Zenith, Jewett and Fada Radios.

**Everybody's T. M. Co. Expands**

Again it has become necessary to expand the office space of Everybody's Talking Machine Co. of this city. The partition has been moved to reach the very entrance of the warehouses. Through the use of its catalog and intensive mail follow-up Everybody's Talking Machine Co. has generated a great volume of sales.

(Continued on page 154)

# The Season's Greetings

It is entirely fitting at this holiday season to turn our thoughts from the ordinary daily tasks to higher things.

We take this opportunity of expressing our appreciation to the many VICTOR DEALERS who have helped so much to make this for us so satisfactory a year. We wish you all

**A Merry Christmas**  
and  
**A Prosperous New Year**



**Philadelphia Victor Distributors, Inc.**

835 Arch Street, Philadelphia, Pa.

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 153)

S. Fingrud and Philip I. Grabuski are intensively developing the sales of this company and it is reported that the present Fall season has eclipsed all others in sales volume. This sales increase is noticeable in all departments of the company, including Honest Quaker main springs and repair material, Okch and Odeon records and Adler-Royal phonographs.

**Strong Demand for Guarantee Portable**  
Regular night work is reported by William H. Posner to have become a necessity in order for the Guarantee Talking Machine Supply Co. of this city to fill orders being received for the Guarantee portable. Although business in talking machine repair material continues to be satisfactory the big business of the company at the present time is in the Guarantee portable.

**J. A. Fischer Publicity Resultful**  
The recent publicity of the J. A. Fischer Co. in the columns of The Talking Machine World, consisting of the publishing each month of one specimen page from the large Valley Forge catalog of talking machine springs and repair parts which are produced by the company, is proving resultful. This publicity has visualized not only the wide scope of material gathered in this catalog but also reproduces these parts with remarkable fidelity.

J. A. Fischer, president of the company which bears his name, reports that the results of this advertising have been very satisfactory. Inquiries from dealers and distributors who have seen these specimen pages have been received from every State in the Union and from many foreign countries as well. Through the efficient follow-up system employed by the J. A. Fischer Co. these inquiries are rapidly developing into real orders. President Fischer reports exceptionally good business, pointing out that the volume of sales for the month of November was about 100 per cent. over the previous month. Messrs. I. Epstein and N. Witlin are still on

the road and continue to send in substantial orders and many names of new dealers which have been added to the list.

**Heavy Ordering of Velvaloid Cleaners**  
J. Abrahams, of the Philadelphia Badge Co., reports that this company has received a number of orders from talking machine dealers for the Velvaloid record cleaner with the Christmas design. Other dealers are using the Velvaloid as a resale article, making use of the various attractive designs that are controlled by the Philadelphia Badge Co.

**Sends Optimistic Message**  
Samuel Fingrud, vice-president and treasurer of Everybody's Talking Machine Co., Inc., Philadelphia, Pa., recently addressed a particularly optimistic message to the trade in what is described as the first of a series by the makers of Honest Quaker products. The first letter was upon the subject of maintenance of quality.

**Atwater Kent Is Again Adding to Floor Space**

Philadelphia Radio Manufacturer Finds New Twelve-Acre Factory Inadequate

PHILADELPHIA, Pa., December 7.—Hardly had the builders ceased work on the first addition to the big Atwater Kent factory on Wissahickon avenue, this city, when another substantial addition was found necessary to provide ample manufacturing floor space to meet the urgent demand of a rapidly increasing business.

The original, or central portion of the plant, was occupied in August, 1924. This was soon outgrown and a large addition facing beautiful little Fernhill Park was immediately erected. This was occupied during July, 1925, giving the company a total floor space of approximately twelve acres. In the meantime, the original

**JOBBER — DEALER**  
Stock This Tube That Is Selling Fast  
**AMPLIFIER AND DETECTOR**  
**TUBE "E"**  
DISTANCE MAKES NO DIFFERENCE  
**SEA GULL**

They are selling fast because they are performing better than the fans' best tubes.  
They are performing satisfactorily because they are made with infinite care in a factory that is constantly attempting to make tubes as perfect as science will permit.  
Each Sea Gull is tested at every stage of its making. Only the absolutely perfect tubes are shipped. The result:

1. 20 per cent. longer life.
2. Higher mutual conductance.
3. Uniformity—interchangeable at any stage.
4. Positive non-microphonic.

Retail Price \$2.50 each  
**WE ALSO MAKE**  
Tube P—Rectifying Tube, \$3.00.  
Tube R—Semi-power Tube, \$5.00.  
Tube X—Heavy Duty Rect. Tube, \$5.00.

Dealer and jobbers write for information and discounts.  
**Aberdeen Specialty Co., Inc.**  
1641 N. Hutchinson St. Philadelphia, Pa.

plant situated on Stenton avenue was likewise kept fully engaged in the making of these popular radio sets.

The latest section is to be known as the Roberts avenue addition and will face on Roberts avenue and King street to the side and rear of the present factory. The work of construction was begun on October 1 and it is scheduled for occupancy April 22, 1926. When completed it will add more than two acres of floor space to the present factory, as well as another acre of basement space which will be used as a garage to house the company's numerous trucks and automobiles.

The addition will be of the same general construction as the original plant with a saw-tooth roof to provide the best lighting for the exacting work of making fine radio sets. Another siding of the Pennsylvania railroad will be built in and this used principally for receiving while the existing siding will be used exclusively for shipping, thus greatly facilitating both operations.

While designed primarily for efficiency in the intricate work of producing radio sets, the Atwater Kent factory is one of the show places of the East. The entrance has been arranged in the form of a sunken garden, which, in the Spring and Summer is verdant with flowers and shrubbery.

Within the plant all is an example of perfect co-ordination and efficiency, from the engine room which sends heat and power to every section of the great building down to the smallest machine for winding the delicate coils which enter into the making of Atwater Kent radio sets and radio speakers.

**Growing Retail Outlet for Sea Gull Radio Tubes**

PHILADELPHIA, Pa., December 7.—The Aberdeen Specialty Co., of this city, manufacturer of Sea Gull radio tubes, has in a comparatively short period of time created a large market for its products. It is reported that this tube has been given very exacting tests in the laboratories of the Aberdeen Specialty Co. through virtually every type of radio receiver that is on the market. In these tests the Sea Gull tube was said to prove very efficient both as detector and amplifier for both audio and radio frequencies. The result of these tests, including the tube's properties as an oscillator, has been interestingly described in various technical publications.

The company is conducting a well defined merchandising campaign which is having its effect in the steady increase of sales volume.

**RADIO DEALER CATALOG FREE**

**OUR 1925-26 CATALOG**

is being used by thousands of Music Dealers and Furniture Dealers everywhere as a positive guide to more profitable buying of the kind of radio that is in greatest demand today. Our financial strength, responsibility and SAME DAY shipping service will help you to "Grow With Us."

**NATIONALLY RECOGNIZED LINES**

Among the well-known, nationally advertised radio lines handled by us are included those of the following manufacturers whose advertisements appear in this book:

**RADIOTRONS**



- |                                  |                                |
|----------------------------------|--------------------------------|
| A-C Electrical Co.               | Jefferson Elec. Mfg. Co.       |
| Adler Mfg. Co.                   | Dwight B. Jones                |
| Aqua Elec. Mfg. Co.              | Lewis Elec. Co.                |
| LADE Distrib.                    | National Co. (Hiramshofer kit) |
| E. G. Brock Mfg. Co.             | for Bromberg-Dreko Radios)     |
| Brands Products Corp.            | Prize Radio Co.                |
| Carr Radio Co.                   | Business Co.                   |
| Daven Radio Co.                  | Radio Corp. of America         |
| Electrical Research Laboratories | (Haddonfield)                  |
| Erie Parcel                      | Radio Union, Inc.              |
| Harwood Products Co.             | Reeling Mfg. Co.               |
| Parsons Mfg. Co.                 | Utah Radio Products Co.        |
| Prima Battery Co.                | South Radio Corp.              |

We are Distributors in Eastern Penna. and Southern New Jersey of



**TRILLING & MONTAGUE**  
WHOLESALE RADIO MERCHANTISERS

49 No. 7th Street

Philadelphia, Pa.

"Grow With Us"

**\$25**  
Complete  
With Adjust-  
able Unit

# ASTRAL TONE THROAT

{ RADIO SPEAKER }

**\$25**  
Complete  
With Adjust-  
able Unit



Mahogany finish; 14 inches high; 17 inches long; 4 3/4 inches deep

## FOR ANY MAKE OF RECEIVER

*Yes, Volume! With Tone Quality!*

That is the distinctive achievement of Astral Tone Throat. Not cone type. Designed especially for clear, distinct, loud reproduction, without distortion or blare. Comparative tests prove Astral Tone Throat superiority. A demonstration always convinces. A richly beautiful and appropriate ornament in the most luxuriously furnished home.



Type P—\$215  
Pooley three-compartment cabinet. 50x26x16 inches. Pooley built-in radio speaker.

### Astral Five-Tube Tuned Radio Frequency Receivers



Type A—\$67.50  
Solid mahogany cabinet.  
8x23x8 1/4 inches



Type B—\$90  
Solid mahogany cabinet.  
12 1/4 x 27 1/2 x 14 inches



Type C—\$175  
Three-compartment mahogany cabinet. 48x29 1/2 x 15 inches. Built-in radio speaker.

Jobbers and Distributors Wanted Throughout the World

**ASTRAL RADIO CORPORATION**  
1237 N. Broad St., Philadelphia, Pa., U. S. A.

**XMAS ORDERS**  
Last minute shipments from factory to meet your Xmas requirements on telegraphic orders.

**XMAS ORDERS**  
Last minute shipments from factory to meet your Xmas requirements on telegraphic orders.

# HAPPENINGS IN THE DOMINION OF CANADA

## Thousands of Dealers and Radio Fans View Exhibits at Radio Show in Toronto

Improved Products Made by the Leading Manufacturers of Radio Sets and Accessories Arouse Much Interest—Imports of Talking Machines, Records and Radio—Other Trade News

TORONTO, CAN., December 8.—A most successful radio exposition was held at the King Edward Hotel, Toronto, last month and the latest in radio equipment was displayed to the thousands of dealers and the radio public, who thronged the show. Manufacturers and distributors of practically all nationally known radio receivers and accessories co-operated in making this the outstanding radio exposition of the year. The improvement in the cabinet cases, the simplification of the receivers and the advances made in loud speakers were the features of the sets shown.

During the month of August, Canada imported phonographs to the value of \$11,115, compared with \$18,271 in July, and \$49,305 in August, 1924. These figures bring the total for the five months ended August 31 up to \$91,665 for 1925, as against \$322,462 for 1924, and \$454,159 in 1923. For the fiscal years ending March 31, Canada's phonograph imports were \$708,367 in 1925, \$1,057,480 in 1924, and \$1,258,507 in 1923.

In phonograph records the August imports this year ran \$2,501. In July they were \$2,888. In August, 1924, they were \$4,146. The total for five months ended August 31 last was \$16,165 worth of records, as against \$26,240 in 1924, and \$38,119 in 1923. For the fiscal years ending March 31, the Canadian imports of phonograph records and supplies were \$82,207 for 1925, \$117,230 in 1924 and \$115,759 in 1923.

In radio and wireless apparatus Canada imported \$126,205 in August, 1925; \$83,413 in July, 1925, and \$53,539 in August, 1924. The five months' total April to August, inclusive, was \$353,318 this year, and \$307,728 in 1924. The first full year for which Canadian statistics of radio imports are published is the 12 months ended March, 1925, and the total was \$2,499,687. Of this amount, \$127,439 came from Great Britain and \$2,354,721 from the United States.

D. M. Wright, president of the McLaughlin Phonograph Corp., Ltd., Stratford, Ont., was recently elected M. P. for North Perth at the Federal elections just held.

Fred Palmer, of Palmer's Music Store, St. Thomas, Ont., has been appointed exclusive representative for St. Thomas and Elgin County for Brunswick phonographs, records and Radiolas.

Canadian Pearson Radio Co., Toronto, has the Canadian distribution of Pearson radio receivers, Ureco radio tubes and Utah loud speakers.

Letters Patent have been granted the Grimes Radio Corp., Ltd., Kitchener, Ont., with a capitalization of \$40,000.

A Kenneth Coulter, of this city, has been appointed Eastern representative of the Lincoln Radio Corp., Chicago, Ill., manufacturer of radio apparatus.

At a recent luncheon meeting of the Canadian Phonograph Manufacturers' Association, Capt. J. S. Atkinson was appointed secretary of the organization, succeeding James G. Merrick, who resigned several months ago owing to pressure of private business, which necessitated his living in California the greater part of his time.

The Columbia Phonograph Co., Ltd., which recently placed a 50-cent record on the market

called "Harmony," in order to meet the extensive popular demand for a medium priced record of high quality, is being complimented on its excellence.

Robert H. Coombs, president, Canadian Radio Trades Association, and vice-president, Canadian National Carbon Co., this city, sponsored the very successful Radio Show which was held here lately. A great many dealers took this opportunity of viewing the various models and accessories which were on exhibition.

Miss Margaret Cooper, a talented musician, has assumed charge of the phonograph and record department of the Mason & Risch, Ltd., branch in London, Ont.

Considerable price cutting exists locally on various radio parts. Different retail stores announce radio tubes at prices very close to one-half of the regular list price. Other parts are also being featured at greatly reduced quotations.

## Important Changes in Montreal Trade

C. W. Lindsay Takes on Brunswick Line—Layton Bros., Ltd., Featuring Columbia—Other Trade News and Activities of Month

MONTREAL, CAN., December 7.—Several important changes and additions in the phonograph world have taken place within the last month in local circles. C. W. Lindsay, Ltd., in addition to handling the Sonora, has taken on the representation of the complete Brunswick line of phonographs as well as records, which it will feature in all of its different branches throughout Canada.

Layton Bros., Ltd., have dropped a well-known make and are now featuring the McLaughlin and Columbia line of phonographs and in records will specialize exclusively in Columbias. These two makes are already being exploited in their eighth annual Christmas Phonograph Club. J. W. Shaw & Co. announce the opening of a radio department carrying a complete line of Thermodyne radio outfits.

Brunswick dealers all linked up their advertising with the appearance locally of Josef Hofmann at His Majesty's Theatre. The most wonderful reception given this artist was reflected in the heavy call for his Brunswick records both preceding his visit and afterwards.

Nora Bayes, that most resourceful comedienne and Columbia artist, appeared recently at the Princess Theatre. Columbia dealers report heavy sales of her numbers.

Much capital was made of the fact that Percy Grainger, pianist, who appeared in recital in Montreal this week, records exclusively for the Columbia Phonograph Co. Layton Bros., Ltd., gave splendid publicity and mention in this regard in their newspaper advertising and which

they state sold a large number of this artist's records.

Wm. Lee, Ltd., is using printers' ink most freely in pushing the sale of the Brunswick Radiola, which is referred to as "Supreme in tone value."

The Victor Talking Machine Co. of Canada, Ltd., recently gave a dinner and entertainment at the Windsor Hotel, this city, when the new Orthophonic Victrola was demonstrated. The speakers on that occasion, Edgar M. Berliner, president of the company, Paul Sise and H. J. Vennes, representing the companies and departments which have contributed to the new invention, threw a most interesting light on the methods by which the results have been reached. Those present included many prominent in musical circles; patrons of music, educators, acoustic engineers, artists and writers. It was clearly demonstrated that the new invention, in combination with the new process in record manufacture, has achieved a result that never before has been attainable. Members of the Engineering Institute the past week listened intently to the demonstration of the new Orthophonic Victrola and to the lecture given by Edgar Herman, of the publicity department of the Victor Co. of Canada, Ltd., and by H. J. Vennes, transmission engineer of the Northern Electric Co., Ltd. Comparison between the new and old machines, and between the old and new records was made by playing one of each on both the old and afterwards the new gramophone, the difference being at once apparent and the demonstration loudly applauded.

Discussion of various phases of the subject took place after the lecture.

Dan Gregory and His Orchestra of Victor record artists, recently appeared in person at the Jardin de Danee for three days only.

Huge billboard posters here carry a message of Atwater Kent radio superiority to which appears the name of Layton Bros., Ltd., as representatives. These posters are appearing in well-chosen locations throughout the city.

The various activities were attractively displayed in connection with the drive for funds for the thirty federated charities in connection with the Federated Charities in the show windows of C. W. Lindsay, Ltd., Layton Bros., Ltd., the Leach Piano Co., Ltd., and other phonograph dealers. The names of the local phonograph dealers as well as manufacturers figured most prominently as contributors to the subscription list.

Western Radio Co., Ltd., is the name of a new firm retailing radio; they have opened up at 4841 Sherbrooke street, West, Westmount, and are featuring the Thermodyne.

## Talking Machine Springs and Repair Parts

NONE BETTER IN QUALITY NONE LOWER IN PRICE

THE RENÉ MANUFACTURING CO.  
MONTVALE, NEW JERSEY



The  
**EAGLE**  
*All That is Best in Radio*



Console Model C-1  
With Model F  
Receivers  
Price—\$235

*Eagle Dealers  
Will Have  
A Merry Xmas*

**T**HIS is an Eagle year. People are buying their radios this season with a careful regard for "What's Behind the Panel." They want to **KNOW** what's in the set before they buy it.

That's why they are buying Eagle Neutrodyne. And that's why Eagle dealers are going to have a Merry Christmas—for nothing makes us merrier than to know we are making money and building up good-will through satisfied customers.

*If YOU Don't Carry the Eagle—  
Write for Dealer Proposition Today*

**Eagle Radio Co.**

16 Boyden Place  
Newark, N. J.





## 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**

# The Trade in **BOSTON** and **NEW ENGLAND**

JOHN H. WILSON, Manager  
324 WASHINGTON ST., BOSTON, MASS.

## Activity in All Lines Is Feature of the Holiday Month in New England Territory

Press and Public Laud Brunswick Panatrope—Demand for Orthophonic Victrola Growing Steadily—Sonora Business Brisk—New Columbia Dealers Appointed

BOSTON, MASS., December 8.—Again the talking machine industry is booming along merrily and, as one jobber has put it, conditions have almost returned to the prosperous days of several years ago. Dealers as well as jobbers are busy and it is a common statement that there are not enough goods to meet the demand. There is no gainsaying that the introduction of the Orthophonic by the Victor Co. and the Panatrope by the Brunswick Co. have played a big part in again directing attention to the reproducing instruments and when the season will have come to an end, meaning the year 1925, it will be found that almost everyone engaged in the business has come out considerably ahead of the game. It will be a better Christmas than some of them anticipated early in the year.

**Giving Service to the Buyers**  
In the first plan of its kind ever undertaken by a group of merchants in any city in the United States, customers of ninety stores making up the membership of the Retail Trade Board of the Boston Chamber of Commerce are now being given free garage privileges. In this group there are several music houses, notably M. Steinert & Sons, and the department stores, all of which carry talking machine departments; so there are after all a large number of the patrons of music who can avail themselves of these opportunities if they see fit. The garage at 606 Causeway street, is near the North Station, and for two hours cars are parked free, with a charge to customers of ten cents for each additional hour. In order to be entitled to these privileges, customers will have to show charge slips or other records of purchases made on the day that the car is parked.

### Panatrope Demonstration Arouses Keen Interest

What is locally called a tremendous achievement in the world of music has been effected in this city, where for more than a week there have been regular demonstrations of the Panatrope at the Kingston street quarters of the Brunswick Co., of which Harry Spencer is the

New England manager. It would be no news at this day to enter upon any elaborate description in this letter of this new instrument—and new it certainly is—for dealers now everywhere are familiar with it, certainly the Brunswick dealers of New England are. The first day of the series of demonstrations was given over primarily to the representatives of the daily papers and the trade press, and thereafter various groups of dealers sat in absolute bewilderment over the merits of this Panatrope. H. Emerson Yorke came over from New York to give the demonstration, and, well fortified with a valuable fund of information, he was able to give a most illuminating story about this new instrument. Harry Spencer, also, had a word to say by way of introducing Mr. Yorke, who, following each demonstration, was besieged with questions, all of which he was able to answer satisfactorily, for it is but natural that dealers should want to know everything there is to know about a new proposition such as this. The various numbers put on the Panatrope proved to be marvels of reording, and there was special enthusiasm for such reproductions as those of the Metropolitan Opera House orchestra and the Skinner organ, which were deemed the last word in fine work. Since the dealers have become so well informed on this instrument they have been in turn advertising it before their respective publics, the purchasers, and there already have been a great many orders registered for the several types. All agree among the Brunswick enthusiasts that the electrically-recorded record, synchronized with electrical reproduction, is a most effective method of reproducing music.

### Sonora Activity in New England

Manager Joe Burke and all his staff of road men are simply rushed with business and the Sonora Phonograph Co., on Columbus avenue, is busier than it has been in a long time. Mr. Burke says that business is just booming in the Sonora-radio line, and the difficulty is in getting

enough goods. He himself has just been over in New York to try and speed up deliveries, for the company is oversold for three months. The Sonora headquarters have just become New England distributors for the Colonial Radio Corp. of New York, which puts out a fine line of receivers.

### Big Call for Victor Orthophonics

Good business, the best business in many moons, is what is reported by Herbert Shoemaker, of the Eastern Talking Machine Co. In fact, as he puts it, it is a case of returning to the old days. It is hard to get enough Victor goods to go around and as the Christmas season approaches the demand is tremendous, and this in particular applies to the new Orthophonic, which already is considerably oversold in the New England territory.

### Giving Pointers to Victor Technical Men

I. S. Purington, field representative for the mechanical department of the Victor Co., has been around town for a week past, getting in touch with the trade with the express purpose of instructing repair men in the handling of the Orthophonic and all its allied parts. It is Mr. Purington's intention to come into this territory about once a month until such time as all the repair men are properly instructed.

### Two Distinguished Visitors

Two local callers from the Victor headquarters have been J. Walter Scott, treasurer of the Victor Co., and Roy Forbes, manager of sales and merchandise for the company. Both gentlemen plan to get over here just so often.

### Hastings-Pettingell Sales Co. Formed

R. V. Pettingell, formerly president of the R. V. Pettingell Electric Supply Co., of this city, has disposed of his interests in this company and is now connected with C. A. Hastings, of the Hastings Electric Sales Co., 42-50 Binford street, Boston, as treasurer of a new corporation known as the Hastings-Pettingell Sales Co.

This company is acting as factory representative for many of the leading makers of electrical merchandise, including Philadelphia Electric Conduit Mfg. Co.; Trumbull-Vanderpoel Elec. Mfg. Co.; Roach-Appleton Mfg. Co.; Carbon Products Co.; Adapti Co.; J. B. Hauer, Inc.; Chelsea Radio Co.; Boudette Mfg. Co.; Murad  
(Continued on page 160)

## The New ORTHOPHONIC VICTROLA should mean a Victor Business of Record Breaking Proportions for the Dealer Who Will Work

EVERYTHING NEW BUT THE TRADE-MARK

Enthusiasm has greeted the new instrument wherever shown and demonstrated — the response of the public promises to be overwhelming. That response means big business for the dealer who is prepared.

**PROVED DITSON SERVICE IS AT YOUR COMMAND**

**Oliver Ditson Co.**  
BOSTON

**Chas. H. Ditson & Co.**  
NEW YORK

FROM OUR NEW ENGLAND HEADQUARTERS—(Continued from page 159)

Corp. of New Jersey, and the Marinette Corp. The sales force of the company covers Eastern territory, doing missionary work for the lines represented. A large warehouse is maintained on the railroad siding where a large stock is carried so that deliveries can be made to local jobbers immediately on receipt of orders. Plans for the expansion of the business are now being made.

**Active Cheney Demand**

The Cheney business is going great, according to Manager Shewell, who is constantly adding new lines to his already large budget of radio equipment. Now that his suite in the building at 376 Boylston street has been altered he is better able than ever before to establish himself with many new products for all of which his staff of New England travelers are finding a ready market. Manager Shewell was over in Philadelphia to eat Thanksgiving dinner with his family, and incidentally to confer with his father as to getting goods more quickly and in larger volume. While in Philadelphia he also was able to take in the Pennsylvania-Cornell game, Mr. Shewell being an alumnus of the first-named college. November was a very big month and he says he looks for an even better month in December. New connections have lately been established at Natick, this State; Montpelier, Bellows Falls and Barre, Vt., and a number of places in Maine as well as around Boston. All the new men appointed for the New England territory several weeks ago are doing finely.

**Looks for Big Holiday Volume**

The Adler-Royal line, which Arthur C. Erisman took on several weeks ago, is meeting with a wide demand and the same is true of the Power Electric radio which Mr. Erisman handles. November business picked up very appreciably at his Tremont street headquarters and he is looking for a heavy December demand for goods.

**New Columbia Agencies**

Manager Parks, of the Columbia Co., has signed up lately with a number of new dealers in New England to handle the Columbia line. The Peabody Music Co. at Haverhill is now carrying a complete entolop of machines and records and the Music Shop at Northampton also has taken on a full line of merchandise. Manager Parks says that the record business alone was very large during November, having shown a tremendous increase, and as for instruments he reports that all the stock he has re-

# OKeh Records

## Will give to you what they give to every OKeh Record Dealer:

The best record business in your neighborhood can be your income when OKeh Records are featured in your merchandise? All you must do is signify your intention of becoming a licensed OKeh Record dealer; then let our cooperation and service start you on the way

**TO BETTER BUSINESS**

### General Phonograph Corporation of New England

126 Summer Street, Boston, Mass.

ceived is now in the hands of the dealers. Mr. Parks has lately been out in western Massachusetts, Vermont and New Hampshire looking over the field, and he says dealers everywhere are highly elated over the prospects for a healthy holiday trade. Several new men have lately been added to the personnel of the Boston Columbia establishment, all for inside work.

**Taking Orders for Orthophonic**

Ever since Walter Gillis took hold of Vocallion Hall in the capacity of manager he has had his hands full in explaining the new Victor output, the Orthophonic, and he has taken a number of orders for it, but it is a question if some of these can be delivered before Christmas.

**Local Columbia Advertising**

The Morning Post was one of the newspapers in twenty-eight of the largest cities that printed the full-page Columbia advertisement,

this being a part of the big newspaper campaign that was inaugurated several weeks ago by James P. Duffy, the Columbia advertising manager. This is the first of a series to be put out throughout the Winter. The advertisement was an unusually attractive one.

**Demonstrating New Instruments**

The C. C. Harvey Co. has been giving daily concerts with the new Panatrope and Orthophonic ever since they were first put out and large crowds are attracted to each recital, which is held on the main floor, with ample seating facilities.

**"Jimmy" Frye Kept Busy**

James A. Frye, familiarly known as "Jimmy," has had a very busy time of it since the new Orthophonic came onto the market, for he has been all around New England supervising demonstrations. For the present he has about finished in this territory, but there is a great deal of follow-up work to be done.

**Noveck Opens New Store**

BENNINGTON, VT., December 8.—A new music store has been opened by Abe Noveck on the second floor of the Cone Building, 439 Main street. Mr. Noveck, who is a prominent local music teacher, will combine a music studio with his store, and plans to make his establishment "headquarters for everything musical." The Noveck Studio will handle a complete line of small musical instruments, as well as pianos and radio goods.

**Fine Store in Pottsville**

POTTSVILLE, PA., December 1.—The new F. & W. Grand Store, which has a large music department, has been opened here recently with a reception to patrons. The music section includes a full stock of talking machines, records, and sheet music, which are shown to advantage on the main floor.

**Enlarges Radio Section**

MERIDEN, CONN., December 7.—The local retail store of the Mathushek Piano Mfg. Co. has just added Joseph C. Laviana as manager of its radio department, which is being extensively enlarged.

**"A Dealer is Judged by the Merchandise He Sells"**

*Distributors of the following products:*

- Thermadyne Receivers
- Superpower Batteries
- Trim Loud Speakers
- Silver Voice Loud Speaker
- Teleonc Loud Speaker
- Astral Loud Speaker
- Sanoacord Loud Speaker
- Eveready Batteries
- Braeh Antenna Outfit
- Braeh Phone Plugs
- Braeh Call Products
- Phileo A Batteries
- Phileo A & B Socket Power
- Valley Chargers
- Valley B—Eliminators
- Battery Cables
- Redi-Mat Antenna Post
- Aleo Loops
- Phonograph Units and Adapters

*Choose your jobber as you choose your friend.*

As a man by the company he keeps, a jobber by the lines he distributes.

Choose your jobber as you choose your friends and keep in good company.

Every manufacturer we represent is reliable, responsible and makes a worthy product. Our dealers may sell confidently, repeatedly and profitably and sure of protection.

Franchises that bring dealer prestige, purchasers and profits.

*Write us today and our representative will take pleasure in calling.*

**CHENEY SALES CORP.**

Radio Distributors

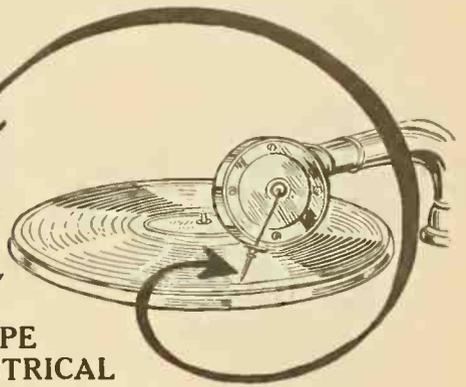
376 Boylston Street

Boston, Mass.

Philadelphia

New York

# Get this point



## THE "NEW" TYPE MACHINES AND ELECTRICAL RECORDED RECORDS AT THEIR BEST WITH THE BEST NEEDLES

—of course—they are!

### BRILLIANTONE—REFLEXO—GILT EDGE

*The Leaders in the Phonograph Needle Field*

The new type machines have been designed to stimulate business in the trade and have certainly been of tremendous influence in directing public attention to phonographs.

This means that once again the public will be buying records—and that means Needles.

If you have not enjoyed in the past years the experience of building customer good will with the leaders in the Needle field, you should immediately get in touch with us or your Jobber and find out why Brilliantone, Reflexo and Gilt Edge outsell every other needle on the market.

These scientifically constructed phonograph needles are the right kind to use on the new electrical recorded records especially if your customer is desirous of getting out of the machine the full tonal qualities.

Brilliantone—Reflexo—Gilt Edge have always led the field in quick sales and with the new stimulation in trade during 1926 you should feature these popular brands if you want to make your phonograph department a profitable and popular department with your customers. Let your jobber tell you the entire story or write us direct for details.

# BRILLIANTONE

STEEL NEEDLE CO. of AMERICA, Incorporated

*Selling Agents for W.H. Bagshaw Co., Factories, Lowell, Mass.*

370 SEVENTH AVE., at 31st St., Suite 1214, NEW YORK

W. H. Bagshaw Co., Export Dept., 44 Whitehall St.  
New York City. Cable Address: "Brillneed!"

SOLD THROUGH JOBBERS EVERYWHERE



WRITE today to us or your jobber for samples and sales-getting information.

160  
FROCorp.  
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# WATCH Artone FOR 1926

Distributors and Dealers  
write us today for the  
most attractive proposition  
ever offered on Portables

**Berg A. T. & S. Co., Inc.**

"Designers and Makers of Fine Cases  
for 20 Years"

**LONG ISLAND CITY NEW YORK**  
New York City Showrooms, 353 Fifth Avenue



Weather-proof cover  
supplied with every  
Artone De Luxe.

## Pathe Jewish Artists Entertain at Concert

Leading Stars of Jewish Stage Contribute to  
Entertainment of Jewish Trade and Friends—  
Concert Is Broadcast Over WHN

On Monday evening, November 30, the Pathe Phonograph & Radio Corp., Brooklyn, N. Y., gave an all-star concert at Terrace Garden, New York City, for the entertainment of the Jewish trade and their friends. A large number of the best artists of the Jewish theatre and concert stage entertained with both comic and serious selections, which, judging from the applause, met with the unanimous approval of those present.

Mr. Russell, sales manager of the company, made a few opening remarks, and the artists were introduced by F. H. Lazar of the Pathe sales staff.

Among those who appeared were the following: Jennie Goldstein, Lady Cantor Sophie Kurtzer, Lucy Levine, Annie Lubin, Estella Shreiner, Leza Tuchman, Ruben Docter, William Schwartz, Morris Goldstein, Cantor Israel Briei, Cantor Simon Pastell, Cantor Joseph Margolius, Cantor Joseph Kenetsky and David Kaplan.

Miss Jennie Goldstein, the well-known star of the Jewish stage, announced that she is now recording exclusively for Pathe.

The major portion of the concert was broadcast through Station WHN, and during the course of the evening several telephones at the hall were kept busy answering local and out of town calls. They came from all directions, some of them as far as Rochester, N. Y., and all reported that the music was being well received and very much enjoyed.

Admission was by special tickets distributed through the Pathe dealers and the hall was filled to overflowing. It was estimated that about 4,000 people were present. All of the offerings were most enthusiastically received and the artists heartily applauded. At the close of the concert, the floor was cleared and there were two hours of dancing, bringing to a close a most enjoyable and successful evening.

## Two Men Added to Junior Staff of Columbia Co.

Two new men were recently added to the junior sales force of the wholesale division of the Columbia Phonograph Co., New York, in the persons of George Lavers and Henry Shaver. This sales force is specializing and concentrating on record sales and has achieved wonders in assisting Columbia dealers in pushing record sales since the department was inaugurated a few months ago.

## Merchants Assn. Favors Amending Commerce Act

The Merchants Association of New York at a recent meeting of its executive committee decided to support the bill of Representative Moore of Virginia to amend the Interstate Commerce Act to permit consignees to sue the delivering carrier for damage to a shipment. The present law provides that suit must be brought against the carrier receiving the shipment.

## Panatrope Demonstrated

HUNTSVILLE, ALA., December 7.—A demonstration of the Brunswick Panatrope was given at the headquarters of the Mason Furniture Co., Brunswick dealer, before an audience of newspapermen, music critics, music lovers and educators. The concert, which proved the reproducing fidelity of the new instrument, was enthusiastically received.

## ATTENTION DEALERS

Send for our 200 page catalog



The finest and largest exclusive  
Radio Catalog in the United States.

**SCHNEIDER RADIO COMPANY**  
Dept. L St. Joseph, Missouri

## Stewart-Warner Radioplane to Make Country-wide Tour

Sol J. Levy, Radio Sales Manager of Brooklyn Branch, Plans Extensive Trip to Exploit Stewart-Warner Line and Assist Dealers

The exploitation campaign launched recently by Sol J. Levy, radio sales manager of the Stewart-Warner Products Service Station, Brooklyn, N. Y., has been so successful in stimulating sales in the Brooklyn territory that Mr. Levy will make a tour of the country aiding Stewart-Warner dealers. Mr. Levy has equipped the Stewart-Warner Radioplane, an illustration of which appears in another part of this issue of *The World*, and drives in the vicinity of dealers' stores distributing sales literature. Naturally, the appearance of the radioplane attracts attention and many sales have been the direct result of the stunt. The plane is equipped with a Stewart-Warner Model 305 radio receiving set.

## W. S. Custer Music Co., Canton, O., Chartered

CANTON, O., December 5.—The W. S. Custer Music Co., of Canton, was incorporated at Columbus this week by William S. Custer, Harry C. Mary, Ronald O. Robertson, Edna B. Adelman and Beatrice M. De Corps, with \$50,000 capital. Three hundred and fifty shares of common stock are listed at \$100 each and 150 shares of preferred at \$100 each.

The W. S. Custer Co. is one of the most recent retail music houses in Canton and is the outgrowth of the Custer-Strassner Music Co., which has been in business here about three years. Mr. Custer has announced no change of merchandising policy or enlargement at this time.

## Gennett Record Sales Show Steady Increase

RICHMOND, IND., December 7.—Reports received from all over the country by the Starr Piano Co. indicate that the Gennett series of fifty-cent recordings are strongly entrenched in popular favor and many dealers report that these records have been an important factor in renewing interest in records.

## G. V. Rockey Takes Charge

G. V. Rockey, who was formerly associated with Iron Age and Literary Digest, has succeeded W. A. Balevre as advertising manager of the Daven Radio Corp. He will be associated with the executive offices of the company, 158 Summit street, Newark, N. J.

## Prepare for New Conditions

CINCINNATI, O., December 9.—Arthur Brand & Co., dealing in accessories and repair parts for phonographs, have made full preparations to meet the new conditions anticipated with the placing on the market of the Orthophonic Victrola and the Brunswick Panatrope.

*If you want the best!*



CLIFF EDWARDS  
(Ukelele lke)

# PERFECT Records



LEE MORSE

with these

## Incomparable Artists

Insure to all Perfect Dealers

### A Merry Christmas and

### A Prosperous New Year

#### Xmas

- 11229 { Silent Night, Holy Night (Vibraphone) Geo. Green  
Adeste Fideles (Vibraphone) Geo. Green
- 11156 { Silent Night, Holy Night (Tenor) P. Morency  
Adeste Fideles (Tenor) P. Morency
- 11155 { Christmas Eve In The Toy Shop (Descriptive)  
Russell Hunting and Sterling Trio  
'Twas The Night Before Christmas (Descriptive)  
Russell Hunting
- 12168 { Christmas Chimes (Descriptive) Joseph Phillips  
Dear Old Santa (Descriptive) Joseph Phillips

#### Last Minute Hits

- 14529 { Sleepy Time Gal (Fox-Trot)  
Bert Dolan's Chateau Orchestra  
Someone, From "Naughty Riquette" (Fox-Trot)  
Bert Dolan's Chateau Orchestra
- 14530 { Roll 'Em Girls (Fox-Trot)  
Lou Gold and His Orchestra  
Indigo Blues (Fox-Trot) Five Birmingham Babies
- Cliff Edwards
- 11597 { Remember (Voice and Orchestra) Cliff Edwards  
Someone's Stolen My Sweet, Sweet, Baby  
Cliff Edwards
- Lee Morse
- 11599 { I Wonder Where My Baby Is To-night Lee Morse  
My Sugar Babe (Voice and Guitar) Lee Morse



BOYD SENTER

## Perfect Record Co.

34 Grand Avenue  
Brooklyn, N. Y.

Write for Our Proposition



JIMMY FLYNN

# Philadelphia Victor Dealers' Association Compiles Victrola Exchange Price Guide

Exchange Schedules to Apply on Trade-ins of Old Models Is an Important Constructive Move to Standardize Allowances—Stabilization of Business Seen as Result of the Plan

PHILADELPHIA, Pa., December 9.—An accomplishment that will prove of value and interest to the talking machine industry as a whole and to the retail trade particularly has just been

Victrola. Especially in these days when so many of the old type Victrolas are being returned to the dealers' stores as part payment for the newer Orthophonic or other merchan-

former Victor products at prices that will create a chaotic condition and reduce competition and have a stabilizing effect on the retail outlet.

As a result of an investigation among the dealers by a special committee appointed by the Philadelphia Victor Dealers' Association during the past month, for the purpose of perfecting a guide for the retail trade in the exchange of the Victrola for the newer type of machines or other merchandise, there just has been issued a pamphlet which is entitled "Cash Values of Second-Hand Victrolas," and

### SMALL CABINET VICTROLAS For use on Tables or Cabinets

Style	Distinguishing Variations	Years Made	Original Price	Wholesale	Retail
IV	With Turn-table	1911-1925	\$15-23	\$4.25	\$6.16
VI	12-inch Turn-table	1911-1925	\$15-23	\$4.25	\$6.16
VIII	With Lid	1911-1925	\$10-20	\$3.00	\$4.25
IX	Without Feet	1911-1925	\$10-20	\$3.00	\$4.25
X	An Early Model	1910-1911	\$10-15	\$2.50	\$3.50
XI	An Early Model	1910-1912	\$10-15	\$2.50	\$3.50
XII	The First Genuine "Victrola" Model to Contain the Invented Victrola Horn	1906-1911	\$12.50	\$3.50	\$5.00

### UPRIGHT VICTROLAS Pre-War Series

Style	Distinguishing Variations	Years Made	Original Price	Wholesale	Retail
X	With Large Legs	1912-1913	\$15	\$3.75	\$5.00
X	With Record Rack	1913	\$15	\$3.75	\$5.00
X	With Shelves	1914-1921	\$7.50-12.50	\$1.88	\$2.50
X	With Record Rack	1912-1913	\$10	\$2.50	\$3.50
XI	With Shelves	1914-1920	\$10.00-11.00	\$2.50	\$3.50
XI	Same—With Finished Back	1921	\$10	\$2.50	\$3.50
XI	Curved Legs—With Record Rack	1912-1911	\$10.00-11.00	\$2.50	\$3.50
XI	With Albums	1912-1921	\$7.50	\$2.50	\$3.50
XI	Square Horn Lid—Old Doors	1905-1909	\$8.00	\$2.00	\$2.75
XI	Regular Lid—Old Doors	1906-1912	\$7.00	\$1.50	\$2.25
XVI	Same—With Large Doors	1912-1917	\$10.00	\$2.50	\$3.50
XVI	Same—With Finished Back	1917	\$10	\$2.50	\$3.50
XVI	Same—In Curvilinear Walnut (Diamond Pattern)	1915-1922	\$20.00-22.50	\$5.00	\$7.00
XVI	Curved Sides and Front	1916-1922	\$20.00-22.50	\$5.00	\$7.00
XVI	Same—In Curvilinear Walnut	1916-1922	\$20.00-22.50	\$5.00	\$7.00
XVII	Curved Sides and Front—(Diamond Pattern)	1915-1922	\$20.00	\$5.00	\$7.00
XVII	School Model—Small Horn	1912-1917	\$10-15	\$2.50	\$3.50
XVII	School Model—Large Horn	1918-1925	\$10-15	\$2.50	\$3.50

### UPRIGHT VICTROLAS Later Series

Style	Distinguishing Variations	Years Made	Original Price	Wholesale	Retail
88	Without Shelves	1921-1922	\$10.00	\$2.50	\$3.50
88	With Shelves	1923-1924	\$10.00	\$2.50	\$3.50
88	Same—In Larger Size	1924-1925	\$11.00	\$2.75	\$3.75
88	With Shelves	1924-1925	\$12.50	\$3.13	\$4.25
100	With Albums	1921-1923	\$10.00	\$2.50	\$3.50
100	With Albums and Air Lid-support	1924-1925	\$10.00	\$2.50	\$3.50
105	Late Model	1923-1925	\$10.00	\$2.50	\$3.50
105	Late Model (Bird Shape)	1924-1925	\$10.00	\$2.50	\$3.50
110	(Pre-warrior of No. 111)	1921-1922	\$12.50	\$3.13	\$4.25
110	Late Model (Improved No. 110)	1922-1925	\$12.50	\$3.13	\$4.25
110	Late Model	1921-1924	\$12.50	\$3.13	\$4.25
110	American Walnut	1921-1924	\$12.50	\$3.13	\$4.25
110	Curved Sides and Front	1923	\$12.50	\$3.13	\$4.25
110	Same—With Air Lid-support	1924-1925	\$12.50	\$3.13	\$4.25
110	Same—In American Walnut	1921-1924	\$12.50	\$3.13	\$4.25
110	Same—In American Walnut	1921-1924	\$12.50	\$3.13	\$4.25
110	Two-tone Finish	1924-1925	\$12.50	\$3.13	\$4.25
110	Two-tone Finish	1924-1925	\$12.50	\$3.13	\$4.25
110	Two-tone Finish	1924-1925	\$12.50	\$3.13	\$4.25

### CONSOLE VICTROLAS With Raised Center Lids

Style	Distinguishing Variations	Years Made	Original Price	Wholesale	Retail
240	With Small Doors	1922-1923	\$11.15	\$2.81	\$3.88
240	With Full-size Doors	1923-1925	\$12.25	\$3.26	\$4.42
240	With Small Doors	1922	\$10	\$2.50	\$3.50
240	With Full-size Doors	1922-1924	\$10	\$2.50	\$3.50
240	Same—With Curved Corner Panels	1924	\$10	\$2.50	\$3.50
240	Same—With Air Lid-support	1924-1925	\$10	\$2.50	\$3.50
240	Original Model	1922-1923	\$7.00	\$1.75	\$2.38
300	With Side Lid-support	1922-1923	\$7.00	\$1.75	\$2.38
300	Higher Model	1923-1925	\$7.50	\$1.88	\$2.63
300	Original Model	1922-1923	\$7.50	\$1.88	\$2.63
300	Same—In Curvilinear Walnut	1922-1923	\$8.15	\$2.04	\$2.80

### FLAT-TOP CONSOLE VICTROLAS

Style	Distinguishing Variations	Years Made	Original Price	Wholesale	Retail
216	Without Albums	1923-1924	\$10	\$2.50	\$3.50
216	With Albums	1924-1925	\$10	\$2.50	\$3.50
216	Original Model	1923	\$10	\$2.50	\$3.50
216	Later Model	1923	\$10	\$2.50	\$3.50
216	With Air Lid-support	1924-1925	\$10	\$2.50	\$3.50
216	"Special" Model for Radio	1924-1925	\$10	\$2.50	\$3.50
228	Original Model	1923-1925	\$7.00	\$1.75	\$2.38
228	With Ratchet Lid-support	1922-1923	\$7.50	\$1.88	\$2.63
234	Later Model	1924-1925	\$7.50	\$1.88	\$2.63
234	With Air Lid-support	1924-1925	\$7.50	\$1.88	\$2.63
234	Same—In Curvilinear Walnut	1924-1925	\$8.00	\$2.00	\$2.75
400	"Special" Model for Radio	1923-1925	\$7.50	\$1.88	\$2.63
405	"Special" Model for Radio	1923-1925	\$7.50	\$1.88	\$2.63
410	Two-tone Finish	1923-1925	\$7.50	\$1.88	\$2.63
410	"Special" Model for Radio	1923-1925	\$7.50	\$1.88	\$2.63

### PORTABLE VICTROLAS

Style	Distinguishing Variations	Years Made	Original Price	Wholesale	Retail
35	Without Needle Holder	1925	\$30	\$7.50	\$10.00
35	With Needle Holder	1925	\$30	\$7.50	\$10.00
50	Wind-up Crank on Front	1921-1922	\$15-20	\$3.75	\$5.00
50	Wind-up Crank on Side	1923	\$15	\$3.75	\$5.00
50	Same—With Long Record-Spindle	1923	\$15	\$3.75	\$5.00

### GENERAL INFORMATION

All valuations are based on the assumption that the Victrola offered is in good playing condition. If, on inspection, the Victrola has any serious defects, the valuation will be reduced by the amounts listed below:  
 Defective Horn \$1.00  
 Defective Motor \$2.00  
 Defective Case \$1.00  
 Defective Cabinet \$1.00  
 Defective Record \$1.00  
 Defective Needle \$1.00  
 Defective Tone Arm \$1.00  
 Defective Stylus \$1.00  
 Defective Base \$1.00  
 Defective Feet \$1.00  
 Defective Shelves \$1.00  
 Defective Albums \$1.00  
 Defective Record Rack \$1.00  
 Defective Lid-support \$1.00  
 Defective Ratchet \$1.00  
 Defective Curved Corner Panels \$1.00  
 Defective Curved Sides and Front \$1.00  
 Defective Curved Legs \$1.00  
 Defective Bird Shape \$1.00  
 Defective Improved No. 110 \$1.00  
 Defective American Walnut \$1.00  
 Defective Curved Sides and Front \$1.00  
 Defective Same—With Air Lid-support \$1.00  
 Defective Same—In American Walnut \$1.00  
 Defective Same—In American Walnut \$1.00  
 Defective Two-tone Finish \$1.00  
 Defective Two-tone Finish \$1.00  
 Defective Two-tone Finish \$1.00

completed by the Philadelphia Victor Dealers' Association through the compilation of an exchange price guide for the various models of the

dise will this cash value list prove of inestimable value to the retailer and prevent the flooding and demoralization of the market on these

titled "Composite Schedule of Values as Made by the Victor Dealers in central and eastern Pennsylvania, central and southern New Jersey, Delaware, and Maryland (Excluding Baltimore)."

This list of cash values was compiled after a careful and detailed investigation among 350 dealers who were sent a questionnaire with the various models inserted and to which they were to attach the prices they would give as cash exchange for the Victrolas included in the list. From these questionnaires the committee tabulated an average of all the prices quoted and this was inserted in the guide for the exchange in cash value upon which dealers in this territory will base their allowance.

Each dealer in this section will carry a list in his vest pocket and when a customer desires to exchange his old type machine for another the retailer or his salesman will consult it for a basic estimate upon which the exchange is graded. Each dealer will have the privilege of adding to the values inserted in the schedule whatever amounts he may care to offer above those quoted and graded according to the value of the article which he desires to purchase in exchange for the old models.

This schedule probably will have its most effective use in convincing each customer of the actual cash worth of his present Victrola if the schedule is efficiently used, and the dealer will explain that the printed amounts are all that he can get in cash for second-hand Victrolas of the models specified.

This cash value exchange guide is perhaps the most constructive piece of co-operative work ever attempted or completed by any group of

(Continued on page 166)

**START RIGHT!**  
 Handle Radio Sets Multi-Plug Equipped or Equip Those You Have With Our Type BP Adaptable to Any Set

You can then demonstrate one or a number of sets from one set of batteries as all Multi-Plugs are interchangeable. A plug and socket connection between any batteries and the radio is as essential as a cord and socket on an electric fan, and your customer will want one with the set he buys or for use on his new set. It is the only type with Jones Multi-Plugs which are nationally advertised and non-competitive. Write today for descriptive folder and prices.

**HOWARD B. JONES CHICAGO**  
 618 S. Canal St.

**Jones**  
**MULTI-PLUG**  
 THE STANDARD SET CONNECTOR



The  
CONSOLETTA

# OPERADIO

The Original Self-Contained Radio

## Judge It For Superior Tone Quality First— Then Consider Its Additional Advantages

**T**HE new Operadio Consolette has proved a sensational revelation in tone reproduction. The immediate interest aroused everywhere by the convenience and beauty of this unique set has been surpassed by an even greater enthusiasm for its amazing tone quality.

Your customer has only to compare it with any other set to appreciate what Operadio engineers have accomplished by matching a specially designed loudspeaker to a circuit in which electrical losses are reduced to the minimum. Musicians, radio distributors and dealers, engineers and thousands who have now heard it declare there is nothing equal to it for clarity and perfection of reception.

Many extravagant claims for the tone quality of receiving sets have been made. Through Operadio

advertising we urge everyone to make a critical test of the Operadio in comparison with any other set, knowing that this affords convincing proof of Operadio superiority.

The Consolette is a complete self-contained receiver. Everything is built into the jewel-like cabinet—loudspeaker, six tubes, a powerful battery supply, loop aerial and all parts. It can be readily carried from one room to another—thus multiplying the possibilities of radio enjoyment by making it more readily available.

The Operadio proposition offers you a remarkable opportunity for profits not only during the winter selling months, but for spring and summer as well. Wire today for particulars.

THE OPERADIO CORPORATION, Dept. T, 8 South Dearborn St., Chicago, Illinois  
*Manufacturers of the Famous Operadio Portable*



The powerful Operadio Portable, which may be used anywhere, indoors or out, up stairs or down.

It is a complete, self-contained radio set, which may be closed and carried with you anywhere.

For those who desire a furniture model, the Tudor Cabinet is available to house the set.

## Compiles Exchange Price Schedules on Victrolas

(Continued from page 164)

talking machine dealers. If the plan is used with discretion, it probably will prove to be the most advantageous method of handling allowances ever undertaken by any trade whose merchandising is done indirectly; that is, through jobbers to dealers and then to the public. Although the automobile trade has standard scales of allowances, it is able to use them effectively only because most of the representatives are direct representatives of the factory, whereas the Victor business is conducted through jobbers.

The recognition by the Philadelphia committee, composed of President Homer Davis, of the Philadelphia Victor Dealers' Association; its secretary, H. Royer Smith; J. Ralph Wilson, Walter Stainthorpe, and G. W. Wilney, of the C. J. Hoppe & Son Co., of the elements in an exchange, will undoubtedly clarify the handling of this complex phase of merchandising. The committee believes that every allowance has in it the element of cash value, plus an added amount, the size of which depends upon the article to be bought, in equity, that is fair and based upon actual trade practices gleaned through investigation among 350 members of the retail branch of the industry and not merely by haphazard guesswork. The printed schedule will give definite and positive information as to the "cash value" element. Then by allowing each dealer to determine his own "differential," the trade can keep within the law and not be accused of any combination in restraint of trade or conspiracy to manipulate prices.

Secretary H. Royer Smith, of the Philadelphia Association, and of the committee, has offered to furnish data to any other dealers' organization that may be wrestling with this vital problem.

On page 64 is the list of cash values with the models as compiled by the Philadelphia Victor Dealers' Association and effective as of December 1:

## Edison Records in Demand

The record sales division of Thos. A. Edison, Inc., Orange, N. J., reports exceptionally large sales for several numbers of the current releases with "Croon a Little Lullaby" and "I'm Sitting on Top of the World" sung by the Radio Franks, the outstanding best seller of popular

selections, and "The Palms," coupled with "Silent Night," played by Frederick Kinsley on the Midmer-Losh pipe organ, in demand as appropriate to the coming Christmas season. "Santa Claus Proves There Is a Santa Claus," sung by Ernest Hare, with bell and chimes effects, is a novelty Christmas number that has also found popular favor.

## Officers of Natl. Radio Trade Association Chosen

Henry M. Shaw Re-elected President of Ass'n—Other Officers and Directors Elected—Next Convention to Be Held in May

The officers of the National Radio Trade Association for the coming year were elected at a recent meeting, with Henry M. Shaw, president of the Shaw Insulator Co., Newark, N. J., re-elected head of the organization. Eight vice-presidents, each to head a committee, were chosen. They are: Povel Crosley, Jr., H. B. Richmond, George C. Furness, Frank Reichman, Lawrence Mott, D. MacGregor, R. W. DeMott and Burt B. Barsook.

Directors, each of whom is to represent a section of the country, were elected as follows: Paul B. Lamius, Denver; Arthur Halloran, San Francisco, Cal.; C. J. Zamoiski, Baltimore, Md.; J. L. Willenbrink, Louisville, Ky.; C. P. Belden, Chicago, Ill.; Royal Stenim, Chicago, Ill.; Charles G. Taylor, Newport, Vt.; A. Ullman, Boston, Mass.; Alex Eisenmann, Brooklyn, N. Y.; O. B. Carson, New York; M. W. Kunkel, Pittsburgh, Pa.; A. R. Wildauer, Detroit, Mich.; Herman Rose, Newark, N. J., and F. M. Rosenfeld, Newark, N. J.

The fifth annual convention of the Association will be held in May at Atlantic City, N. J., at which time new officers will be elected.

## Tom Brown, Okeh Artist

The General Phonograph Corp., New York, manufacturer of Okeh records, announces that Tom Brown, one of the first exponents of saxophone music, who organized the famous Six Brown Brothers and is well known through his stage appearances, will record for Okeh. He has organized a new orchestra, Tom Brown and His Merry Minstrels, and their first coupling is "It's the Blues" and "Forever and Ever With You."

## AUTOMATIC LID SUPPORT

Finished in Nickel and Gold  
Samples on request



Patented Dec. 8, 1919; Oct. 25, 1921;  
Mar. 1, 1924. Canada Applied.

The Most Dependable Lid Support on the Market  
Star Machine & Novelty Co., 8-11 Westasing Avenue  
St. Louis, Mo., U.S.A.

## Syracuse Trade Conditions Satisfactory in All Lines

Distributors and Dealers Report Demand Far Exceeds Supply—Orders for the Orthophonic Victrola Continue to Flow In

SYRACUSE, N. Y., December 10.—Never before in the history of the trade have the conditions that confront the talking machine and radio dealer been better. The only "fly in the ointment" is the inability to secure sufficient merchandise to meet the demand and dealers are consoling themselves with the knowledge that this is a far healthier condition than being overstocked. The activity is not confined to any one line or make of instrument, but talking machines, radio receivers, records, are all moving well and jobbers and dealers alike are riding high on the wave of prosperity.

The manner in which the Orthophonic Victrola has appealed to all classes has been truly amazing. Not only in the larger cities but throughout the entire territory dealers have orders for instruments that they cannot hope to fill for months.

The Electric Paris Corp., distributor of Crosley products, reports a most satisfactory business with the great majority of dealers concentrating on a few lines of national reputation rather than scattering their energies over a dozen or more lines. This concern has long been an advocate of this principle and dealers who last year found themselves with a miscellany of obsolete receivers are this year in a far better position because of changing their policies.

A new radio store, the Mohawk Radio & Electrical Store, carrying the RCA line exclusively, was opened recently and is doing a brisk business. C. E. Alberts and C. W. Sharkey are the owners of the establishment and both are well fitted to occupy a leading position in the retail radio field. Service is the policy of the store, which has adopted a slogan, "Real Service Always."

## Haynes-Griffin Employees Gather at Annual Dinner

Approximately one hundred people attended the third annual dinner of the employees of the Haynes-Griffin Radio Service, New York, which was held at Cavanaugh's Restaurant recently. One of the features of the night was the presentation of a gift to John W. Griffin, head of the concern, whose birthday coincided with the date of the dinner. Major J. Andrew White was toastmaster. Following the dinner an elaborate program of entertainment was presented.

## Bernay Johnson's Novelty Radio Broadcasting Talk

Bernay Johnson, radio engineer, associated with the Daven Radio Corp., is giving a novelty talk called "Something New in Radio" every Sunday night from Station WMCA, Hotel McAlpin, New York City.

His talks follow out the experiences of the British Broadcasting Co., who program interesting and scientific addresses for educational purposes. This is a constructive program, which is accompanied by the use of an orchestra in order to show the proper way to manipulate a receiver tuning construction, etc.

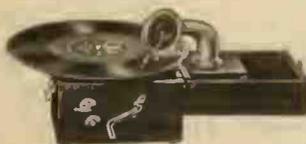
# PET O FONE

MADE IN U.S.A.

with One Piece Turntable

TO RETAIL AT \$12

Usual Trade Discounts



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



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

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

Distributors and Dealers write:

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

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

# THE PERFECT PETER PAN



LIST PRICES

\$25.00 LEATHERS

\$20.00 IMITATION

## THE IDEAL "LEADER" FOR YOU

You can display the Peter Pan Gramophone with pride—and profit.

Because, the Peter Pan Gramophone is, first of all, a substantial, compact reproducing instrument that faithfully reproduces standard records.

Unlike most inexpensive gramophones the Peter Pan is built to exacting standards of workmanship and material.

You will find the best dealers

in the country selling Peter Pan Gramophones in quantities that exceed any other machine at or near the Peter Pan price.

Here is a machine that is ideal for both home and pleasure trips. Easily carried, easily tucked away, and easily brought forth to perform on any occasion.

If you do not know the interesting story of the Peter Pan Gramophone write at once for full descriptive literature.

PETER PAN GRAMOPHONES\*

MARYSVILLE PRODUCTS CO.

MARYSVILLE, MICHIGAN

### Important Consolidation of Gotham Distributors

McPhibben Radio Corp. and Gilbert-Keator Corp., Radio Wholesalers, Merged Under Name of McPhibben-Keator, Inc.

The McPhibben Radio Corp., 245 West Fifty-fifth street, New York City and Jamaica, Long Island, and the Gilbert-Keator Corp., 135 Fifth avenue, New York, have combined and the new corporation will be known as McPhibben-Keator, Inc. Both concerns are prominent radio distributors in the metropolitan territory, and the new firm will distribute the lines formerly handled by both, viz., De Forest, Kolster, Priess, Brandes, the lines of the Diatograph Products Co. and the Acme Apparatus Co. Other lines include Utah, Balkite, Full-Wave, Marko, Bright Star, Ray-O-Vac, Weston, Sterling, Jewett, Allen-Bradley, Carter, Paent, Dubilier, Federal, Walbert and Electrad.

### H. F. Davenport Retires From the Brunswick Co.

Second Vice-President of Company Quits Active Business After Long and Successful Career, and Plans to Live on West Coast

CHICAGO, ILL., December 8.—It was announced recently by the Brunswick-Balke-Collender Co., of this city, that H. F. Davenport, second vice-president of the company, had resigned from the Brunswick organization and had severed his connection with the talking machine trade. According to his present plans, Mr. Davenport will retire from active business affairs. He is looking forward to making his residence at his home in California.

H. F. Davenport has been associated with the Brunswick-Balke-Collender Co. for more than forty years, being an active factor in the tremendous growth of the Brunswick organization. When the company entered the phonograph industry Mr. Davenport took a keen interest in all affairs pertaining to this branch of the business and worked in close co-operation with P. L. Deutsch and the other officers of the company. Mr. Davenport joined the Brunswick force as an office boy, subsequently becoming identified with the billiard and bowling department. His exceptional executive ability was recognized a few years later by his election as a member of the Board of Directors and, after getting the post of secretary of the company, he was later promoted to the position of vice-president. He always was an enthusiastic believer in the formation of aggressive and broad sales policies which would work to the advantage of Brunswick dealers and clients and contributed invaluable service in the development of these policies.

### Growing Demand for Needles

The new electrically recorded record is materially stimulating the sale of Brilliantone steel needles, according to Harry W. Acton, general manager of the Brilliantone Steel Needle Co., New York City, selling agent for Bagshaw needle products. A number of dealers and distributors have written the Brilliantone Co. praising the use of the needle in conjunction with the new recording process. The Fall months have witnessed a steady increase in sales, and with the greatly increased interest in the talking machine, indications point to a busy time ahead.

**COTTON FLOCKS**  
Air floated, all injurious foreign matter eliminated for  
**Record and Radio Manufacturing**  
**THE PECKHAM MFG. CO.** 238 South Street  
Newark, N. J.

## CHINESE INSTRUMENTS

Used by the Best American Bands and Orchestras

For strength, clarity and resonance of tone these instruments are among the best. They are the results of hundreds of years of work.



Chinese Treble Horns  
7" and 8"



Chinese Tom Tom, made in sets of facultatively decorated colors.  
10", 12", 14"



Chinese Mirl Gongs  
12" to 30"



Chinese Brass Cymbals  
12" to 30"

Chinese Instruments are essential for modern music. Our stock is large. Shipments of styles shown is immediate. Terms, 2% 10 days, 30 net f.o.b. New York.

### SOY KEE & COMPANY

89—5th Ave. (Between 16th and 17th Sts.), New York, N. Y.

### L. A. LaVoie Resigns From Wolf Mfg. Industries

Former General Sales Manager to Engage in New Line of Business in California

QUINCY, ILL., December 9.—L. A. LaVoie, general sales manager of the Wolf Manufacturing Industries, has resigned to enter another field of endeavor, which necessitates his residence in California and he has left to establish his home on the Pacific Coast. Mr. LaVoie, who is a member of the Wolf family, has a host of friends in the talking machine industry and trade who will wish to extend to him their best wishes for success in his new endeavors. The local factory at which the Mastercraft phonographs and radio cabinets are made remains under the direction of Paul A. and Fred A. Wolf, secretary and treasurer of the company.

### Starr Portland Branch Moves to Larger Quarters

PORTLAND, ORE., December 5.—In both the talking machine and radio sales this holiday month is ahead of expectation as far as demand is concerned, but as regards the Orthophonic Victrola and several models of radio receivers the supply is far from being adequate. The introduction of the Brunswick Panatrop, following closely the placing of the Orthophonic Victrola on the market, has had the effect of greatly heartening the dealers and 1926 gives every indication of being a banner year.

The Pacific Northwest wholesale department of the Starr Piano Co. for several years located at 22 North Tenth street has moved to Fifth and Flanders streets, where the firm will occupy the entire second floor of a business block, combining office and warehouse space. The new quarters are only two blocks from the depot with a spur running right up to the building. This, says Charles Soule, district manager, will speed up deliveries to a much greater extent than at the old location, where the business offices and the warehouse were in separate buildings. Large freight elevators will be available and the rooms are arranged to show off the Starr pianos and Starr phonographs to the best advantage with a greater amount of space for the Gennett record stock.

1. E. Sklare, local manager of the Remick

Song & Gift Shop, never lets an opportunity pass without some sort of a tie-up with the organists of the theatres or directors of the dance halls in order to feature Remick numbers. His latest achievement in this line was his featuring the new Orthophonic Victrola at both the Majestic and Columbia Theatres, playing Remick hits. In connection with the playing a screen was used announcing that the Orthophonic Victrola and the records were furnished through the courtesy of the Remick Shop.

### Radio Section, A. M. E. S., Holds Mid-Winter Meeting

The mid-Winter meeting of the Radio Section of the A.M.E.S. (Associated Manufacturers of Electrical Supplies) was held at the Waldorf-Astoria Hotel, New York, for a period of four days, beginning December 7. The meeting was attended by manufacturers from all parts of the country. George A. Scoville, vice-president of the Stromberg-Carlson Telephone Mfg. Co. and chairman of the Radio Section of the A.M.E.S., presided at the meetings. The committee chairman submitted reports which will be presented to the trade in detail in the near future.

A feature of the convention was a luncheon on Wednesday. The guests of honor at this luncheon were Graham McNamee and Philip Carlin, from Station WEAJ, New York. In behalf of the exceptional work which Messrs. McNamee and Carlin have performed at Station WEAJ, the Radio Section of the A.M.E.S. presented them with handsome traveling bags. In making the presentation speech, George A. Furness, of the National Carbon Co., emphasized the fact that these two announcers, by their service to radio fans throughout the country, had contributed an invaluable assistance to the radio industry as a whole by enabling the public to derive maximum satisfaction from their radio sets.

M. M. Keith, of the Burgess Battery Co. and chairman of the publicity committee of the Radio Section of the A.M.E.S., was in charge of the program. Among the speakers were W. E. Harkness, vice-president of the American Tel. & Tel. Co.; George A. Scoville, M. C. Rypinski, vice-president, Brandes Products Corp.; George A. Furness, Dan Murdoch, W. J. Murdoch Co.; W. B. Schulte, secretary, Burgess Battery Co.; and Edward B. Mallory, Westinghouse Electric & Mfg. Co.

# The *best* RADIO PROPOSITION

## *this season!*

### The Marwol Line

The Marwol line embodies 12 different models of Radio Receivers ranging in price from \$39.50 to \$100.00. It includes only 5 tube Tuned Radio Frequency and 6 tube Resistance Coupled Amplification Receivers. The styles of cabinet include the box type, table consoles with enclosed loud speaker and space for B batteries. Also knockdown kits.



#### Marwol Jewel

5 Tube Tuned Radio Frequency, powerful, selective and beautiful tone.

**\$39<sup>50</sup>**



#### Marwol "Six"

6 Tube Resistance Coupled Amplification. In tone, volume, selectivity and distance as well as in beauty of appearance, there is no set that can compare with the Marwol "Six"

**\$100**

The Marwol line gives you the three things you should demand in a line of Radio Receivers:

1. A line of quality receivers that gives superb performance yet is moderately priced.

This means a fast selling line that assures good profits.

2. A financially sound manufacturer with large production facilities.

This assures you of prompt deliveries and no sales lost through not having stock.

3. A sound business policy that embodies an iron-clad guarantee and no summer dumping.

This means safe, sure profits.

You can't go wrong with Marwol and the Marwol proposition that lines up like this.

*Write today for our catalog of the complete line and price list.*

# **MARWOL**

A MARVEL for PERFORMANCE

Manufactured and Guaranteed by

**MARWOL RADIO CORP., 546-548 Broadway, New York**

In Pennsylvania, New Jersey, Delaware, Maryland, Washington, D. C.:  
K. S. Byrd Co.  
221 North 11th St., Philadelphia, Pa.  
In Illinois, Indiana, Wisconsin, Ohio:

The Bartook Co.  
53 West Jackson Blvd., Chicago, Ill.  
In Michigan:  
Dungan Sternfield Radio Sales Co.  
25 No. Dearborn St. Chicago, Ill.

In Minnesota, North Dakota, South Dakota:  
C. L. S. Holmes  
502 Boston Bldg., Minneapolis, Minn.  
In Kentucky, Eastern Tennessee, Georgia, Florida, Ala-

bama, Eastern Mississippi:  
M. E. Groce & Co.  
Nashville, Tenn.  
In Oregon, Washington:  
C. E. Goy  
166 Lansdale St., Portland, Ore.

In Idaho:  
R. T. Carr  
906 Sprague St., Spokane, Wash.  
In California:  
Marshank Sales Co., 926 Insurance Exchange Bldg., Los Angeles, Calif.

In Arkansas, Louisiana, West Mississippi, West Tennessee, Texas, Oklahoma, Colorado, Kansas, Missouri, Nebraska, Iowa:  
C. H. Wallis & Co.  
1409 Syndicate Trust Bldg., St. Louis, Mo.



ROY SMECK, NEW YORK CITY—EN ROUTE  
"Wizard of the Banjo"

Featured Banjolist at the Rialto and other Moving  
Picture Theatres

**THE B & D SUPER TENOR AND  
PLECTRUM BANJO STRINGS**

Loudest, Strongest and Best Toned Made. Best  
Sellers to Your Best Trade.



Illustrated Catalog and Price Lists of Banjos and Supplies  
sent on request

**"SILVER BELL"  
Banjos  
Easiest to Sell**

When you put the Silver Bell into  
the hands of a Prospect, it is as good  
as sold.

Advance orders insure deliveries  
when goods are wanted—otherwise  
procrastination not only is the thief  
of time, but of profits.

**B & D Specialties**

Insure your Business with **SATIS-  
FIED** Customers.

**B & D SUPER STRINGS** used by a  
majority of the Best Orchestra and  
Professional Players.

**B & D FELT GRIP PICKS** on Neat  
Counter Display Cards that Sell  
Themselves.



The above Display Card—75c to the Trade.  
Retail value, \$1.50

**The Bacon Banjo Co., Inc.**

GROTON

CONN.

# IN THE MUSICAL MERCHANDISE FIELD

## Hohner Campaign to Popularize Harmonica Increased Sales Throughout the Country

Lessons in Harmonica Playing Over Radio Climax to Spectacular Campaign—Dealers Profit by Tying Up With Drive—Harmonica Universal Instrument—Credit Due W. J. Haussler

The national campaign to popularize the harmonica, inaugurated by M. Hohner, Inc., of New York, manufacturer of Hohner harmonicas, under the direction of William J. Haussler, vice-president and general manager of the company, which has been going on for many months, will continue as heretofore. A feature of the campaign to generate interest in the harmonica last year was a series of harmonica lessons via the radio. These lessons, known as the "Hohner Harmonica Hour," became so popular with the radio public that they will be continued from broadcasting station WEAF this year and for an indefinite period in 1926. The first "Hohner Harmonica Hour" this year was broadcast on Friday, November 27, from WEAF and six affiliated stations in the East and mid-West, and the programs will be given on alternate Fridays from that date. The programs are under the personal supervision of Mr. Haussler, with arrangement of programs in the hands of Douglas Coultre.

Last year the response of the general radio public to these programs, as manifested by the receipt by M. Hohner, Inc., of applause cards, was tremendous and indicated in a measure the popularity of the harmonica lessons. This year again the public is giving concrete evidence of its approval. During the broadcasting, announcement is made that harmonica instruction booklets will be sent to each individual who requests a copy.

### Effect of Radio Programs

The effect of these broadcasting programs, together with the extensive national advertising of M. Hohner, Inc., is hard to estimate, but that it has been tremendous is indicated by the steady increase in the demand for harmonicas. Hohner dealers in all parts of the country have

benefited by the demand. The program of M. Hohner, Inc., is a striking example of how the manufacturer can aid the dealers handling his line to secure a profitable sales volume. Without question the Hohner campaign has been and



W. J. Haussler

still is one of the most effective and extensive ever undertaken by a manufacturer of musical instruments. The fact that during the past year the harmonica has become the favorite instrument for young and old, rich and poor, male and female, is sufficient proof of the effect of the campaign. Hohner harmonica bands have been formed in public schools, high schools and

prep schools. Harmonica concerts featuring music of a high order and rendering it in a manner bound to please the most critical have become comparatively common. Harmonica contests with many eager participants were staged in many communities last year and no doubt the new year will see an increase in this activity.

### How the Dealer Profits

What does this mean to the retail talking machine dealer who handles harmonicas? It means that every boy or girl who becomes a harmonica enthusiast will purchase the instrument from some dealer in the community. It means that in the course of the year many thousands of harmonica enthusiasts will visit the stores of local dealers to make a purchase. It means that a continuation of the interest already so general will result in the purchase of new instruments by boys and girls who already own less expensive instruments and have become proficient harmonica artists. In a word, it means profits to the dealer.

The effect of this growing interest in the harmonica is even broader than the immediate increase in sales. The educational work of M. Hohner, Inc., is far-reaching in its influence. This campaign is first of all creating a love for music among thousands whose lives have been barren in this respect. Every boy or girl and man or woman who buys and learns to play a harmonica to-day will become interested in other musical instruments to-morrow. This also redounds to the benefit of the dealer.

### Tie-ups as Sales Stimulators

Mr. Haussler himself plays the harmonica remarkably well, as also does his son, Billy, Jr., and, as has been mentioned, he is largely responsible for the development and success of the Hohner campaign. The broadcasting of the "Hohner Harmonica Hour" gives the dealer an excellent opportunity to tie up his harmonica sales promotion campaign with radio, thus securing a double benefit from the program. The dealer who handles harmonicas merely as an "accommodation," if perhaps someone enters the store to ask for one, will do well to look over the sales possibilities. In every neighborhood there are thousands of children, most of them in the public schools, and every one of these is a prospect for a harmonica. While the national advertising of such firms as M. Hohner, Inc., goes far toward creating a demand for the dealer, the merchant will find it distinctly to his advantage to do some sales promotion work of his own. To be sure, the sale of a harmonica represents a small sum and a small profit, but it is not the single sale that keeps the dealer going year after year. It is quick turnover of stock that makes his investment pay dividends. Now, whether the dealer handles a half-dozen harmonicas as part of his general stock or he has a thousand of these small instruments in stock, the fact remains that he has a certain portion of his capital tied up in them and the quicker he sells them and orders new stock and then repeats the process the greater will be his return from that portion of his investment. The dealer who neglects any portion of his merchandise is not getting the profits out of his business that he could get by the more equal distribution of his efforts to create sales volume.

### Branch Store Is Opened

PAWTUCKET, R. I., December 7.—A branch store of the McCloskey Music Store of Providence, R. I., was recently opened here. A complete line of musical merchandise is carried by this live dealer.

# BRUNO

THE OLDEST AND  
LARGEST MUSICAL  
MERCHANDISE HOUSE  
IN AMERICA

*Exclusively Wholesale*  
ESTABLISHED 1834

**C. BRUNO & SON, INC.**  
351-53 FOURTH AVE. NEW YORK CITY

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 171)

# HOHNER Harmonicas THE WORLD'S BEST in Accordions

Hohner Harmony Hours, broadcast from WEAf and five other affiliated powerful radio broadcasting stations are again strongly stimulating Hohner Harmonica sales.

Write us for our "Big Business Builders"

**M. HOHNER**

114-116 East 16th Street  
New York City

**HOHNER PRODUCTS AWARDED FIRST PRIZE AT THE PANAMA-PACIFIC INTERNATIONAL EXPOSITION SAN FRANCISCO 1915**

## Kansas and Missouri Band Ass'ns Meet in Convention

Report Success of Legislation by Kansas Ass'n and Missouri Plans to Follow Example—New Plans Made—Officers Elected

KANSAS CITY, Mo., December 7.—The joint convention of the Missouri Band Association and the Kansas Band Association, which was held in this city, November 27-28, was successful in every detail with the exception of attendance. Despite this the interest in the problems discussed and the plans made aroused much attention and rendered the members most enthusiastic.

In Kansas the big thing during the past year has been the operation of the new law passed by the legislature providing for the employment of band leaders by the school boards throughout the State. This has been taken advantage of in a great many towns and there are a number of others that will be in shape to employ band leaders next year.

One of the most interesting things for discussion was how the new law worked, how the new bands were managed, and all the other questions concerning them. All these were of interest to the Missouri bandmen, because the

association will undertake to put through a similar law in this State at the next meeting of the legislature.

The policy of the Kansas Association is to have on hand only one big thing at a time. It took it two full years to put through the law for the band leader and for the support of the school bands. Now it is moving to get the State to provide a standard of efficiency in band leadership before a leader can be employed in a band which is to be supported by State money. It is held that under the present law any girl who is prepared to lead in the music department of an average school may be placed in charge of the school band. It is insisted that such leadership is not contemplated by the law and steps will be taken to have the law made more specific at the next meeting of the legislature.

In Missouri the experience and example of Kansas will be used as a basis for pushing through the law and the draft presented at the meeting of the legislature will include the provisions which are to be asked for in Kansas in the way of amendments to the bill.

The Kansas Association accepted the invitation of the Missouri Association to come back to Kansas City, Mo., next year at this same time of the year.

The election of officers of the Kansas Asso-

ciation resulted in the choice of the following persons: For president, William E. Thompson; vice-president, F. D. Walker; leader of the Municipal Band of Arkansas City, and secretary and treasurer, T. S. Howell, of Kansas City. The executive committee is made up of A. E. SanRomani, Arkansas City; J. J. Richards, Pittsburg, and F. R. Reasoner, Phillipsburg.

## Ludwig & Ludwig Line Is Popular in Canada

R. S. Williams & Sons, Ltd., Dominion Distributors, Placing Large Orders for Ludwig Banjos and Drums to Meet the Demand

CHICAGO, ILL., December 5.—Ludwig banjos and drums are as popular in the Dominion of Canada as they are in the States if any inference can be drawn from the large orders which are being received by Ludwig & Ludwig, Inc., from R. S. Williams & Sons, Ltd., one of the largest importing and distributing concerns in the Dominion. The Williams concern has headquarters in Toronto and maintains large stores in Montreal and Winnipeg and has branches in several other Canadian cities. The agency for Canada was awarded to the Williams establishment six months ago and it has had exceptional success with the line.

## The NEW SUPER-LUDWIG DRUM

Parallel Snare Throw-Off  
Individual Snare Adjustment  
Perfect Snare Control



Patd. Jan. 1924 and Others Pending

Send to Us Now for Prices and Discounts

**LUDWIG & LUDWIG**

World's Largest Makers of  
Drums and Drum Accessories

1611 to 1627 No. Lincoln Street, CHICAGO

## The Sensation of the Drum World

Again Ludwig sets the pace with a new drum—the SUPER-LUDWIG with its many new advanced features.

INDIVIDUAL adjustment of snares, a parallel throw-off of snares and means for securing PERFECT snare control are but a few of the many new improved ideas to be found on this latest creation of Ludwig engineers and craftsmen.

It's a sales leader for the dealer who is on the alert to be up and ahead of the van that will follow.

## Conn-Boston Co. Features Leedy Drums in Window

Boston Concern Enjoying Fine Business as Result of Aggressive and Effective Sales Promotion Methods

BOSTON, MASS., December 8.—The drum and trap business of the Conn-Boston Co. has been most satisfactory due in a large degree to a most effective window display, featuring Leedy instruments made by the Leedy Mfg. Co. of Indianapolis. An inside display featuring a variety of Leedy products was also shown at the same time. At night the window display was particularly attractive and effective, as lighted bass drums with painted heads were occupying prominent positions. Thousands of people stopped during the day and night to admire the window and many of the lookers were converted into buyers.

## Buescher Co. Plans Expansion

ELKHART, IND., December 5.—The Buescher Band Instrument Co., maker of Buescher band instruments, has announced the purchase of two city blocks, adjoining the present plant, for the purpose of expansion, which has been made necessary by increased demand.

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 172)

## Manufacturers Plan to Launch Membership Drive

Musical Merchandise Manufacturers' Association to Meet With Associated Musical Instrument Dealers' Association of New York

At the last meeting of the Musical Merchandise Manufacturers' Association held at the Hotel Brevoort, topics of general interest were discussed and the firm of Magosy & Buscher was admitted to membership. Plans for a campaign for more members were made and it was decided to canvass by mail all those firms eligible for membership.

The invitation of the Associated Musical Instrument Dealers of New York for a joint meeting was accepted and Walter Grover was named spokesman for the association to confer with the dealers' association as to the time and place of the meeting.

H. C. Lomb was elected secretary to succeed John J. D. Taylor who resigned because of his moving to another city.

## Harmonica Instruction to Be Given in Normal School

CHICAGO, ILL., December 8.—The action of Prof. William B. Owen in adopting the harmonica as part of the curriculum of the musical department of the Chicago Normal School is a big step forward in the campaign to give this instrument the position it merits. Prof. Owen, president of the Normal School, has given instructions that music teachers familiarize themselves with the harmonies of the instrument and master the playing of it so that they can impart their knowledge to pupils. The Hohner harmonica, made by M. Hohner, Inc., has been chosen as the official harmonica of the Normal School.

## Featuring Ludwig Drums in Melbourne, Australia

"Traps" Rich, juvenile drummer and vaudeville artist, who plays the Ludwig drum, made by Ludwig & Ludwig, Inc., Chicago, was threatened with arrest when he blocked traffic before the store of L. F. Collia, Ltd., Melbourne, Australia, while giving a demonstration in the window of the store. He was appearing at a local theatre and the management arranged his appearance at the music store as publicity for the act. The youngster later led a parade of all Boy Scout musicians throughout the city.

## "Ladies' Night" of the Manufacturers' Association

CHICAGO, ILL., November 30.—Twenty-five couples attended the "Ladies' Night" of the Association of Musical Merchandise Manufacturers, Chicago zone, which was held on Tuesday, November 24, when a dinner and theatre party were given by the members for the ladies. Dinner was served at Maillard's, after which the party went to see the "Music Box Revue" at the Illinois Theatre. William F. Ludwig was chairman of the arrangements committee.

## Adds to Responsibilities

CHICAGO, ILL., December 5.—J. D. Taylor, secretary and general manager of the Waverly Musical Products Co., Long Island City, N. Y., recently took over complete control of the Chicago branch of the company.

The Lawrence Music Shop, Toledo, O., has entered the musical merchandise field on a much larger scale and is planning still further expansion.

## Issues Booklet of Rules for School Band Contests

National Bureau for the Advancement of Music Distributing Booklet of Rules for National and State School Band Contests

The National Bureau for the Advancement of Music has prepared and distributed a new booklet of rules for the 1926 State and National School band contests.

This coming year there will also be a national contest, as a culmination of the State contests and as a striking means of calling the country's attention to the progress made in school instrumental music. The booklet is illustrated with pictures of fourteen bands which won first place in their State contests, as well as of the silver and bronze trophies awarded winners.

The booklet contains complete information regarding eligibility of the bands, awarding of

the prizes, judges and judging, lists of contest material, etc. In addition it gives the general history of the band contest movement and the details of the committee's co-operation to date in various State contests. At the end is a section entitled "Arousing Local Interest," which makes general suggestions as to the best means of securing public interest and support for school instrumental music.

Dealers can help in developing school bands and band contests by sending in to the bureau the names of any bands and band leaders in their vicinity, so that the bureau may complete its list of these and communicate with them directly. Where there are no bands the bureau will extend the utmost co-operation in establishing one.

The Austin Music Shop, El Paso, Tex., recently secured the agency for the Lyon & Healy camp ukulele and banjo-uke. These instruments were featured in a window display that attracted wide attention.



## The "Little Wonder" —A Best Seller

Dealers throughout the country have found the "Little Wonder" model banjo a profit item. On the basis of sales volume it classes as a "best seller." The illustration shows the new student outfit including the "Little Wonder" model equipped with the Magnatone Resonator, gear pegs, extension tailpiece and complete in case.

Complete in every detail, this outfit makes an ideal sales proposition for the coming gift season.

*Retail \$80.00 with case. (List \$100.00).*

*The Magnatone Resonator is sold separately in sizes to fit any make instrument. It retails at \$15.00. (List, \$18.00.)*

*Write for complete information and dealer proposition*

## The VEGA Co.

155-6 Columbus Ave.

Boston, Mass.

IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 173)

**H. H. Slingerland Tells of Progress of Ass'n**

President of Ass'n of Musical Merchandise Manufacturers, Chicago Zone, Outlines the Progress Made During Past Year

CHICAGO, ILL., December 7.—The Association of Musical Merchandise Manufacturers, Chicago zone, has completed a year of progress, states H. H. Slingerland, president, who in the following statement sums up the work of the organization for the past year:

"At the beginning of the year we adopted a code of ethics which was added to the constitution and by-laws of the organization, and which has been adhered to with profit to the members of the association. In this way we have accomplished most of the objectives we had in mind, when the organization was formed three

years ago for the welfare of the members as well as the industry as a whole.

"We have endeavored to improve manufacturing methods, and at various meetings specialists in this line of work gave talks on standardization, betterment in working relations and conditions, and other manufacturing problems.

"At other meetings, we would hold round table discussions and exchange views on better marketing. We would also co-operate with one another during a shortage of materials in locating sources of supply, etc.

"The association has also endeavored to promote 'music in the home' and aid in the development of 'music in the school.' In reference to the former we recently held a co-operative exhibit at the Furniture Mart, where thousands of people for a period of over a week saw the exhibit and showed an interest in the various instruments by the numerous questions asked. The display represented musical mer-

**JUST INVENTED  
PLAYS BY ROLLS**



To be played immediately without any knowledge of music. Music for all countries and the late hits. Pamphlets free, postpaid by us.

Charles Pittle & Co., New Bedford, Mass.

chandise made by the members of the association and included everything from the smallest accessory to the large band instruments and concert harps. Donations of instruments have also been made to the school playgrounds and assistance offered in the promotion of music among the school children.

"One of the outstanding features and demonstrations of what the association accomplished during the past year was the banquet given to the members of the musical merchandise trade during the convention of the Music Industries last June. Not only was the spirit of good-fellowship, as it exists in this association, instilled among the hundreds of guests, but it offered the first large group gatherings of the musical merchandise trade to an affair of this kind, where demonstrations of musical instruments were made by prominent professional musicians and eminent speakers provided an instructive and interesting program."

**Ludwig Juvenile Drum Is Featured in Display**

CHICAGO, ILL., December 5.—Ludwig & Ludwig, Inc., manufacturers of Ludwig drums, have prepared and distributed to their dealers window displays featuring the Ludwig professional juvenile drum. The merits of this model are extolled and an illustration of the special gold and silver drum made by Ludwig & Ludwig for William S. Hart as a gift for his son is shown, together with a picture of the movie actor in full cowboy regalia. The slogan, "A good drum is the gift for every boy," is given prominent position.

**Billy Haussler, Jr., Stands High in School Ranking**

William J. Haussler, vice-president and general manager of M. Hohner, Inc., New York City, is receiving excellent reports from his son who is completing his first term in a preparatory school in Massachusetts. Billy Haussler, Jr., it will be remembered, was selected as the typical American boy for the extensive Hohner advertising appearing throughout the country. He is again proving the typical American boy in his studies at the preparatory school where he is reported as standing second highest in all subjects in a large student body.

**Equipped With Leedy Drums**

DENVER, COL., December 5.—The Piggy-Wiggy-Grimes Co., operating sixty-six stores in Colorado, recently organized an orchestra among its employees to give radio concerts to advertise its stores. The orchestra is equipped with Leedy drums and Paramount banjos. The Knight-Campbell Music Co. helped organize the orchestra.

The Union Music Co., Toledo, O., is stressing the idea of musical instruments as holiday gifts and is stimulating business through this campaign. Newspaper advertising and window displays are creating a demand.

**A Plan for Financing Payment Sales of KING Band Instruments**

HAVEN'T you sometimes said "We don't handle band instruments" when some customer inquired about a saxophone, etc., just because of the difficulties in selling on time payments?

With the new plan for financing payment sales which we can now offer to "King" dealers, this obstacle is removed. You can have a small-goods band instrument department without tying up any capital; and what is most attractive, dispose of your leases without sacrificing a cent of profit. The difference between our published cash and payment prices will cover the cost of financing so you receive the full list price.

This financing plan is clearly explained in a folder now ready for distribution. There is no red tape or complicated accounting connected with it, and the plan is available to every dealer selling "King" Instruments. If this plan will be of service to you we'll gladly send one of the folders upon receipt of your request.

If you are interested in this plan and in the exclusive agency for "King" Instruments clip out and mail the coupon below.

**THE H. N. WHITE CO.**  
5215-69 Superior Ave. Cleveland, Ohio  
Manufacturers of  
**"KING" BAND INSTRUMENTS**

THE H. N. WHITE CO., 5215-69 Superior Ave., Cleveland, O.  
Gentlemen: Kindly send the booklet checked:  
 Plan of Financing Payment Sales.  
 Exclusive Agency for King Instruments.  
We (do) (do not) handle band instruments.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

SEND COUPON FOR BOOKLETS!

### Ludwig Banjorchestrian Is New Combination Instrument

**Invention of Henri Kublick, Concert Artist, Has Effect of Orchestra of Stringed Instruments—Made by Ludwig & Ludwig**

CHICAGO, ILL., December 7.—A new stringed instrument, the Banjorchestrian, has been made



Henri Kublick and Banjorchestrian

by Ludwig & Ludwig, makers of drums and banjos. This new product was invented by Henri Kublick, concert and vaudeville artist, and is a combination of the harp, piano and banjo, capable of a great variety of musical effects. The player uses the fingers of the left hand to do the fingering of the melody section while a plectrum on the thumb of the hand plucks the strings for the melody. The long strings of the harp and basses are actuated by

the fingers of the right hand for accompaniment.

The instrument is like a harp in design and is most attractive, with an overlay of gold and beautiful hand carved figures. A feature of the instrument is the mounting of all strings over bridges on tensioned heads similar to that of the regular Ludwig banjo. Shells, tone projectors and resonators are all the same as used on the Ludwig banjos and enable Mr. Kublick to get tremendous power and an ideal tone.

### F. J. Bacon Scores on Long Banjo Concert Tour

GROTON, CONN., December 5.—Frederick J. Bacon, president of the Bacon Banjo Co., of this city, has returned to headquarters, having re-

cently concluded an extensive trip through the West. To the list of stations from which his playing was broadcast has been added Chicago, Detroit and Schenectady. Mr. Bacon also played a number of additional high schools, and it is complimentary to his proficiency as an artist that in most of the schools the students called for encore after encore, so that it was almost impossible for him to get away.

### King-Slater Opens Branch

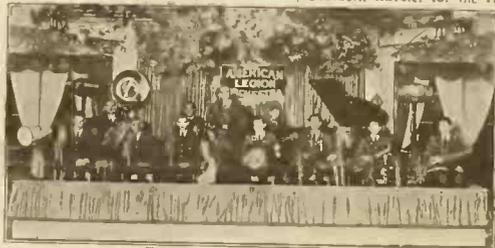
King-Slater, Inc., dealer in musical merchandise, New York, has opened a branch department in Winterroth's Music Store, 14 East Union Square, New York. A full line is car-

ried, including King band instruments. The new department is under the management of William Fort, head of the main store on Thirty-fourth street.

### American Legion Orchestra Uses King Band Instruments

Popular Oklahoma City Dance Orchestra Completely Equipped With King Band Instruments by Paul Bennett, of H. N. White Co.

OKLAHOMA CITY, OKLA., December 5.—The American Legion Orchestra, which plays at the Cinderella Ballroom here and is one of the most popular dance orchestras in this section, was recently equipped with King band instruments by Paul Bennett, Southern traveler for the H.



The American Legion Orchestra

N. White Co., manufacturer of King band instruments. Mr. Bennett is at the present time traveling throughout the South and is meeting with great success in placing King franchises.

A new music store, called the Standard Music Shop, has been opened at 209 East Schellenger avenue, Wildwood, N. J., handling a full line of pianos, talking machines and sheet music.

*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*



IN THE MUSICAL MERCHANDISE FIELD—(Continued from page 175)

King Band Instruments Popular in Argentine

Bilbao Permentier & Cia. Report Success in Retailing These Instruments in Buenos Aires—Attractive Window Displays

CLEVELAND, O., December 7.—Reports received by L. I. Fox, sales manager of the H. N. White Co., manufacturer of King band instruments,

South American neighbors are alive to the advantages of American-made instruments and also that the dealer realizes the value of utilizing his window display space to take fullest possible advantage to attract customers.

Vega Co. Adds Violin Line

BOSTON, MASS., December 7.—A new line of violins has recently been announced by the

inent for one year. These instruments were imported in 1923 and after undergoing the Vega process are now presented to the trade. The line also includes Vega reproductions of such masters as Stradivarius, Guarnerius, etc.

Reorganize Chicago Band Assn. at Recent Meeting

CHICAGO, ILL., December 8.—The Chicago Band Association, which for the past two years has been rather dormant, was reorganized recently and the following officers were elected: Frank E. Scott, president; Floyd L. Bateman, vice-president; Hugo Kihl, secretary, and Allan F. Pither, treasurer. William Weil, conductor of the band, is general director of the Association. The purpose of this organization is to play at civic and charitable occasions and for the radio.

Music Provisions in Budget

BALTIMORE, MD., December 5.—The ordinance of estimates for 1926, which has been sent to the City Council for passage, contains several items pertaining to the musical activities of the city. A provision for \$23,890 for salaries in the music division of the school system, \$24,000 for the Baltimore Symphony Orchestra, \$18,700 for the Municipal Band, \$2,000 for pianos for the schools and other items for talking machines, accessories and instruction materials are among the items listed.

Sells From the Catalog

PROVIDENCE, R. I., December 5.—B. J. Segool, manager of the sheet music department of the Boston store, has increased the profits of his department by adding a line of ukuleles and a few violins. An interesting feature of this business is that Mr. Segool has been able to make several good sales from a catalog, as the stock of violins on hand is of necessity small.

Death of A. L. Simmons

AKRON, O., December 7.—A. L. Simmons, president of the Ed. Fred Co., well known in the musical merchandise field, died recently. His body was found on the river bank near the parking grounds at Riverview Park. He had been connected with the musical merchandise business for six years.

Buys Drum-Making Plant

CHICAGO, ILL., December 5.—The Slingerland Banjo Co. recently purchased the plant, business, good-will and patent rights of Eugene Geisler & Co., makers of drums and drum and banjo heads. The purchased company will be run under the name of Slingerland Bros., Inc.

Issues New Price List

The Fred Gretsch Mfg. Co., Brooklyn, N. Y., importer and manufacturer of musical merchandise, has just issued a new confidential price book which is known as No. 10. In addition to the listing of current prices, there are included a number of new lines.

Harmonicas as Prizes

CHICAGO, ILL., December 7.—Six Hohner Marine band harmonicas were awarded as prizes to the winners of the junior division harmonica contest for boys under 13 years of age and girls under 15 years, held here recently.

T. Edwards, formerly manager of the Conn San Jose Co., is now connected with the string instrument department of Sherman, Clay & Co., San Jose, Cal.



Window Display by Bilbao Permentier & Cia., Buenos Aires



Showing the Handsome Exterior of the Store at Calle Entre Rios 347, That City

indicate that these instruments are selling as briskly in foreign climes as they are in this country and that they enjoy a world-wide popularity. Two photographs of window displays in which King band instruments were featured were recently received by Mr. Fox from Bilbao Permentier & Cia. King representative in Buenos Aires, Argentine, and they indicate that our

Vega Co., of this city. Although this prominent manufacturer is perhaps best known through its Vegaphone and Vega banjo, it also manufactures a line of brass instruments and imports violins made in Europe and subjected to a two year seasoning process in this country.

The new line of violins retails from \$50 up and is guaranteed to maintain correct adjust-

SPECIAL Combination Offer

Make 100% Profit



This \$25 Cabinet FREE

This Beautiful Cabinet is 22 1/2 inches high, 25 3/4 inches wide, and 12 inches deep; in mahogany piano finish. Has 12 glass tubes.

Armour's Music Strings

You will make 100% by taking advantage of this Special Combination Offer of the most complete and varied assortment of straight length high-grade gut and wound strings ever assembled in a case. It is a fine money-making ornament that will bring the better class of musical trade to your store.

Assortment costs you \$51.75  
Assortment retails at 103.50

Your Profit 100% — You Get This Cabinet FREE

Send Today for Complete Details

ARMOUR AND COMPANY Write Section W, 11 Music String Dept. CHICAGO

# GLEANINGS from the WORLD of MUSIC

## What the Popularity of Hill-Billy Songs Means in Retail Profit Possibilities

The Widespread Vogue of the Funeral Type of Songs Is Attested by Publishers and Record Manufacturers—Is It of Significance as Indication of Public Taste?

The advent or revival of whatever you choose to call it of what are described as the "hill-billy" songs signifies more than the mere vogue of such publications. The "Death of Floyd Collins," "Wreck of the Shenandoah," "At My Mother's Grave," and other such songs which have had fairly widespread popularity may mark the initial move in the passing of jazz. Whether or not the popularity of such works continues, it is questionable that music lovers will accept the situation as an improvement. This, however, and other indications show a grasping out on the part of music purchasers for something besides the generally over-arranged jazz offerings.

It must be remembered that these weird funeral musical offerings have been preceded by several months by other offerings, the outstanding feature of which was that they were in most simplified song form. In fact, some of the outstanding record sellers to-day and for the past few months have been solo numbers with minor accompaniment. All of this undoubtedly shows the earmarks of a new phase of the popular music and record business. It would seemingly demonstrate that the public is returning to songs. The first love, of course, is songs of the ballad order because they are the most impressive, have the widest appeal and sale. We may expect other types of songs to follow closely. Probably we have had an over-production of songs of the fox-trot order and in self-defense the public has revolted and turned to that which was a most radical change, the sob songs of several generations ago, brought up to date and made into a pathetic song on some current topical event or catastrophe. Psychologically this can be answered, it being well known that when groups revolt they go to extremes.

The fact that the public or a fair portion of it has decided on a funeral dirge type of offering should not be taken as an atavistic tendency. It is rather a desire for something different. This desire can be taken advantage of by both the popular publisher and record maker, and songs of good ballad order, love songs and other numbers particularly lending themselves to solo voices with a minimum of arrangement should meet the situation and bring on a period of prosperity that would be far larger than the results obtained by merely catering to what

may be a limited vogue for songs of pathos.

Probably one of the best points for the publisher and record maker to remember in the present trend of public taste is the fact that at least for some period the sales of dance music will not markedly depreciate. It will probably be many months before any real indentation will be made in the sales of such works. The demands for songs are to a great extent added sales.

As far as dance music is concerned there is hardly a likelihood that any considerable change will be made in the demand for dance. The situation may indicate, however, that we need a new type of dance or a new type of dance music. Something in more simplified form and one holding continuously to the melody of the piece without diverting to super accompaniments.

## New History of Music Fills a Real Need

"How Music Grew," by Marion Bauer and Ethel Peyser, Should Be Big Aid to Teachers of Musical Appreciation

Of histories of music there are no end, but of works that are within the range of the average young person or within that of the layman whose musical interest is based solely upon the pleasure he receives in listening there has always been a scarcity. The musical historian is too often dry and over-technical; he writes for the professional musician and, as a result, the fascinating history of the development of present-day music is lost for the average reader in an over-abundance of detail, uninteresting to him and beyond his understanding. This is most important when the young person is considered, for then he or she takes away with him the impression that good music is an esoteric art, one beyond his understanding, a task to be fulfilled in the great sacrifice to culture and not a deep and abiding pleasure which, like all true art, is based on the broad sweep of simplicity.

A new book which fulfills all the requirements of what a layman's and young person's history of music should be has just been issued by Putnam's (New York), in "How Music

The modern dance orchestra despite its many weaknesses, none of which is eradicable, has performed a very big work in disseminating music to the great multitudes. Not only that, but it has been the means of acting as an incentive to hundreds of thousands of the younger generation who have taken up musical instruments of every class from the lowly ukulele to our almost as popular saxophone. None would wish to see a trend in musical taste that would in any measure kill off this power that is influencing, musically, so many of the younger generation.

We would probably gladly, however, look forward to greater development of a little more simplification in our popular renditions. We would like to know the melodies that are being played and what they are all about rather than be led up to an approaching melody and abruptly be diverted to a semi-solo effect in obbligato form.

At any rate, as far as popular publishers are concerned, the situation is quite pleasing because it does show that the great American public is returning to songs and after all "the song is the thing."

Grew," by Marion Bauer and Ethel Peyser. In the 600-odd pages of this volume the authors have succeeded in presenting an adequate and accurate history of the development of this art, written simply and clearly, escaping encyclopedic dryness but at the same time presenting all the facts that are essential to a thorough knowledge of the subject. They go from its earliest traces in the rude rhythms of the savage down to the latest modernistic composers, even thoroughly treating contemporary compositions.

Here is a book that can be safely placed in the hands of the average person, young or old, and which can hardly help but have a stimulating effect upon their musical interest. As W. J. Henderson, the veteran critic of the New York Sun, says in the introduction which he contributes to the volume: "It seems to me that they (the authors) have made a history of music singularly well adapted to young minds. They do not treat their readers as if they were infants—which might offend them—nor as college professors, which would certainly bore them. The book will undoubtedly have a large audience, for teachers of young music students, of whom there are legions, will truly exclaim, 'This is just what we needed!'" To that the present reviewer can only add his own agreement, with the proviso that many readers of mature age will make the same statement upon examining the book.

**"Where Is  
MY ROSE of  
WAIKIKI"**

An Exotic  
Fox Trot Song

by  
Raymond B. Egan  
and  
Richard  
Whiting

© 1925 LEO FEIST, INC.

**You Can't**

**"She  
Was  
Just A  
SAILOR'S  
SWEETHEART"**

Joe Burke's  
Comic Absurdity

**He Left Her Broke In Harford**

**"RED HOT  
HENRY  
BROWN"**

A Red Hot  
Struttin'  
Fox Trot  
Song  
by  
FRED  
ROSE

**With Any  
FEIST Song**

**Go Wrong**

**You Can't Go Wrong~  
With these FEIST Songs**

**I'M SITTING ON  
TOP of the WORLD**  
(Just Rolling Along)  
FOX TROT

A Great Song  
by Great Writers!  
Lyric by LEWIS and YOUNG  
Music by RAY HENDERSON

**FIVE FOOT TWO-  
EYES of BLUE,  
HAS ANYBODY  
SEEN MY GIRL?**  
NOVELTY FOX TROT

Lyric by LEWIS and YOUNG  
Music by RAY HENDERSON

**TEACH ME  
TO SMILE**

Don Bestor's Best  
FOX TROT

Lyric by OLOYD GRISWOLD  
Music by DON BESTOR

**I'M SO  
DISAPPOINTED  
IN YOU**

A Melodious Waltz Song  
Lyric by GUS KAHN  
Music by WALTER DONALDSON

**"SLEEPY  
TIME GAL"**

A Wide Awake  
FOX TROT SONG!  
Lyric by J.R. ALDEN and RAY EGAN  
Music by ANGE LORENZO  
and DICK WHITING

**When I DREAM  
of the LAST  
WALTZ with YOU**

GUS KAHN'S and  
TED FIORITO'S  
Latest Waltz Hit!

**You Can't Go Wrong  
With Any FEIST Song**

**Herbert E. Marks Joins  
Edw. B. Marks Music Co.**

Son of Head of Firm Now in Charge of Mechanical and Advertising Departments—Student of Conditions in World of Music

Herbert E. Marks, elder son of Edward B. Marks, the music publisher, joined his father's firm the end of November as mechanical man



Herbert E. Marks

and director of publicity and advertising. In the former capacity he succeeds Ed. Bloodon, whose contract with the Marks concern expired at that time.

Mr. Marks attended Dartmouth, majoring in English at that institution and developing a taste for writing which still persists. For the past three years he has been engaged in journalism, reviewing legitimate, film and vaudeville productions for a leading theatrical publication.

It has always been his intention to enter his father's organization some day and, with this in mind, he has followed conditions in the world of music publishing with keen interest. Incidentally, he has written several stories on "Tin Pan Alley" for various periodicals.

E. B.'s younger son, Edward B. Marks, Jr., is still in prep school. He expects to enter Dartmouth in about two years, but has not yet decided whether he, too, will try the music game or take up some other occupation upon his graduation.

**Pre-Holiday Trade  
Reported Very Heavy**

Sheet Music Merchants State Present Demand for Christmas Material Is Higher Than Usual at This Time of the Year

Reports from dealers throughout the country indicate that the demand for Christmas music of all kinds, including books and folios, is much heavier than in previous seasons at this period. This bids fair to make the holidays more musical than ever and should be reflected in later sales in music establishments.

Following the demand for strictly Christmas music it would be well for dealers feeling this increased business to give attention to the books and musical literature available as Christmas gifts. Herein lies much salable material which has the further advantage of luring customers to the music store when thinking of Christmas presents.

As has been pointed out before, no more appropriate gift for a musician or a music enthusiast can be procured than that of books on music, such as histories, lives of composers and similar titles. Much of this material need only be displayed to create sales and a window showing of the more prominent offerings in this line should prove quite profitable

**Broadcasters to Seek  
Copyright Legislation**

Copyright Committee of National Association Adopts Resolution Relative to the Question of Royalty Payments on Copyrighted Music

It is quite evident that the organized radio broadcasting interests of the country will make a determined attempt in the next Congress to have the Copyright Law amended so it will provide for a fixed schedule of charges against broadcasting stations for the use of copyrighted music. The Committee on Copyright representing the National Association of Broadcasters following several attempts that have been made to bring about an agreement between that body and the American Society of Composers, Authors and Publishers, has drafted and presented to the membership the following resolutions:

"Whereas, There can be no continuation of broadcasting unless musical compositions are made available to broadcasters upon a fair, equitable and permanent basis, and

"Whereas, An insistent demand from the public requires that music be made the principal part of broadcasting entertainment, and

"Whereas, Practically all of this music is held by copyright proprietors and is not available to broadcasters except on prohibitive and unstable terms, and

"Whereas, The broadcasters recognize the right of the copyright proprietors to compensation for the use of their compositions and are willing to pay a fair and equitable maximum fee for each broadcast rendition of each copyright musical number, and

"Whereas, Broadcasters believe that copyright owners should have the sole, complete and entire right to withhold their property from all broadcasting if they so desire; but that if a copyrighted number is released by the owner thereof to one or more broadcasters, then such number shall become available to all broadcasters, and

"Whereas, The present conditions threaten the entire broadcasting structure and the continuation and permanence of broadcasting depends upon the solution of this problem, and

"Whereas, All attempted solutions through negotiation between the parties have proved unavailing; now, therefore,

"Be It Resolved, That it is the sense of this conference that the only possible solution lies in the enactment of suitable legislation based upon the above principles, and it is the recommendation of this conference to the Secretary of Commerce that such legislation be suggested to Congress."

**Planning Strong Campaign  
on "Then I'll Be Happy"**

New Irving Berlin, Inc., Number Proves a Quick Success and Will Be Featured

The entire staff of Irving Berlin, Inc., professional department, band and orchestra, branch offices and traveling representatives have quickly got behind a new song called "Then I'll Be Happy." This number is hailed as the biggest and quickest success Berlin has produced since "You'd Be Surprised."

"Then I'll Be Happy" is by Cliff Friend, Sydney Clare and Lew Brown, who have many past popular successes to their credit. In this, their latest offering, they seemingly have produced the biggest profitmaker of their career.

Irving Berlin, Inc., has launched a big campaign in behalf of "Then I'll Be Happy," which will cover vaudeville, photoplay houses, dance orchestras and every other means of giving publicity to the number by public rendition. The various talking machine record and music roll manufacturing organizations, as well as their distributors and dealers, have arranged to cooperate in an energetic campaign.

## FIVE RECORD RECORD BREAKERS



THAT CERTAIN PARTY



TAKE THIS ROSE



DDN'T WAIT TOO LONG



LUCKY BOY



SOMEBODY'S EYES

ABOVE SONGS FEATURED BY ORCHESTRA AND VAUDEVILLE ACTS FROM COAST TO COAST  
IRVING BERLIN INC., 1607 BROADWAY, NEW YORK

### Von Tilzer's "Just Around the Corner" Is a Hit

Number Made Immediate Impression on the Public and Is Now Widely Programmed in Vaudeville and by Orchestras

Probably the best song that Harry Von Tilzer has written since the days of fifteen and twenty years ago, when he turned out big hits each season, is a new number called "Just Around the Corner." In a few weeks' time it has shown up so well that Broadway has accepted it as one of the season's best. Will Von Tilzer, brother of Harry and head of the Broadway Music Corp., succeeded in getting it transferred to his catalog. This was not on mere sentimental reasons, but wholly on the basis of "Just Around the Corner's" worth as a popular money maker. "Just Around the Corner" has demonstrated its merit and is swinging along, turning many corners in its advancement toward being one of the outstanding songs of the season.

Wade Booth, Walter Scanlon, Mabel McKinley and George MacFarlane are among the super-vaudevillians who are already programming it. Many more are making bids for its use. Ted Lewis, Vincent Lopez, Paul Specht and other orchestras are also featuring it. It will be programmed everywhere in weeks to come.

Old-time ballads are having a renewed vogue. Harry Von Tilzer, who wrote some of the best of the past offerings, is equipped to answer the call for songs of this caliber. What is more, in "Just Around the Corner" he has given the public not only the old but the new, a combination that will win widespread favor.

"Just Around the Corner," while appealing to all ballad singers, is a philosophical song which, while appealing to the heart, gives mental stimulus and shows the way to a brighter period just around the corner. It closes with probably the greatest punch lines that were ever given to a song of this caliber: "Even tho' it's dark and cloudy, sun may peep thru and say 'howdy,' just around the corner from you."

It has often been said that all the world loves a lover, and no one has ever disputed the fact that the world also loves the chap who can smile when things are not just right. We have had many songs that capitalize just such sentiments. There is no reason to doubt that a lyric that tells a similar story, "not a mere slap on the back and brace up, old man," but a real, honest-to-goodness message of action, combined with a melody will not reap wide rewards.

### New Portland Feist Man

PORTLAND, ORE., December 5.—Lew Mahan, Pacific Northwest manager of Leo Feist, Inc., who makes his headquarters in Seattle, was a recent visitor here. He has been introducing Walt McKinney, who will represent Feist in the Portland district.

### Sales Rights of "Book of American Negro Spirituals" Acquired by Marks

Firm Has Exclusive Distribution in Music Trade of One of the Most Important Musical Publications Issued in Years—Immediate Response From Trade to First Announcements

The E. B. Marks Music Co. has acquired exclusively for the music trade the sale of the "Book of American Negro Spirituals." This is a compilation of the best-known spirituals by negro musicians, edited by James Weldon Johnson, secretary of the National Association for the Advancement of Colored People, who has made a life study of songs of this type. J. Rosamond Johnson is responsible for the arrangements, and there are some additional numbers by Lawrence Brown.

This is one of the most important publications of a musical nature that have been issued in years. These negro spirituals have always been interesting and they have been the subject of controversy in late years, which added to their popularity. Their source and inspiration are welded into American history and, as such, besides their merit as musical compositions they will be eagerly purchased by not only music lovers but by many others.

There are sixty spirituals in the book, ar-

ranged for voice and piano, each containing the original qualities which the authors have given their energy and attention to safeguard. Among the outstanding numbers are "Deep River," "Joshua Fit de Battle of Jericho" and "Go Down, Moses." In a foreword appears the expression of James Weldon Johnson on the significance, history and growth of spirituals.

In the reviews on this publication in the daily press columns have been given to the importance of the compilation. All of the expressions of opinion have been praiseworthy, proclaiming it a valuable addition to the growing literature of American folk songs.

Every music dealer will find this a salable work, as well as a ready reference, and it is of such importance that it should be given special window showing and counter displays.

The Edward B. Marks Music Co., which is handling the publication, reports that the response to its initial announcements has been most gratifying.

### Witmark Takes Over "That Old Irish Mother of Mine"

Announcement comes from M. Witmark & Sons that they have closed a deal whereby they acquire the sole publishing rights for the United States and Canada of one of the best-selling Irish song favorites of the country, "That Old Irish Mother of Mine." This song, published originally in 1920, was written by two of America's most famous makers of songs, William Jerome and Harry Von Tilzer. It has taken its place as a steady and staple favorite in the same class as "Mother Machree," "When Irish Eyes Are Smiling" and "My Wild Irish Rose." M. Witmark & Sons, as in the case when they took over "Asleep in the Deep," some time ago, are issuing an entirely new edition of "That Old Irish Mother of Mine," solos in various keys, vocal duets, and octavo. The song thus is insured a new and long lease of life as another bright particular star in the well-known Witmark Black and White Series.

### Two New Feist Songs of Particular Interest

Among the new songs added to the catalog of Leo Feist, Inc., is a comedy number called "The Couple Upstairs." It is by Benny Davis and Jesse Greer. Benny Davis, by the way, who has been associated with some very successful numbers, is at present on tour, being billed at high-class photoplay houses throughout the country. One of the features of his

program is "The Couple Upstairs," and everywhere it is rendered a demand is created.

Pease and Nelson, writers of cry ballads, and who have been responsible for such popular numbers as "Pal That I Loved Stole the Gal That I Loved" and "Peggy O'Neil," are responsible for another Feist offering called "Be on the Level With Mother and the World Will Be Square With You."

### "Nola" Demand Better Than Last Year's Sales

The Sam Fox Publishing Co., Cleveland, O., is finding the demand for "Nola," the novelty fox-trot, to be larger than for the past two seasons. This number, first brought forth as a piano silhouette, later achieved success as a fox-trot, and last season appeared in several musical shows. This year it is again appearing in many prominent programs and is a feature with numerous dance orchestras. It has sufficient individuality to keep it from becoming common, and for that reason it may yet achieve a new sales record for a popular number.

### Berlin's "Remember" Proving a Great Hit

Irving Berlin's new ballad, "Remember," is proving as popular as any song this successful composer has ever written. From a popular standpoint it has achieved national fame. From a musical standpoint it really borders on the high class.

## Latest Summary of Exports and Imports of "Talkers"

Figures on Exports and Imports of Talking Machines and Records for the Ten Months Ending October Make Interesting Reading

WASHINGTON, D. C., December 8.—In the summary of exports and imports of the commerce of the United States for the month of October, 1925 (the latest period for which it has been compiled), the following are the figures bearing on talking machines and records:

The dutiable imports of talking machines and parts during October, 1925, amounted in value to \$16,810, as compared with \$47,794 worth which were imported during the same period of 1924. The ten months' total ending October, 1925, showed importations valued at \$313,427, as compared with \$344,127 in the same period of 1924.

Talking machines to the number of 8,987, valued at \$219,735, were exported in October, 1925, as compared with 10,272 talking machines valued at \$363,801, sent abroad in the same period of 1924. The ten months' total showed that we exported 65,023 talking machines, valued at \$1,854,070, as against 62,512 talking machines, valued at \$2,349,072, in 1924.

The total exports of records and supplies for October, 1925, were valued at \$178,229, as compared with \$151,961 in October, 1924. The ten months ending October, 1925, show records and accessories exported valued at \$1,395,284, as compared with \$1,512,513 in 1924.

The countries to which these instruments were sent during October and their values were as follows: United Kingdom, \$6,400; other Europe, \$8,062; Canada, \$1,079; Central America, \$8,892; Mexico, \$17,805; Cuba, \$10,124; Argentina, \$15,673; Chile, \$10,743; Colombia, \$25,546; Peru, \$8,322; other South America, \$26,014; China, \$3,655; Japan, \$2,880; Philippine Islands, \$10,404; Australia, \$31,894; New Zealand, \$14,042; other countries, \$15,200.

William H. Pries, president of the Pries Radio Corp., announced recently that he has appealed the recent United States Patent Office ruling which declared "Reflex" in its radio sense, to be a descriptive word and therefore unavailable for copyright.

## Talking Machine Men Give First of Radio Concerts

Pete Dale, Columbia Artist, and the Commanders Featured at First of Series Being Broadcast to Aid Dealers' Sales

The first of the series of concerts by record artists to be broadcast under the auspices of the Talking Machine and Radio Men, Inc., New York, was given on Saturday, November 28, from station WRNY, New York, and attracted considerable attention. The featured artists were Pete Dale, Columbia artist, whose interpretation of novelty songs, accompanying himself on his seven-stringed ukulele, has found wide favor, and the Commanders, well-known dance orchestra, Vocalion artists. Other artists appeared through the courtesy of Otto Goldsmith, of E. A. Wildermuth, Brooklyn, N. Y., Atwater Kent distributor.

The second of the series of concerts was staged on December 12 and an equally interesting program was given. Dealers are urged by the Association to take advantage of this fine opportunity of stimulating record sales.

## Completes Alterations

NEW HAVEN, CONN., December 9.—The Annunziata Music Shop, of 235 Wooster street, has greatly increased its floor space and has installed new demonstration booths to meet the increase of business. The entire store is remodeled with a new front of latest design and is very attractive. Annunziata is featuring Starr and Sonora phonographs, Gennett and Okel records, pianos and other musical instruments.

## Alford & Fryar Deny Sale

Through an error of a correspondent there appeared in the November issue of The World a news item to the effect that the music and other departments of the Alford & Fryar Piano Co., located on the fourth floor of the Klein-Hoffman-Zollars store, Canton, O., had been acquired by the Ross Co. G. M. Alford, of the firm, states that the Alford & Fryar departments have not been sold and will continue as before.

VICTOR	
1 1/2" x .022x17", bent each end.....	No. 8043 3.87
1 1/2" x .022x19" 6" marine ends.....	No. 3014 .57
1 1/2" x .022x17" bent arbor.....	No. 5302 .59
1 1/2" x .022x17" bent arbor.....	No. 5423 .45
1 1/2" x .022x13" bent arbor.....	No. 6427 .38
1 1/2" x .022x9" bent arbor.....	No. 6428 .36
1 1/2" x .022x9" bent each end.....	No. 6424 .36
1 1/2" x .022x15" 6" marine ends.....	No. 2141 .85
1 1/2" x .022x10" marine ends.....	No. 3385 .39
1 1/2" x .022x15" bent arbor.....	No. 5394 .39
1 1/2" x .022x15" bent at each end.....	No. 8046 .89
COLUMBIA	
1 1/2" x .022x15" ermp. arbor, new style.....	No. 20000 .61
1 1/2" x .022x10" Universal.....	No. 2931 .32
1 1/2" x .022x10" Universal.....	No. 2931 .38
1 1/2" x .022x10" Universal.....	No. 2931 .40
1 1/2" x 1" for motor No. 1.....	No. 1219 .84
REVUEBIAN	
1 1/2" x .025x17" motors, Nos. 33 & 77.....	.36
1 3/16" x .020x19", also Pathe.....	No. 4 .60
1 3/16" x .020x19".....	No. 4 .60
SAAL-SILVERTONE	
1 1/2" x .027x10" rectangular hole.....	No. 144 .48
1 1/2" x .027x10" rectangular hole.....	No. 145 .48
1 1/2" x .027x10" rectangular hole.....	No. 148 .50

Terms: 2% cash with order.

TALKING MACHINE SUPPLY CO., PARK RIDGE, N. J.  
Complete catalogue on request

## Silas E. Pearsall Co. to Distribute Air-Way Sets

Products of the Air-Way Electric Appliance Co., Toledo, O., to be Pushed in This Territory by This Enterprising Distributor

Lloyd L. Spencer, vice-president and general manager of the Silas E. Pearsall Co., New York, distributor of radio and phonograph products, announced this week that the company had been appointed a jobber of Air-Way receiving sets made by the Air-Way Electric Appliance Co., Toledo, O. These sets have attained considerable popularity during the past year, owing to the strength of the organization behind the product and the value represented in the sets themselves. Mr. Spencer and the Pearsall sales staff are keenly enthusiastic regarding the sales possibilities for Air-Way sets and an aggressive campaign has already been inaugurated with results far ahead of expectations.

Another recent addition to the sets distributed by the Silas E. Pearsall Co. are the Maloney-Lemmon tuned radio frequency sets, which are very popular in Eastern territory and which the Pearsall Co. will feature in its sales activities.

## Vin James, New Okel Artist

Vin James, announcer and accompanist of station WSBF, St. Louis, recently signed a contract to record for the Okel record catalog. He will make a series of piano solos and Okel dealers throughout the Middle West are certain to find a ready market, as this artist is most popular with the large radio audience. His first release is on the December list and is a coupling of "Footloose" and "Brown Eyes, Why Are You Blue."

## Attractive Edison Folder

Thomas A. Edison, Inc., Orange, N. J., has prepared and distributed to its dealers a most attractive folder for counter distribution illustrating and describing three new models of Edison phonographs. They are the "Baby Console," "London Upright" and "William and Mary Console." A complete listing of New Edison holiday recordings is contained on the back of the folder.

## A. D. Boal in New Position

CHICAGO, ILL., December 8.—The appointment of A. D. Boal as advertising manager of the Kellogg Switchboard & Supply Co., manufacturer of radio equipment, was announced recently. Mr. Boal succeeds Edward I. Pratt, who resigned to join the Bryant Electric Co., Bridgeport, Conn., as advertising director. Mr. Boal has been connected with the Kellogg establishment for several years.

## WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c. per line. If bold faced type is desired the cost of same will be 25c. per line. Rates for all other classes of advertising on application.

### WE BUY FOR CASH

Victor, Columbia, Okel records and machines. Pay highest prices.

### GUARANTEE SALES CO.

109 N. 10th St. Philadelphia, Pa.

### What Have You to Offer for 1926?

Factory sales representative now selling entire factory output of high grade radio cabinets has additional facilities to sell medium grade radio cabinets in carload lots. Has clientele of choicest jobbers and largest dealers in New York, Brooklyn and New Jersey. Highest grade references. Address "Box 1541" care The Talking Machine World, 383 Madison Ave., New York City.

### READ OUR SPECIAL SALES OFFER

On Page 113 This Journal

Superfine Merchandise Co., Inc.  
3 Waverly Place, New York, N. Y.

POSITION WANTED—Radio phonograph salesman, now employed, desires a change. Long experience calling on New York State trade in both phonograph and radio fields. Wonderful connections. Address "Box 1541" care The Talking Machine World, 383 Madison Ave., New York City.

### For Sale

Good paying and well established music and talking machine business. Located in large Southern City for 30 years. Owner forced to retire on account of health. Write for particulars "Box 1540," care The Talking Machine World, 383 Madison Ave., New York City.

WANTED—Salesman by prominent Southern music house for musical merchandise department. Preferably a man experienced in this work who can play string and wind instruments. Address "Box 1542," care The Talking Machine World, 383 Madison Ave., New York City.

POSITION WANTED—Experienced phonograph and record salesman wants road position with Victor distributor. Territory in Middle Western States preferred. Well acquainted with Michigan trade. Address "Box 1543," care The Talking Machine World, 383 Madison Ave., New York City.

SALESMAN WANTED—We desire an experienced piano and phonograph or radio salesman. A chance for right party to get an interest in a fine business. Give references, experience, etc. Sheridan Music Store, Sheridan, Wyo.



# FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BLDG., BASINGHALL ST., E.C. LONDON

## Enthusiasm Prevails in Talking Machine Trade Circles as the Holidays Approach

Unprecedented Demand for Machines and Records Continues Unabated—Annual Report of Federation of Music Industries—First Duophone Records Received With Interest

LONDON, ENG., December 2.—Enthusiasm everywhere prevails in talking machine circles here and it would be hard indeed to discover any sign which would seem to indicate the slightest slackening in the phenomenal demand for gramophones and records. Everywhere I go, I hear of nothing but the latest big developments—the new "His Master's Voice" instrument, and the amalgamation of big gramophone interests in the new Columbia (International), Ltd. The position of these companies' shares on the market; the feverish activity of production in the factories; the tremendous national advertising campaign by the leading companies coupled with special window displays by practically every music dealer; the record sales figures already spoken of; all confirm my anticipations some months ago that this season would far and away eclipse all previous seasons' figures. Further big developments are expected in the near future, and so far from broadcasting or any other factor adversely affecting the industry, only talk of the stimulus afforded is heard. It is impossible to estimate the production of machines, to say nothing of records; one foundry alone having moulded half a million turntables in the last six months, and several claims being made by recording companies of reaching the two and three hundred thousand figure in record production of single "popular" items. The re-imposition of the McKenna duties in August last has since enabled the British manufacturers to more than regain the utmost slackening, if any was occasioned by the abolition of the duties in the previous year. Propaganda and publicity for British goods is of the utmost intensity, and the gramophone and record industry is fast becoming the most important of the British music industries.

The sixth annual report of the Federation of British Music Industries, for the year ending

August 31, 1925, was recently published; it deals separately with the work of the various committees, and much of it makes for interesting reading.

For the second consecutive year, the subscription revenue of the Federation has again exceeded that of the previous year, and the income for the year exceeded the expenditure. The accounts include the first year of working the newly devised Revenue Stamp scheme, which is confined to members of the Association in the pianoforte industry, and which has resulted in a sale of stamps to the value of £5499-11-0. The gramophone industry contributed its quota by direct subscriptions, and with the subscriptions from music publishers and organ builders amounted to £3,462. Music propaganda has had the largest claim to expenditure, the amount for the year being just over £4,000.

The Trade Committee, in reviewing its activities, refers to the complaint of a gramophone manufacturer to the Federation, as to the Customs' charges on British goods entering the U. S. A., and states that the action taken by the Federation had a result in concessions being made in the matter of the goods in question. This committee also had under consideration the agreement entered into between the Gramophone Dealers' Association and certain manufacturers as to the discount terms to be made available to schools purchasing gramophones and records, and after reference to the Gramophone Manufacturers' Association, decided to regard the agreement as a general trade undertaking, to be supported by the Federation. Another gramophone question, upon which the committee took action during the year, was in regard to the possibility of exporting British gramophone records to Germany.

The Propaganda Committee reported that the

space obtained in the newspapers for the year had an advertisement value of more than £35,000. Three hundred and sixty-nine educational lectures were delivered during the year.

### The First Duophone Records

As I announced in my last month's report, the first Duophone recordings have now been issued, and after a test, I have not the slightest hesitation in congratulating the Duophone Syndicate, Ltd., on their auspicious entry into the British recording field. The twelve-inch records are issued at 4s., and the ten-inch at 2s. 6d. Lieut.-Col. Mackenzie-Rogan is the musical director to the Syndicate, and a first step was the formation of a military band, and also a symphony orchestra. On the ten-inch records the band records in fine style some popular numbers, including the Colonel's own "Bond of Friendship" march, and selections from Borodine's "Prince Igor" are given on twelve-inch discs. The symphony orchestra's initial recordings include Coleridge-Taylor's "Petite Suite de Concert," and a very beautiful "Benedictus" of Sir Alex. Mackenzie, late principal of the Royal Academy of Music. A number of excellent dance bands have recorded topical favorites, and the Syndicate has discovered two particularly good vocalists, new to the recording world, Stuart Robertson, a bass of rich tonal quality and splendid diction, and Milton Stanley, a tenor with a lyrical voice of much beauty.

### Cooper & Howell, Ltd., in Liquidation

A statement of accounts issued to the creditors and shareholders of Cooper & Howell, Ltd., well-known gramophone manufacturers and merchants, of City Rd., and against whom a winding-up order was made in June last, discloses the total liabilities as £1449 (£1352 unsecured), assets £392 and a total deficiency as regards shareholders of £1099.

### Manufacturers and Dealers Confer

Great strides have been made in recent months by the Gramophone Dealers' Association; the membership has considerably increased, and under the presidency of Ernest E. Squire, negotiations resulting in the advancement of dealers' interests have been successfully conducted. Some little while ago, as was reported in *The World*, it was arranged for quarterly joint meetings of representatives from the Dealers' and the Manufacturers' Associations, and the first meeting was held at the end of October. The question of unsalable and surplus records was down for discussion at this meeting, but was postponed pending consultation with certain manufacturers regarding their approval of a scheme which would allow dealers to return 10 per cent of their purchases twice yearly and to order other records to two-thirds the value of those returned. In the matter of cut-outs, it was decided that a three-months' notice and a three-months' grace should be given.

The terms for the hire-purchase of gramophones were discussed and agreed upon as follows: 10 per cent interest to be added to cash price; amount of deposit (minimum £1), 10 per cent; period, twelve months; no minimum to price of machines. Other matters in regard to which decisions were made included the formation of branch associations and discounts to employes of stores.

### Annual Report of the Gramophone Co., Ltd.

The annual report of "His Master's Voice" the Gramophone Co., Ltd., was presented to the shareholders at a general meeting on November 11, last. The chairman of the company, E. Trevor L. Williams, presided, and in presenting the directors' report and balance sheet, said: "The trading profit submitted, amounting to £294,293, constitutes a new record, and is the

(Continued on page 182)



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## FROM OUR EUROPEAN HEADQUARTERS—(Continued from page 181)

highest in the history of the business." The amount is £10,500 more than the previous highest shown in the year ended June 30, 1923, and exceeded 1924 by £64,647. The balance brought forward from last year was £316,374. Adding this to the trading profit and deducting debenture service, dividends and directors' fees leaves unappropriated profits totaling £413,961. The above figures do not include the sum of £101,595, received on account of war claims, this amount being placed in reserve. The directors recommended that out of the unappropriated profits there be paid (less income tax) a dividend of 20 per cent on the 750,000 fully paid ordinary shares, and on £340,000, the amount paid up on the remaining 850,000 ordinary shares. The total assets of the company, as shown by the balance sheet (irrespective of patents, trade marks and goodwill) and of the foreign branches and factories at June 30, amounted to £2,427,051, from which are deducted liabilities and debenture stock, £494,755, leaving net tangible assets of £1,932,296, an increase of £212,586 over last year's figures.

The chairman further commented on the new "His Master's Voice" gramophone, stating that this instrument was the result of the application of hitherto unknown principles in sound amplification and transmission. The improvement effected made possible nearly the doubling of the scale range of reproduction, the actual proportion being five and a half octaves as against three in the old instrument. After a résumé of the advantages over and differences between the gramophone and broadcasting, the chairman said that sales since June 30 to the end of September showed a considerable increase over the sales for the same period of 1924, and the sales for October and for the four months since June were higher than for any previous period. The highly satisfactory state of affairs, disclosed at this meeting, has its reflection in the prices quoted for the shares.

## British Industries Fair 1926

Applications for space in the music section at next year's British Industries' Fair, to be held at the White City, Shepherd's Bush, in February (15 to 26) already total twenty-eight, and for 7,500 feet of space. The Federation of British Music Industries is organizing the section as in previous years and a record display is anticipated. The following gramophone firms have already booked space: Boumfrey Armold Co., Ltd. (record cabinet manufacturer); Craies & Stavridi (makers of the Apollo and Super Apollo gramophones); the Garrard Engineering Co. (motor manufacturers); Johnson Talking Machine Co., Ltd. (Academy gramophones); the Linqaphone Institute (language records); Perophon, Ltd. (of Pixie Grippa fame); Regent Fittings Co.; Smith & Co. (gramophones) Ltd. (Itonia models); S. M. T. Gramophone Co., and the Vocalion Gramophone Co.

## Brief Paragraphs of Interest

Following upon the announcement in my November report, now comes the news that, on the unopposed petition of one of the largest creditors, Justice Romer, in the Companies Winding-up Court, recently made an order for the compulsory liquidation of the Cameraphone Co., Ltd.

Messrs. Francis, Day & Hunter, Ltd., the well-known publishers of popular music, were the plaintiffs in a recent action before Justice McCardie, in the King's Bench Division, against a Jack Fitter, who had infringed their copyright in a number of musical works by importing into England for sale a number of gramophone records, and by offering them for sale and by selling them. An injunction was granted and the judge ordered up the delivery of the infringing records.

Markets Reports: The Gramophone Co., Ltd. (His Master's Voice), £1 shares today (November 27) stand at 53s 6d; the Columbia Gramophone Co.'s ten shilling shares (ordinary) at 43s, the 7 per cent Preference £1 shares at 23s 3d.

A statement of importance in regard to the future developments of the Columbia Co. and its amalgamated interests is announced to be made by Louis Sterling, on his expected arrival at his headquarters here about the sixth of December.

The British Zonophone Co., Ltd., sister com-

Concentration on Record  
Sales the Road to Profits

There Are Large Profits to Be Made by Rapid Turnover of the Record Stock—Smaller Items Worth Attention of the Dealers

The sales of talking machines are necessarily an important part of the business of the talking machine dealer, but the writer believes that if the merchant fails to realize the importance of having the money invested in record stock quickly turned over and a profit realized he is not paving the way to the fullest measure of success in the domain of merchandising.

The record business of the dealer will not reach maximum proportions if his entire efforts are directed toward the people who have purchased instruments from him at one time or another. He must seek an even wider field than this. In short, expansion is deadly slow unless some method of increasing record patronage is vigorously followed. How many dealers are there who realize the vast number of people in the large city who have purchased their instruments from the department store in their home city or one nearby? Also, how many in the small towns who are trying to get some of the rural business in the farming districts surrounding them know what percentage of the people who own talking machines have purchased them from mail order houses? It is safe to say that comparatively few know or care.

A certain talking machine dealer, whose store is located on a fairly busy street in a middle class community, complained to the writer a short time ago that he was disappointed in the record branch of his business. Inquiry disclosed the fact that this dealer concentrated almost entirely on the sale of machines, working on the theory that record sales would take care of themselves. Consequently, while he was doing a fair business in instruments, his sales of records were far below what they normally should have been had he used the same tactics to move them. The only record business which this dealer secured was that of patrons who had purchased their instruments at his store and a few transients who were attracted by his advertising and window displays.

This merchant undoubtedly overlooked the greatest opportunity in his business career. A few dollars spent in a thorough canvass of his neighborhood would have put him in a position to more than double his record trade. Here is how it is done: A canvasser or investigator should visit every family in the neighborhood to determine whether a talking machine is owned, and as a result of this investigation the dealer finally should have a list of all the people in his neighborhood who are machine or record prospects. With this list in hand he is in a position to make a strong appeal through direct-by-mail to have these people buy their records from him. For example: If it is found that a certain person has purchased a talking machine from a local department store situated some distance away in the heart of the city, he can emphasize in his publicity the convenience of doing business with him. He may not do a record-breaking business at the start, but Rome was not built in a day either, and if a consistent and determined system of follow-up is employed the demand will grow and the people of the neighborhood will gradually get the habit of visiting him when they want anything in the record line, and consequently the demand for records will grow, and sales of all

pany to the Gramophone Co., Ltd., has removed to Hayes, and is now under the management of Cecil Maryon, who had, up to June 17, acted as manager under the supervision of W. Manson, a change by which the company reverts to the position of independence which it occupied prior to September, 1919.

kinds of accessories and talking machines will increase as well.

The whole matter rests with the dealer. It is up to him whether he cares to expend the effort and the money necessary to bring about this desirable result. It need only be pointed out that the talking machine merchant who lacks aggressiveness will never grow very big in a business sense.

One of the newcomers to Broadway show successes, "Solid Ivory," has a scene showing the Freed-Eisenmann receiving set in home surroundings.

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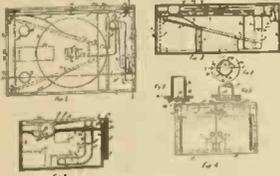


Perfect Syncopation

# LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., December 7.—Portable Phonograph. Solon D. Boynton, Boston, Mass. Patent No. 1,554,621.

This invention relates to portable phonographs and has for its object to provide a phonograph or talking machine which is adapted to be readily carried and to contain within it while being transported a large number of records. Occasion frequently arises when a person desires to carry a phonograph and records away from his permanent residence for



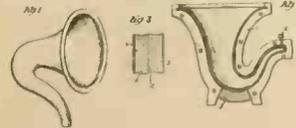
entertainment in the course of an excursion. The ordinary phonographs, even those of the smaller sizes, are bulky and difficult to carry; while to provide a supply of records requires the records to be made up into a separate package additional to the phonograph. The difficulty of doing this restricts the use of the ordinary phonograph and limits the amount of pleasure capable of being derived from it.

According to the present invention, a phonograph is provided having all the necessary elements for the reproduction of recorded sounds with satisfactory volume, which is of compact dimensions enabling it to be carried in the hand by means of an attached handle or strap, or to be placed in a hand bag, or stowed in a small compass among other goods, and which also contains within its own interior space adapted to receive a number of records, sufficiently large to give variety of entertainment during a considerable time.

In the drawings Fig. 1 is a plan view of an improved phonograph, with the cover opened and turned aside. Fig. 2 is a cross section on line 2-2 of Fig. 1, looking in the direction of the arrow. Fig. 3 is a longitudinal section on line 3-3 of Fig. 1. Fig. 4 is an end elevation as seen from the left of Fig. 3. Fig. 5 is a plan view of a structural detail of the phonograph. Fig. 6 is an elevation of the same. Fig. 7 is a cross section on line 7-7 of Fig. 5.

**Amplifying Horn.** Frank J. Reichmann, Chicago, Ill. Patent No. 1,555,609.

This invention relates to amplifying horns particularly suitable for use in connection with



radio receiving apparatus, loud speaking telephone receivers, phonographs and the like for amplifying the emitted sounds and projecting them in a pre-determined direction. The present invention aims to overcome many objections to horns made of heretofore customary materials by providing an amplifying horn made of sounds deadening and sound-vibratory

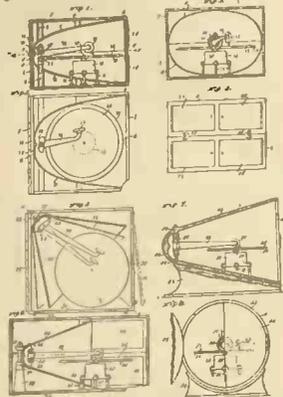
material so intermingled and combined as to avoid any pitch accentuation (at least within the common range of voice and music transmission) without causing any considerable sound absorption. More particularly, it aims to provide amplifying horns made of a composition which has as one of its ingredients material with air cells of such microscopic proportions that these air cells will have a sound-deadening effect to the desired extent when the said ingredient is distributed in finely divided form through a composition whose other ingredients are good sound transmitters. That is to say, it aims to provide a horn having in its composition so large a proportion of intimately intermingled cellular and air-filled particles as to reduce both the transverse sound transmission through the horn and the bodily vibration of the latter, while still having a high sound-reflecting efficiency required for enabling the horn to withstand rough handling. It also aims to provide a horn of this class which can readily be manufactured in highly artistic shapes and with any desired thickness of wall without employing a core, which will readily permit any surface irregularities or roughnesses due to defects in the manufacture to be corrected during the process of manufacture, which can readily be provided with surface coatings of any desired coloring, both for the sake of appearance and for increasing the sound reflection, and which will be sufficiently light so as to be readily portable even when constructed in large sizes.

Illustrative of the invention, Fig. 1 is a perspective view, showing one of the forms in which the horn can readily be made, namely, a form which is difficult to duplicate in most materials and particularly so in a thin-walled form. Fig. 2 is a central and vertical section through the same horn. Fig. 3 is a greatly magnified transverse section of a wall portion of the horn, showing the general distribution of the constituent materials.

**Sound Reproducing Instrument.** Russell M. Everett, Bloomfield, N. J. Patent No. 1,557,998. This invention relates to that class of sound-reproducing instruments in which the sound is discharged annularly around the reproducing mechanism or in which said mechanism is located within the chamber or passage of the discharge means, and the objects of the present invention are to apply such improvements to a sound amplifying horn to obtain a maximum utilization of space for sound amplification and at the same time enable the instrument to be of small size; to mount the sound reproducing mechanism, including the motor, turntable, sound box and tone arm, inside of a horn; to space such mechanism from the walls of a horn and thus discharge the sound annularly around the mechanism; to divide a sound discharge member longitudinally into parts, one of which shall open with respect to another to facilitate access to the sound reproducing mechanism; to divide an amplifying horn into longitudinal sections so as to provide access to sound reproducing mechanism within the same; to divide such a horn axially of itself; to attach said movable part to the cover of the casing of the instrument so that it opens and closes with said cover; to thus utilize to the maximum the space in the casing for the sound discharge or amplifying horn; to secure a large discharge or amplifying horn with respect to the casing and thus obtain a more perfect reproduction of sound, and to secure other advantages and results as may be brought out by the following description.

Fig. 1 is a central vertical section from front to rear of a sound reproducing instrument em-

bodimenting the improvements, as on line 1-1 of Fig. 2, part of the tone arm and all of the rest of the reproducing mechanism being shown in elevation. Fig. 2 is a plan of the instrument with the cover removed; Fig. 3 is a sectional view from the front, taken on line 3-3 of Fig. 1; Fig. 4 is a front elevation; Fig. 5 shows

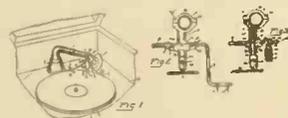


in plan an instrument of modified construction with the cover removed and the horn and its support shown in section on line 5-5 of Fig. 6; Fig. 6 is a diagonal vertical section on line 6-6 of Fig. 5, the horn support, part of the tone arm and all the rest of the sound reproducing mechanism being shown in elevation; Fig. 7 is a vertical sectional view of a still further modified construction, in which a horn is utilized as a casing for the sound reproducing mechanism; and Fig. 8 shows the same in front elevation.

**Repeating Device for Phonographs.** Lynford A. Sink, Highland Park, Mich. Patent No. 1,555,083.

This invention relates to repeating devices for phonographs and the object of the invention is to provide a device by which a record may be automatically repeated.

The objects of the invention are to provide a



device which will lift the reproducing portion of the phonograph at the end of the record and will automatically carry it to the outer edge of the record, where the needle of the phonograph is again inserted in the sound groove of the record; a device of the character described which may be set for different-sized records and will reproduce the record as long as the record is rotated by the phonograph motor; means for inserting in the sound groove of the record each time the record is repeated without dropping the needle suddenly onto the record and thus injuring the sound groove; a device of the character described in which the record itself provides the motive power for the reproducing portion of the phonograph.

In the drawings Fig. 1 is a perspective view of the device as attached to a phonograph. Fig. 2 is an elevation of the device showing the tone arm of the phonograph in section. Fig. 3 is a section through the device in the operating position. Similar numerals refer to similar parts throughout the several views.

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- 3157 Close Your Eyes—Waltz—Travis Carlton Orch. Peaceful Valley—Fox-trot.
  - 3161 The Camel Walk—Fox-trot. Red Sanders and His Orch. Mama, Let Rosie Alone—Fox-trot. Bob DeLman and His Orch.
  - 3163 To Morrow Mornin'—Fox-trot, with Vocal Chorus by Arthur Fields. Bailey's Luck Seven
  - 3165 Melancholy Low—Fox-trot. Original Indiana Five Fallin' Down—Fox-trot. Original Indiana Five
  - 3166 I'm Gonna Hang Around My Sugar—Charley Von—Original Indiana Five
  - 3174 Slippery Elm—Slow Dance. Miami Luck Seven Ida, I Do—Fox-trot. Miami Luck Seven
  - 3177 When I Dream of the Olden Days—Waltz. Travis Carlton Orch. I Never Knew—Fox-trot, with Vocal Chorus by Red Sanders and His Orch.
  - 3178 I'm Sitting on Top of the World—Fox-trot. Flash Miller's Orch. Slow Me the Way to Go Home—Fox-trot, with Vocal Chorus. Red Sanders and His Orch.
  - 3175 Five Foot Two, Eyes of Blue (Gibby Arbuckle Seen My Girl)—Fox-trot, with Vocal Chorus by Arthur Fields. Bailey's Luck Seven Give Me Your Heart—Fox-trot.
  - 3180 Puddin' Madelin' Home—Fox-trot, with Vocal Chorus. Flash Miller's Orch. Nonkatin'—Fox-trot, with Vocal Chorus. Charleston Interpolation. Jud Hill's Blue Devils
  - 3181 Any Blues (Is Good Enough for Me)—Fox-trot. Jack Stillman's Oriole Orch.
  - 3182 Everybody Stomp—Charleston Fox-trot. Original Indiana Five
  - 3183 Everybody's Doin' the Charleston Now—Charleston Fox-trot. Original Indiana Five
  - 3184 Green River Bro—Original Indiana Five
  - 3185 "Fess" Williams and His Royal Flush Orch.
  - 3183 No Man's Man—Charleston Fox-trot. Original Indiana Five
  - 3187 Cooler Heel—Fox-trot. Jack Stillman's Oriole Orch.
  - 3184 Grand Opera Blues—Fox-trot. Rocky Mountain Trio Old Man's Charleston—Charleston. Rocky Mountain Trio
  - 3186 Whoopce—Fox-trot, with Vocal Chorus. Flash Miller's Orch. Evolution Blues—Fox-trot, Slow Dance. Jud Hill's Blue Devils
- POPULAR VOCAL**
- 3167 The Loneliest Girl in Town—Tenor Solo, Accomp. by Trio. Franklin Baur
  - 3168 I Wonder (If She Wonders You)—Tenor Solo, Accomp. by Trio. Franklin Baur
  - 3164 Manny (The Best Thing We Ever Had)—Ac. Solo, comp. by the Melbourne Trio. Tremaine Bros. Back Home in Illinois—Accomp. by the Melbourne Trio. Tremaine Bros.
  - 3172 Croom a Little Lullaby—Piano Accomp. The Radio Franks
  - 3176 I'm Sitting on Top of the World—Piano Accomp. The Radio Franks
  - 3176 I Would Rather Be Alone in the South—Duet, with Accomp. by the Melbourne Trio. Mason-Dixon
  - 3185 Cross My Heart, Mother (I Love You)—Tenor Solo, with Accomp. by the Weymouth Trio. John Ryan
  - 3185 I Wonder Where My Baby Is To Night—Duet, with Piano Accomp. by Thomas Grisselle. The Radio Franks
  - 3188 Sometime—Duet, with Piano and Violin Accomp. The Radio Franks
  - 3188 Tweedle Dee—Tweedle Doo. The Radio Franks
  - 3189 Wait Till To-morrow Night. Jimmy May and His Uke
  - 3189 Wait Till To-morrow Night. Jimmy May and His Uke
- STANDARD VOCAL**
- 3169 Where the Sunset Turns (The Ocean's Blue to Gold)—Tenor Solo, with Orch. Accomp. Harold Kane
  - I Wander How the Old Folks Are at Home. Harold Kane
  - 3169 Tenor Solo, with Orch. Accomp. Harold Kane
  - 10101 On the Road to Mandalay. Baritone, Fredrick Baer
  - My Laddie—Soprano Solo, with Orch. Accomp. Miss Galle
- OLD TIME VOCAL**
- 3158 The Convict and the Rose—Tenor Solo, with Guitar, Violin and Cornet Accomp. Vernon Dalhart
  - Will You Love Me in December as You Do in May?—Tenor Solo, with Orch. Accomp. Harold Kane
  - 3179 Mother's Grave—Tenor Solo, with Violin and Guitar Accomp. Vernon Dalhart
  - Stone Mountain Memorial—Tenor Solo, with Violin and Guitar Accomp. Vernon Dalhart
- STANDARD SAXOPHONE SOLO, with Piano Accomp. by Thomas Grisselle.**
- 3170 The Glow Worm—Saxophone Solo, with Piano Accomp. by Thomas Grisselle. Nathan Glantz
  - Sweet and Low—Saxophone Solo, with Piano Accomp. by Thomas Grisselle. Nathan Glantz
- CHILDREN'S CHRISTMAS RECORD**
- 3171 Christmas Morning at Clancy's. Porter-Ryan
  - Flanagan's Song. Porter-Ryan
- PIPE ORGAN RECORD**
- 3745 Sometimes. Milton Charles, Organist at Tivoli Theatre
  - Are You Sorry. Milton Charles, Organist at Tivoli Theatre
- OLD TIME FIDDLE AND GUITAR**
- 3162 All I've Got Is Done Gone—Mountain Style. Dock Roberts, Fiddle; Edgar Boax, Guitar
  - My Life (The Shawnee). Bread—Mountain Style. Dock Roberts, Fiddle; Edgar Boax, Guitar
- IRISH RECORDS**
- 3746 The Ten Penny Tune (The New Year's Favorite and Hinchy's Jig)—Irish Jig Medley. The Four Provincials
  - The Buncrana Reel—Violin Solo, with Piano Accomp. John McCormick
  - 3747 Out and Make Ready for the Penin Men—Irish Folk Song. Baritone Solo, with Piano Accomp. Joseph Lee
  - The Tansard Side—Baritone Solo, with Piano Accomp. by Edward Lee. Joseph Lee
  - 3748 You're Just Like Your Mother. Beautiful Rose—Piano Accomp. Michael J. Fitzpatrick
  - Down by the Sally Gardens—Orch. Accomp. John Shaughnessy
- SPANISH RECORDS**
- S-3187 Julian—Tango. Orquesta Criolla de Mariani
  - Gallepito—Tango. Orquesta Criolla de Mariani
  - S-3190 Julian—Tango. con acompañamiento de guitarras. Angel Romero
  - Gallepito—Tango—Tenor, con acompañamiento de guitarras. Angel Romero

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- Bamboda (Conrad-Cristini)—Fox-trot, for Dancing. Fleetwood Orch.
- 3153 I Never Knew (Kalmus)—Fox-trot, for Dancing. The Ambassadors, Dir. Louis Katzman
- That Certain Dary (Kahn-Donaldson)—Fox-trot, for Dancing, with Vocal Chorus. The Ambassadors, Dir. Louis Katzman
- 3154 Sleepy Time Gal (Allen Egan-Lemore-Williams)—Fox-trot, for Dancing, with Vocal Chorus. Whoopce (De Sylva-Brown-Covard)—Fox-trot, for Dancing, with Vocal Chorus. Ben Selvin and His Orch.
- 3155 I Must Be Love (From "Merry Merry") (Thompson-Archer)—Fox-trot, for Dancing. Harry Archer and His Orch.
- I Was Blue (From "Merry Merry") (Thompson-Archer)—Fox-trot, for Dancing. Harry Archer and His Orch.
- 3156 I'm Sitting on Top of the World (Lewis-Young Henderson)—Fox-trot, for Dancing. The Ambassadors, Dir. Louis Katzman
- Military Mike (Schaefer-Mack-Drynn-Smith)—Fox-trot, for Dancing. The Hotentots
- 3157 There Ain't No Fish on Aubin (Van der Decken)—Fox-trot, for Dancing, with Vocal Chorus. Hokey Pokey (Hess-Hall)—Fox-trot, for Dancing, with Vocal Chorus. Park Lane Orch.
- 3158 Freddie (Green-Berg-Gree)—Fox-trot, for Dancing, with Vocal Chorus. Park Lane Orch.
- 3159 Meet Me To-night in Dreamland (Whitson-Friedman)—Waltz, for Dancing. The Castilians
- I'd Love to Live in Lanceland (With a Girl Like You) (Williams)—Waltz, for Dancing. The Hotentots
- 3160 Savouf Humano—Fox-trot, for Dancing. The Castilians
- Anser Perdido (Vargas)—Waltz, for Dancing. The Hotentots
- 3161 Canal Walk (Schaefer-Mack-Drynn-Smith)—Fox-trot, for Dancing. The Hotentots
- Down and Out Blues (Farrell-Siemer)—Fox-trot, for Dancing. The Hotentots
- 3162 Song of the Vagabonds (From "The Vagabond King") (Friml)—Fox-trot, for Dancing, with Male Chorus. Luxedo Orch.
- 3163 Here in My Arms (Leary, "Bye and Bye" from "Dearest Enemy") (Hart-Rodgers)—Fox-trot, for Dancing, with Vocal Chorus. Luxedo Orch.
- 3164 Thistles and Heather (Arr. by Frank Black)—Fox-trot, for Dancing. Rhythmic Orch.
- 3165 Dixie Ditties (Arr. by Frank Black)—Fox-trot, for Dancing. Rhythmic Orch.
- 3166 House Party Stomp (Walker)—Fox-trot, for Dancing, with Banjo, Piano and Clarinet. Three Jolly Miners
- 3167 Grand Opera Blues (Fidler-Hooper)—Fox-trot, for Dancing, with Banjo, Piano and Clarinet. Three Jolly Miners
- 3168 Lucy Long (Bradford)—Fox-trot, for Dancing, with Vocal Chorus. Perry Bradford's Jazz Phools
- I Ain't Gonna Play No Second Fiddle (Bradford)—Fox-trot, for Dancing, with Vocal Chorus. Perry Bradford's Jazz Phools
- 3169 Hot Honey (Lange-McKenzie)—Fox-trot, for Dancing. McKenzie's Candy Kids
- 3170 You've Never Come Back (Hiland-McKenzie)—Fox-trot, for Dancing. McKenzie's Candy Kids
- 3171 Keep on Crooming a Tune (Fain-Well-Mellich)—Fox-trot, for Dancing. Ben Selvin and His Orch.
- Someone's Stolen My Sweet, Sweet Baby (Brown-Clare-Pinkard)—Fox-trot, for Dancing. Ben Selvin and His Orch.
- 3172 Back Home in Illinois (Gott-Siegel-Chaires)—Fox-trot, for Dancing. The Tennessee Tooters
- Hot Air (Schaefer)—Fox-trot, for Dancing. The Tennessee Tooters
- 3173 Marguerite (Murphy-Sherman-Bernie)—Fox-trot, for Dancing. Ben Bernie and His Hotel Roosevelt Orch.
- 3174 Lonesome (Klages-Berjman)—Fox-trot, for Dancing. Ben Bernie and His Hotel Roosevelt Orch.
- 3175 Just One More Waltz With You (Jerome)—Waltz, for Dancing. Mayfair Trio
- Let Us Waltz as We Say Good-Bye (Reiner)—Waltz, for Dancing. Mayfair Trio
- 3176 Food for Thought (Gavin Hinky) (De Sylva-Gensler)—Fox-trot, for Dancing. Ben Bernie and His Hotel Roosevelt Orch.
- 3177 Tomorrow, Tomorrow (Robinson-Little-Drift)—Fox-trot, for Dancing, with Vocal Chorus. Ben Bernie and His Hotel Roosevelt Orch.
- 3178 Peaceful Valley (Robison)—Fox-trot, for Dancing. Fletcher Henderson and His Orch.
- 3179 Hey, You! Straw Foot (MacDonald-Carroll-Freed)—Fox-trot, for Dancing. Fletcher Henderson and His Orch.

(Continued on page 188)

# VICTOR ARDEN'S MASTERPIECE IN EYE OF THE WALTZ

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- 15175 Pal of My Cradle Days (Montgomery-Plantados)—Waltz—Violin Solo, with Piano Accom. by Dan Lieberfeld, Marie Davon Morrell
- Sometime (Kahn-Horrie)—Waltz—Violin Solo, with Piano Accom. by Dan Lieberfeld, Marie Davon Morrell
- 2018 Neopolitan Nights (Kerr-Zamenka)—Tenor Solo, with Orch. Accom. by Sam Lavin's Dance Orch.
- Mystery of Night (Denn)—Tenor Solo, with Orch. Accom. by Sam Lavin's Dance Orch.
- 15177 I'm Sitting on Top of the World (Lewis-Young)—Heederson—Vocal Duet, with Piano Accom. by The Radio Franks, Wright-Bessinger
- Bam, Bam, Bam, Bam (Dixon-Whelan)—Vocal Duet, with Piano Accom. by The Radio Franks, Wright-Bessinger
- 15179 Down by the Winery Walk (Hester-Lewis)—Tenor Solo, with Piano and Lute Accom. by Al Bernard
- Pauline Madeline (Hester-Lewis)—Tenor Solo, with Piano and Lute Accom. by Al Bernard
- 15178 Planning Marie (Rose-Whelan)—Tenor and Baritone Duets with Accom. by Phil Ouman, Fleming, and Harry Reiser, Blujio
- How She Loves Me Is Nobody's Business (Gaskin-Mills)—Tenor and Baritone Duets with Accom. by Phil Ouman, Fleming, and Harry Reiser, Blujio
- 15180 Tomorrow Mornin' (Robinson-Lite-Britt)—Concidence, with Orch. Accom. Peggy English
- You Wouldn't Believe Me (Clark-Compa)—Beant—Concidence, with Orch. Accom. Peggy English
- 15181 Dreaming of a Castle in the Air (Ward-Gardner)—Tenor Solo, with Two Violins, Guitar and Ukulele Accom. by Chick Endor
- How Can You Look So Good and Still Be So Dog-Gone Bad (Fenton)—Tenor Solo, with Ukulele and Ukulele Accom. by Chick Endor
- 15170 A Little Bit Bad (Davis-Contley-Elkridge)—Fox Trot, with Piano Accom. by Essex Club Orch.
- Cross My Heart, Mother, I Love You (Hain)—Solo (For Williams)—Fox Trot, for Dancing, Essex Club Orch.
- 15183 Who's Got "Sunny" (Harrach-Hammerstein)—Harry Archer and His Orch.
- Sunny (Intro. "Dye Love Me from Sunny") (Harrach-Hammerstein)—Fox Trot, for Dancing, Harry Archer and His Orch.

## Regal Records

### DANCE RECORDS

- 9941 I'm Sitting on Top of the World—Fox-trot, Sam Lavin's Dance Orch.
- You Gotta Know How—Fox-trot, Sam Lavin's Dance Orch.
- 9942 I Never Knew—Fox-trot, Newport Society Orch.
- No Man's Mama—Fox-trot, Lou Gold and His Orch.
- 9943 The Prisoner's Song—Waltz, Eddie Peabody and His Band
- Little Love Notes—Waltz, Hollywood Dance Orch.
- 9944 Clap Hands! Here Comes Charley—Fox-trot, Eddie Peabody and His Band
- Whoops—Fox-trot, Eddie Peabody and His Band
- 9945 I'm Gonna Hang Around My Sugar—Hot Dogs, Perry's Hot Dogs
- Has Been Love Mornin'—Fox-trot, Sam Lavin's Dance Orch.
- 9946 Tomorrow Mornin'—Fox-trot, Sam Lavin's Dance Orch.
- What Can I Do Without You?—Fox-trot, Hollywood Dance Orch.
- 9947 Someone's Stolen My Sweet, Sweet Baby—Fox-trot, Newport Society Orch.
- You Didn't Mean to Be Mean to Me—Fox-trot, Eddie Peabody and His Band
- 9948 Cross My Heart, Mother, I Love You—Fox-trot, Sam Lavin's Dance Orch.
- Sleepy Time Gal—Fox-trot, Fletcher Henderson and His Band
- 9949 Freshie—Fox-trot, Eddie Peabody and His Band
- Roll 'Em Girls—Fox-trot, Lou Gold and His Orch.
- 9950 When I Dream of the World With You—Waltz, Eddie Peabody and His Band
- Till the End of the World With You—Waltz, Eddie Peabody and His Band
- 9951 Don't Wake Me Up, Let Me Dream—Fox-trot, Eddie Peabody and His Band
- It Must Be Love (From "Merry, Merry")—Fox-trot, Sam Lavin's Dance Orch.
- 9952 Sam Louis Blue—Jazz Fiddle, Clarinet and Piano Accom., Eddie Peabody
- Brave Street Blues—Jazz Fiddle, Clarinet and Piano Accom., Eddie Peabody
- 9953 Bam Bam Bang—Banjo Solo, Eddie Peabody
- Puddin' Madelin' Home—Banjo Solo, Eddie Peabody

### VOCAL RECORDS

- 9954 Show Me the Way to Go Home—Male Duet, Piano Accom., Hare and Jones

- That Certain Party—Male Duet, Piano Accom., Hare and Jones
- 9955 Down by the Winery Walk—Comedy Solo, Orch. Accom., Arthur Fields
- Steppin' Fool—Baritone Solo, Orch. Accom., Arthur Fields
- 9956 I'm Sitting on Top of the World—Male Duet, Piano Accom., The Radio Franks
- I Never Knew—Male Duet, Piano Accom., Arthur Fields
- 9957 The Loneliest Girl in Town—Baritone Solo, Orch. Accom., Arthur Fields
- I'm Tired of Being Alone—Tenor Solo, with Violin and Guitar Accom., Franklyn Baur
- 9958 Wreck of the Shenandoah—Tenor Solo, with Violin and Guitar Accom., Vernon Dalhart
- Mother's Grave—Tenor Solo, Nov. Accom., Vernon Dalhart
- 9959 The Convent and the Rose—Tenor Solo, Nov. Accom., Vernon Dalhart
- The Letter Edged in Black—Tenor Solo, Nov. Accom., Vernon Dalhart

## Cameo Records

### DANCE RECORDS

- 815 If I Had a Girl Like You—Fox-trot, Broadway Broadcasters
- Better Get Acquainted—Fox-trot, Lou Gold and His Orch.
- 816 I Wonder Where My Baby Is Tonight—Fox-trot, Bob Harine and His Orch.
- Forever (And Ever With You)—Fox-trot, Al Jockers and His Orch.
- 817 Milehigher Joys—Fox-trot, Variety Eight
- Speckel—Fox-trot, with Vocal Refrain, Variety Eight
- 818 Sitting on Top of the World—Fox-trot, The Carolinas
- Smile a Little Bit—Fox-trot, with Vocal Refrain, Lou Laring and His Orch.
- 819 Five Foot Two, Eyes of Blue (Has Anybody Seen My Girl)—Fox-trot, Broadway Broadcasters
- Emmy—Fox-trot, Nathan Glantz and His Orch.
- 820 Sentimental Me—Fox-trot, Bob Harine and His Orch.
- Deen Elm (You Tell 'Em I'm Blue)—Fox-trot, Paul Van Loan and His Orch.
- 821 The Farmer Took Another Lead Away, Hay! Hay!—Fox-trot, with Vocal Refrain, Bob Harine and His Orch.
- 822 Hell—Fox-trot, Nathan Glantz and His Orch.
- Since You Called Me Sweetheart—Waltz, Joe Green's Vibraphone Dance Orch.
- 823 Always Think of You—Waltz, Joe Green's Vibraphone Dance Orch.
- 823 Dreaming of Tomorrow—Fox-trot, Al Jockers and His Orch.
- Peaceful Valley—Fox-trot, Mike Seibel and His Orch.
- 824 Roll 'Em, Girl! (Roll Your Own)—Fox-trot, with Vocal Refrain, Bob Harine and His Orch.
- I'm Gonna Hang Around My Sugar—Fox-trot, Variety Eight
- 825 Don't Wait Too Long—Fox-trot, with Vocal Refrain, Bob Harine and His Orch.
- What's Goin' to Happen—Fox-trot, Nathan Glantz and His Orch.

### VOCAL RECORDS

- 826 Save Your Sorrow (For Tomorrow)—Vocal, with Orch. Accom., Arthur Fields
- 827 Love Me and I Live—Fox-trot, Solo, with Orch. Accom., William Robyn
- 827 You Forgot to Remember—Tenor Solo, with Orch. Accom., William Robyn
- Forever (And Ever With You)—Tenor Solo, with Orch. Accom., William Robyn

### BAND RECORDS

- 828 The Whistler and His Dog—Band, Casino Military Band
- The Burroing of Rome—Band, Cameo Military Band

### SPECIAL RELEASES

- 809 The Wreck of the Shenandoah—Tenor Solo, with Violin and Guitar Accom., Vernon Dalhart
- The Letter Edged in Black—Tenor Solo, with Violin and Guitar Accom., Vernon Dalhart
- 810 The Convent and the Rose—Tenor Solo, with Violin and Guitar Accom., Vernon Dalhart
- 811 Little My Thack—Tenor Solo, with Violin and Guitar Accom., Vernon Dalhart
- 812 Little Rosewood Casket—Tenor Solo, with Violin and Guitar Accom., Vernon Dalhart
- 812 Mother's Grave—Tenor Solo, with Violin and Guitar Accom., Vernon Dalhart
- 813 The Convent and the Rose—Tenor Solo, with Violin and Guitar Accom., Vernon Dalhart
- 813 Stone Mountain Memorial—Tenor Solo, with Violin and Orch. Accom., Vernon Dalhart
- Sidney Allen—Tenor Solo, with Violin and Guitar Accom., Vernon Dalhart

- 814 Tur-Bout Jones—Comedy Duet, with Orch. Accom., Bernard Robinson
- The Runaway Train—Tenor Solo, with Guitar Accom., Vernon Dalhart

## Banner Records

### JANUARY RELEASES

- 1637 Cross My Heart, Mother, I Love You—Fox-trot, Newport Society Orch.
- It Must Be Love (From "Merry, Merry")—Fox-trot, Sam Lavin's Dance Orch.
- 1642 Tomorrow Mornin'—Fox-trot, Sam Lavin's Dance Orch.
- You Didn't Mean to Be Mean to Me—Fox-trot, Eddie Peabody and His Band
- 1635 I Never Knew—Fox-trot, Newport Society Orch.
- Hello, Little Girl of My Dreams—Fox-trot, Hollywood Dance Orch.
- 1638 The Prisoner's Song—Waltz, Eddie Peabody and His Band
- 1644 I'm Sitting on Top of the World—Fox-trot, Sam Lavin's Dance Orch.
- I'm Gonna Charleston Back to Charleston—Missouri Jazz Band
- 1640 No Man's Mama—Fox-trot, Lou Gold and His Orch.
- 1636 Someone's Stolen My Sweet, Sweet Baby—Fox-trot, Eddie Peabody and His Band
- 1639 Don't Wake Me Up, Let Me Dream—Fox-trot, Eddie Peabody and His Band
- Sleepy Time Gal—Fox-trot, Fletcher Henderson and His Band
- 1641 I'm Gonna Hang Around My Sugar—Fox-trot, Perry's Hot Dogs
- 1643 Has Been Love (From "Merry, Merry")—Fox-trot, Eddie Peabody and His Band
- Clap Hands! Here Comes Charley—Fox-trot, Eddie Peabody and His Band
- 1645 Till the End of the World With You—Waltz, Eddie Peabody and His Band
- When I Dream of the Last Waltz With You—Waltz, Eddie Peabody and His Band
- 1654 Then I'll Be Happy—Fox-trot, Fletcher Henderson and His Band
- Always Came Love—Fox-trot, Eddie Peabody and His Band
- 1646 St. Louis Blues—Jazz Fiddle, Clarinet, Piano Accom., Eddie Peabody
- 1647 Bam, Bam, Bang—Banjo Solo, Eddie Peabody
- Puddin' Madelin' Home—Banjo Solo, Eddie Peabody

### VOCAL RECORDS

- 1651 I Never Knew—Male Duet, with Piano Accom., The Radio Franks
- I'm Sitting on Top of the World—Male Duet, with Piano Accom., The Radio Franks
- 1648 The Loneliest Girl in Town—Baritone Solo, with Orch. Accom., Arthur Fields
- I'm Tired of Being Alone—Tenor Solo, with Violin and Guitar Accom., Franklyn Baur
- 1650 Steppin' Fool—Comedy Solo, with Orch. Accom., Arthur Fields
- 1649 Show Me the Way to Go Home—Male Duet, with Piano Accom., Hare and Jones
- That Certain Party—Male Duet, with Piano Accom., Hare and Jones
- 1652 Wreck of the Shenandoah—Tenor Solo, with Novelty Accom., Vernon Dalhart
- Mother's Grave—Tenor Solo, with Novelty Accom., Vernon Dalhart
- 1653 The Convent and the Rose—Tenor Solo, with Novelty Accom., Vernon Dalhart
- The Letter Edged in Black—Tenor Solo, with Novelty Accom., Vernon Dalhart
- 2125 Deep in My Heart, Dear—Violin Solo, Rudolph Palk
- In the Ballroom—Violin Solo, Rudolph Palk

## Domino Records

### DANCE RECORDS

- 3606 Cross My Heart, Mother, I Love You—Fox-trot, Newport Society Orch.
- It Must Be Love (From "Merry, Merry")—Fox-trot, Sam Lavin's Dance Orch.
- 3607 Tomorrow Mornin'—Fox-trot, Sam Lavin's Dance Orch.
- You Didn't Mean to Be Mean to Me—Fox-trot, Eddie Peabody and His Band
- 3608 I Never Knew—Fox-trot, Newport Society Orch.
- Hello, Little Girl of My Dreams—Fox-trot, Hollywood Dance Orch.
- 3609 The Prisoner's Song—Waltz, Eddie Peabody and His Band
- What a Kiss Can Do—Waltz, Hollywood Dance Orch.
- 3610 I'm Sitting on Top of the World—Fox-trot, Sam Lavin's Dance Orch.

CONSTRUCTIVE ARTICLES IN THIS ISSUE OF THE WORLD

Ready Reference for Salesmen, Dealers and Department Heads

Table listing song titles and composers, including 'I'm Gonna Charleston', 'Sam Lanin's Dance Orchestration', '3611 My Man's Name', etc.

U. S. Music Co.

Table listing song titles and composers under 'WORD ROLLS', including 'After All These Years', 'Beautiful Southern Nights', etc.

Table listing song titles and composers under 'FOREIGN WORD ROLLS', including 'Dedecky Nambly', 'Radio - Z Revez', etc.

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Table listing business articles and their page numbers, including 'Building Sales Volume After the Holidays', 'Important Changes Made by the Victor Co.', etc.

Table listing business articles and their page numbers, including 'Supreme Court Grants Review of Important Patent Case', 'Figures That Indicate the Growth of the Radio Industry', etc.

CORRESPONDENCE FROM LEADING CITIES

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Table listing 'FOREIGN ROLLS—MUSIC ONLY' and 'MEXICAN AND SPANISH' songs, including 'Saxofon Humano', 'Jutka's Polka', etc.

Table listing 'LIBRARY EDITION—WORD ROLLS' and 'LIBRARY EDITION—MUSIC ONLY' songs, including 'In the Shadows', 'Au Fait (Oh, Fay)', etc.

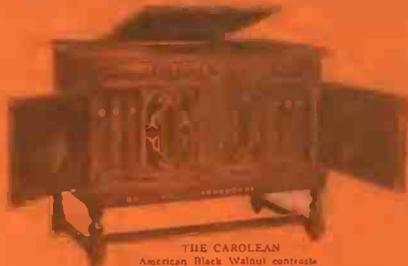
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Table listing various companies and their page numbers, organized by letter (A-Z). Includes entries like Aberdeen Specialty Co., Acme Electrical Mfg. Co., and Zenith Radio Corp.



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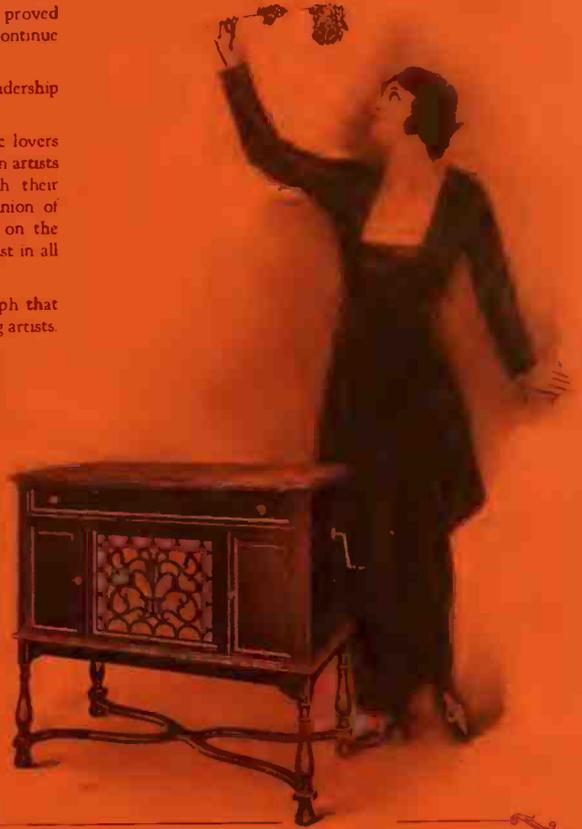
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